# BUSINESS AUTOMATION FOR CUSTOMER SERVICE

## CUSTOMER HANDLING IN A POST COVID-19 WORLD

### The Challenge

The world of customer contact has changed. The Covid-19 crisis has stretched customer service operations to the limits. There has been a big jump in volumes as customers request payment deferrals, refunds, cancellations, report problems with orders and seek help relating to changes of circumstances. Companies have needed to innovate quickly and find better ways for customers to communicate when they need help.

At the same time, companies are now re-assessing their business processes and preparing for a new, post-pandemic normal which doesn't endanger staff, deals with fluctuating staff numbers and facilitates capturing and routing work securely to home-workers.

Insight 2 Value is an IBM Digital Business Automation specialist with decades of experience helping businesses with their customer service challenges.

With the new operational challenges in mind we have built a 'Business Automation for Customer Services' solution which utilises AI chatbots, voice to text, pre-built workflows, fraud detection, case management and analytics to deliver next-generation customer handling. The solution runs on the IBM Cloud for quick deployment. It is built on the market-leading Digital Business platform from IBM and IBM Watson Services for added cognitive intelligence.

### Business Automation - Humans and Machines working together

When a customer gets in touch, it sets in motion a series of events and actions involving a network of people, systems and tasks where control and auditability of the process is critical – especially now that you need to capture and route work to remote workers.

### Capturing Content

The Business Automation solution uses innovative IBM Watson services to capture customer requests via multiple channels - AI Chatbots, email, webforms and telephone (utilising IBM Watson speech to text).

A Case is then automatically created in our case management tool along with any supporting documents. AI determines the content and will assign the case, pre-built workflows and associated tasks to the appropriate customer service team to action and complete or alternatively pass to team leaders to manually review and assign.

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## Watson Assistant - More than a chatbot

Watson Assistant is an offering for building conversational interfaces into any application, device or channel. Watson uses natural language recognition capabilities to discern the intent of what a user is saying in order to respond to enquiries and requests. Set-up is very straightforward and does not require the need for highly trained IT staff.

Watson knows when to search for an answer from a knowledge base, when to ask for clarity and when to direct customers to a call handler for complex cases that need human intervention and reasoning.

The call handler – who might be a home worker - is able to interact directly with the customer through the chatbot, ask for documents to be added and can update the end user on the status of their issue in real-time.
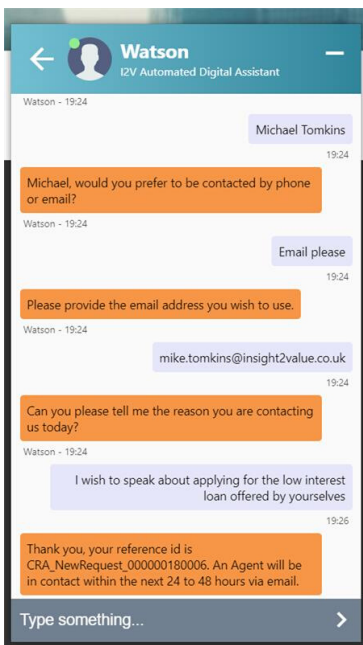
## Distribution of work

Your team can control the allocation and priority of work either manually or by setting rules. The solution creates team inbaskets and distributes work and ad-hoc tasks relating to each case to the relevant workers to complete. Temporary workers can be added to the system to help with workloads. Distributed teams can be managed effectively, decisions can be made correctly, defensibly (with an audit trail) and in line with any regulatory oversight.

## Dashboards and Insights

Managers are able to monitor how the organisation is performing and make adjustments to processes easily without burdening IT departments. They can balance workforce requirements, access stats on queues and also gain insights into the reasons customers are needing to get in touch and how efficiently the organisation is able to respond.

## Architecture

I2V's Business Automation solution leverages a range of IBM tools hosted on an IBM Cloud environment and is delivered as a service to enable you to concentrate on your business challenges. Future releases will be able to run on other cloud environments if required. A modular approach makes it easy to get started and then configure the solution to meet your needs, building in additional capabilities once your base solution is up and running.

**For more information, or to arrange a demo, please email enquiries@insight2value.co.uk**

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