



How to improve your customer experience

Intelligently Automating the Call Center

Many customers solely interact with businesses through their call centers, making the improvement of the customer experience critical. Thankfully, this can easily be done with automation.

Most call centers see an abundance of productivity problems, resulting in suboptimal call times, long wait times, high call abandonment rates and poor average handle times. This has less to do with the productivity of the agents but more the inefficiency of their processes.

+\$75 billion

According to NewVoice Media, bad customer service costs U.S. businesses +\$75 billion a year from loss of customers.

76%

Customers aren't afraid to take their business elsewhere. 76% of customers say it's easier than ever to switch service providers based on their experience.

Is your call center keeping up with demands?

The customer experience will soon surpass product and price as a key brand differentiator. Giving your customers a positive experience is more important than ever. Bad experiences make it easy for customers to switch providers, resulting in lost revenue.

- Is your call center up to par?
- Are you giving your customers what they want?
- Can adding intelligence to your processes help?

Intelligent automation can greatly improve call center handling processes and improve the customer experience. The results are highly optimized call times, low wait times and block call rates, decreased after call work and higher net promoter scores.

75%

of customers say it takes too long to connect with an agent.

60%

of customers are not willing to wait on hold for more than 1 minute.

12%

of calls are disconnected before the customer reaches an agent.

So how can intelligent automation help?

- 1 Reduce application switching and clicks
- 2 Automate repetitive requests
- 3 Decrease post-call work

1 Reduce application switching and clicks

Nearly half of call center agents work with five or more tools to complete various call requests depending on the industry the call center serves. Shifting between applications to copy and paste data requires several clicks and window switches, which lengthens call handle times.

Intelligent process automation (IPA) solutions allow agents to easily transfer data between systems without having to perform these tasks manually.

Commercial bank call centers get many calls for lost or stolen credit cards. To complete this request an agent switches between three applications: the banks online portal, a CRM system and a third-party application to order the customer a new card. IPA can integrate all of the needed data and auto-populate missing fields. This includes the reason for card replacement, card number, mailing address, etc.

2 Automate repetitive requests

Most incoming calls are repetitive and force agents into robotic, tedious processes. These types of processes bore people and waste their time. By automating the repetitive tasks, your employees save their time to handle calls that require more human capabilities like critical thinking and empathy.

IPA can integrate with your current systems and assist in completing processes seamlessly. For example, automations can pull data from one system to another after being easily triggered with the click of a button.

One use case for internet/cable service provider call centers is creating an appointment for onsite technical support and repairs. This requires agents to input information into the CRM system and copy that information to manually schedule the appointment and describe the technical issue for the technician. An automation integration installed within the CRM system could easily create an appointment and transfer appointment details into a secondary system.

3 Decrease post-call work

After most incoming calls, agents often have after call work (ACW). These can be tasks that complete the request or agents may be required to input customer interactions into a CRM service system for tracking and relationship purposes. This work keeps agents from picking up new calls and increases customer wait time.

Automation can take care of ACW by inputting the call transcription into a CRM system on behalf of the agent or by triggering a specific action after a call request is completed.

For example, many call centers send a letter when a customer buys a new plan, or updates or deletes their service, which often follows a call by an agent. Automation can extract the information from the CRM system, autofill it within a letter template and submit it for mailing.

2.6x

Satisfied customers contribute 2.6x more revenue to the company.

Customers that have a positive experience are more loyal and are more likely to refer/recommend your business to others. Improve your experience and drive more revenue to your business with automation.

To see more intelligent process automation use cases and Automation Hero's tutorial videos visit:

<https://automationhero.ai/videos>

About Automation Hero

Automation Hero combines RPA with AI to form an intelligent process automation (IPA) platform. Built by the founding team of Datameer, the leader in big data analytics, and a world-class team of sales and AI experts, Automation Hero automates repetitive and time-consuming tasks to improve productivity and drive more successful, optimized business outcomes.