



SCBGGLOBAL
OPT[©]mizing Global Businesses

Contact Center Series

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Why the chatbot should be your next hire

Emotions are invaluable to customer retention. With people increasingly basing their custom on how they feel about a business, and two thirds of customers who have positive associations with a brand choosing to remain loyal , ensuring that customers are happy at every point of the service journey is becoming a huge priority for businesses. This has amplified the importance of finer details and smaller processes within the customer care strategy, adding even more steps to the process of delivering a quality customer experience.

With new technologies on the rise, more disruption to traditional routes to purchase is inevitable. However, increased digitalisation also presents businesses with a new array of opportunities for engaging with their customers. Use of Artificial Intelligence and automation is one such advancement that the customer service industry is beginning to leverage. Chatbots and IVR now handle many customer interactions on behalf of human agents, allowing contact centers to elevate operational efficiency by reserving agents for only the most complex issues.

Yet, despite AI witnessing significant technological advances, many businesses have been slow to take advantage of its full capabilities and the measurable ways it can boost their overall service and customer reputation. As a result, many enterprises retain silos within their contact centres that separate the many different aspects of customer engagement.

When handling customer interactions through SCB Global's **OPTO4Contact**, enterprises can use the integrated AI features to provide IVR calls with a human touch or chatbot engagements to deliver fast solutions to customers. Additionally, the AI reports on the data collected from these automated interactions, allowing businesses to pinpoint exactly where customers are dropping off in these engagements and remodel them accordingly.



Contact Center

Deployment of speech analytics and sentiment analysis can be used to support agents in real-time when handling customer interactions - automatically capturing the language, deciphering the tone and decoding the emotions expressed within a conversation. Data and reports provide key insights into which aspects of a call were not received well by the customer and what they responded positively to, allowing agents to improve future interactions.

Integration of this data with customer records and profiles via CRM synchronisation allows agents to determine the full history of a customer, giving context on how to best handle each engagement. Capturing customer behaviour patterns enables agents to better anticipate the intent of incoming interactions, so they can respond with the most appropriate type of service or engagement.

The ability to automatically review the success of every interaction is transforming the contact centre experience. AI enables businesses to adjust and refine their customer service training according to what is most successful and streamline their customer engagement processes. Utilising built-in automated reporting enables improvement in overall team management by allowing enterprises to continually assess which team members are the most productive across each channel of communication and are best equipped to handle specific forms of customer engagement.

With SCB Global's intelligent **OPTO4**Contact solutions, businesses are regaining ownership of the customer journey. Through incorporating advanced Artificial Intelligence and automation features, enterprises are empowered to handle increased scrutiny and pressure on customer service. By better understanding their customers, businesses are equipped to deliver a next-generation customer experience and improve overall business reputation.

<https://customerthink.com/how-to-measure-emotion-in-customer-experience/>

