Top intelligent tools every service professional should have in 2017

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Key findings:

01 Why Artificial Intelligence (AI) is a game-changer for service organizations from various industries

02 How AI can help service professionals deliver greater relevancy in customer support interactions and gain customer service excellence

03 How organizations can streamline their service operations with tools such as virtual personal assistants, chatbots, intelligent case routing and management and, sentiment analysis

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Joining human vigor and algorithmic rigor to force customer service capacities

We live in a data-saturated world where a majority of communication is performed online. With more than 6 billion connected devices and over 2.5 quintillion bytes of data created every day, today's fast-paced environment offers immense opportunities for organizations that know how to put this data to use by structuring it in the right way. This is where Artificial Intelligence (AI) can truly make a difference.

What is AI?

At the highest level, AI is an intelligent technology that leverages historical data and applies what is learned to current contexts to make predictions. AI combines various related terms: machine learning, natural language processing, deep learning, predictive analytics, etc. As consumers, we are already using AI in our daily lives, for instance, just-in-time (JIT) assistance tools such as Apple's Siri, Google Now, and Microsoft's Cortana. Another example is Google who harnesses AI to autocomplete search queries and predict what you are searching for with exceptional accuracy and without any human involvement. Amazon product recommendations use machine-learning algorithms to offer the most relevant products you are most likely to purchase based on your preferences, history and interests.

Artificial Intelligence is the next big thing in the world of innovation, which is being led by advances in computing power, the ability to store and process Big Data, and instant access to advanced algorithms. With such tremendous potential, AI is destined to be the perfect tool to fuel organizations' service efforts and power customer service teams with genuinely intelligent tools to cut the time spent on service request management and enable them to provide excellent customer experience across different channels. And to remain relevant in a technology-driven world, service pros must learn to combine their efforts with these intelligent tools.

$153 B

80%

44%

The AI solutions market is estimated to reach $153 billion by 2020.
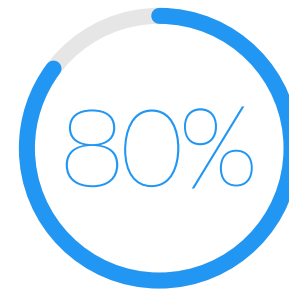
80% of executives believe artificial intelligence improves worker performance.
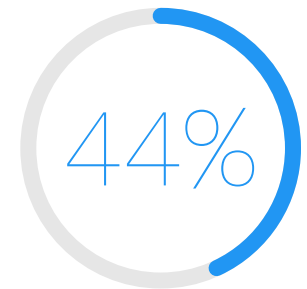
44% of executives believe AI's most important benefit is "automated communications that provide data that can be used to make decisions".

Smarter case routing and management

Analytics, machine learning and AI are becoming much more of a practical part of customer service. Today, organizations are already taking advantage of AI to route and manage cases taking into consideration historical data with the help of intelligent CRM systems with service management capabilities.

SERVICE TEAMS CAN BENEFIT FROM INTELLIGENT CASE ROUTING AND MANAGEMENT CAPABILITIES IN A FEW WAYS:

- **Intelligent skill- and role-based case routing.** Intelligent case routing allows service professionals to leverage the categorization tools that are based on service agent's skills and workload to automatically route cases and requests to the appropriate party for a follow-up. With the help of intelligent service management tools, service teams can also automatically categorize cases based on the case description. This allows organizations to effortlessly define the cases from customers with, for example, higher LTV and assign these cases to the most skilled service agents.

- **Smart and proactive case management.** With the power of AI and machine learning, intelligent service management software can actually anticipate customers' needs, rather than simply reacting to them when the request has already been submitted. For example, if a customer has problems with shipping of their order, the system will automatically notify the service agent at the moment it was delayed. This will allow the agent to reach out to a customer proactively, letting them know when the order would arrive and offering the client other alternative shipping options. This allows organizations to provide solutions before a problem even arises so that clients don't have to make a call or submit request because service is already on top of it.

  Moreover, AI-powered solutions for service process management provide tools that are capable of automatically defining the most efficient branch within the case resolution process to provide a faster support.

1M

By 2020 AI will disrupt jobs of 1,000,000 phone-based customer support agents.

50%

By 2018, 50% of agent interactions will be influenced by real-time analytics.

6B
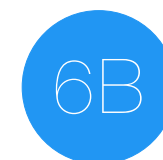
By 2018, six billion connected devices will proactively ask for support.

Optimized performance and better productivity

With AI-powered productivity tools that today's service management software solutions provide, organizations can translate the continuous flow of customer data into a greater understanding of their clients and provide superior experiences that build brand loyalty.

- **Sentiment analysis and emotion detection.** AI, machine learning and natural language processing (NLP) underpin sentiment analysis (SA), which is basically a technology that makes a rapid assessment of the customers' sentiments expressed in the incoming support request, whether it's an email, request received by a chatbot or a call. By automatically analyzing customers' emotions, the system can prioritize a case within the queue and alert the service agent if a human intervention is needed.

- **Intelligent productivity tools.** The AI-powered solutions allow for creating contacts based on email sender information, enriching contact data based on the email signature. Such solutions also enable automatic linkage of emails with relevant cases, detecting the best route for field service agents as well as providing recommendations on the time to get to the needed location considering current traffic.

- **Next best action.** Based on historical data, the system defines the sequence of actions that lead to the most efficient case resolution time and offers service professionals the next-best action to help them choose the most relevant and efficient process flow in order to resolve cases faster with the most personalized approach. For instance, the system can define if a specific process stage that can increase the closure probability for a specific case type by 20%.

- **Smarter recommendations or resource allocation for customer support personnel.** An intelligent tool for service process automation is capable of analyzing what service-related operations need to be enhanced or normalized based on existing results. For instance, the system can identify whether your organization needs to hire two additional support agents in Arizona as well as to predict how this change will impact the bottom line. With this knowledge, businesses can get a better payoff from their service resources and efforts.
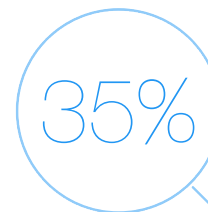
35%

By 2020, 35% of all analytics projects will relate to an aspect of customer experience.

10%
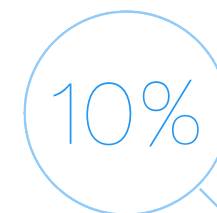
In 2020, 10% of emergency field service work will be both triaged and scheduled by AI.

Streamlined self-service with virtual assistants and chatbots

While AI offers immense opportunities for service agents to provide personalized and extremely fast support to their customers, intelligent service management tools can also enable nimbler self-service so that clients can swiftly get answers on questions and resolve issues without communicating with a service agent.

- **Virtual assistants and chatbots.** With the current chatbot revolution, along with the tremendous growth of messaging and social media apps, there is a great opportunity for organizations to save money, and deliver better and faster customer support. Chatbots are personal assistants that leverage messaging apps or outbound messaging and can run continual analysis of the information that is needed by the customer to ensure they get the relevant information through their preferred channel. In addition to dealing with basic requests such as: 'Are you open on Saturdays?', today's intelligent chatbots and VCAs (Virtual Customer Assistants) can even take into consideration the context of the discussion and provide answers on several questions while analyzing the whole communication thread. However, if the customer request requires a more personalized and sophisticated approach, intelligent service management tools provide an option for service pros to set up alerts that will let a team member take over when involvement is needed.

- **Smart knowledge management and content discovery.** Intelligent CRM tools with service management capabilities are also capable to resolve cases and provide answers on users requests based on the case description while suggesting relevant case resolution options based on the information reviewed by the client on a self-service portal. The system can also suggest relevant knowledge base articles on the fly while the user is typing his request on a portal.

2019

By 2019, requests for customer support through consumer messaging apps will exceed requests for customer support through social media.
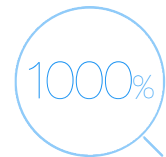
1000%

The use of virtual customer assistants (VCAs) will jump by 1,000% by 2020.

By the end of 2018, "customer digital assistants" will recognize customers by face and voice across channels and partners.

Enhanced communications with customers to drive excellent customer experience

The world of both consumers and business customers is moving completely to digital, and specifically to mobile devices so more customers demand to get their requests answered instantly. However, they can be angered and frustrated if the interaction does not take into account previous interactions that they have had on the mobile or any other channel. That's why AI is just the right tool to help organizations provide, better, faster and more personalized customer service across different channels.

- **Intelligent data enrichment.** This includes an ability to automatically append missing or additional information on the specific contact from external 3rd party sources and store it in the system. It also has the ability to provide integrated data cleansing capabilities to eliminate incomplete, redundant, or duplicate information based on historical data. With this tool, customer service professionals are able to obtain a 360-degree customer view and get a better understanding of the resources required to provide better assistance and close cases faster.

- **Enhanced communications with customers.** Intelligent service management tools enable service agents to tie activities on a company's website to the contact data, or take into account the previous communication history with the specific contact, to prompt support professionals the best and the most relevant communication channel, time to reach out to the contact and even suggest the most suitable tone of voice. With such user behavior and communication history tracking, the system can serve support teams with proven approaches to close cases faster with the highest level of customer satisfaction. This also enhances service customer experience across different channels enabling organizations to build a genuine omnichannel customer service.

- **Streamline processes across entire customer journey.** Overall, an intelligent and agile service management solution that is coupled with CRM technology is a goldmine for the whole organization since they enable businesses to effectively handle the entire customer journey from the first stages of the customer acquisition to repeat sales and loyalty. Such solutions are capable of bridging the gap between marketing, sales and service, which enables extensive collaboration opportunities and allows for sharing critical customer data and analytics between departments instantly.

90%
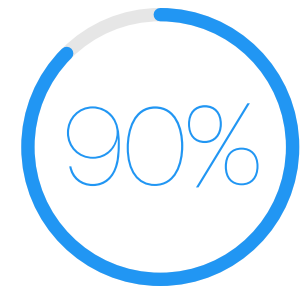
90% of customers expect to receive a consistent customer experience across channels.

Conclusion

Some may think that AI-powered tools would eventually be able to replace service agents. No doubt that intelligent tools can deliver a better self-service solution, help service teams provide faster support and enhance the overall customer experience across different channels. But, the truth is that rather than replacing an employee, it should support an employee by augmenting their work environment with intelligent tools to analyze and translate data into insights. This would allow organizations to keep the human touch with its customers while leveraging business intelligence to stay competitive in a data-driven world which, in turn, translates to cost savings and increased customer satisfaction and brand loyalty. Companies that fail to apply AI to CRM will seem hopelessly left in the past.
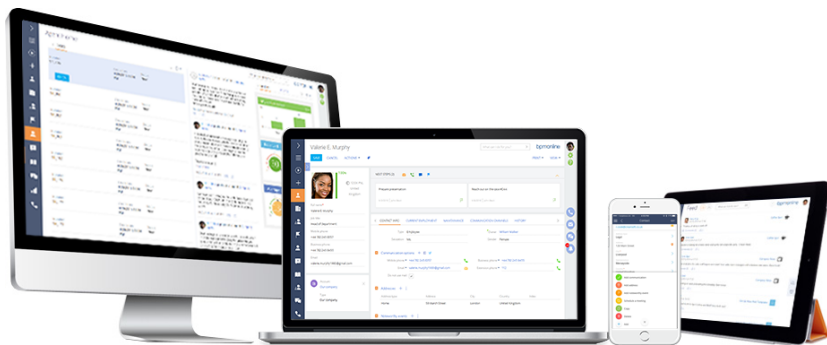
Source:

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INTELLIGENT PROCESS-DRIVEN SERVICE MANAGEMENT
SYSTEM TO DELIVER EXCEPTIONAL CUSTOMER EXPERIENCE

ABOUT BPM'ONLINE

Bpm'online is a global provider of award-winning intelligent CRM software that streamlines customer-facing processes and improves operational efficiency. The beauty and the core value of bpm'online products is the agility to change processes faster than ever and align service, sales and marketing on a single platform. Users love bpm'online's engaging interface with a social look and feel, free from redundant information to keep them focused on what's relevant. Today, the company serves thousands of customers worldwide.

Employ bpm'online's intelligent service management
software and deliver outstanding omnichannel service and support
to build customer loyalty

| US:+1 617 765 7997 | UK: +44 20 3384 0040 |
| Australia: +61 261 452 888 | Singapore: +65 9060 0275 |

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www.bpmonline.com
info@bpmonline.com