AI-powered automation:
Essential tips for using voicebots and chatbots

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Key benefits of the open omnichannel Genesys AI environment

- Analyze and shape better customer journeys
- Mine data and present rich customer context to agents in real time to build lifetime customer value
- Apply analytics to better understand your customers and personalize their journeys
- Know your customers' intents with predictive engagement

If you're like others in your industry, you might be ready to start an artificial intelligence (AI) journey. According to Dimension Data survey results, as technology catches up with the demand for digital, almost nine out of 10 respondents consider AI a competitive differentiator. Yet, only 44% of respondents have a clear strategy for using the technology.

Chatbots and voicebots typically are the first steps in AI automation. They quickly improve operational efficiency and deliver great customer experience. But with so much information available about AI, it can be difficult to get to the starting line without expert advice. Genesys has best practices based on real-world implementations.

Start with an omnichannel foundation

Too often, individual departments develop AI initiatives in silos, striking out on their own to deploy bots because they want it done quickly. Unfortunately, these one-off implementations meet only that department's discrete needs. In the long-run, it's a costly mistake when bots don't share an omnichannel foundation.

These siloed automation solutions often can't integrate with other channels. And that means the customer experience could vary by channel — creating an inconsistent brand identity.

It's essential to bring data together from all systems. Acting on that data is the next step. Not only does omnichannel provide a data-sharing model — across all channels — it makes changes easy to render instantly on those channels. That means you can continue to build on it, as your needs evolve.

Put use cases before KPIs

"While AI's upside is significant, haste can leave companies with bridges to nowhere — pilots that don't scale or projects with no business

benefit," noted Dr. Jeff Loucks, Executive Director at the Deloitte Center for Technology, Media and Telecommunications. There's a belief that projects fail because businesses don't choose a KPI they can demonstrate with good data to the right stakeholders.

Before you identify which KPIs to track, you need to understand why you're building a bot. Knowing the use case for it, including the overall impact to customer experience, is key.

Bots should be an extension of the service you provide to your customers. They shouldn't have a singular goal or operate in a vacuum. You need the ability to transfer customers from a bot to an agent seamlessly — without a break in the interaction.

"Our overriding goal was never about containment within the bot. It was to figure out how a customer could be transferred to an agent without a break in the interaction."

- Service owner, communication systems at Bosch

Any use case should clarify whether all customers have the same experience and whether you can use a bot in all interaction channels. As you design a bot for specific outcomes, be sure it aligns with corporate objectives — no matter how you use AI.

Start small but think big

The key to successful AI is to look beyond your immediate challenge. If you focus on using AI to solve one narrowly defined issue, be sure your environment can handle the needs of your current project and:

- Offer value across your organization to avoid silos
- Let you move smoothly beyond your current project to extend its value
- Allow you to keep up as AI technology evolves — without having to start over

And, when it's time to implement chatbots and voicebots, avoid a standalone bot based on proprietary technology. For long-term benefits, choose an AI environment that delivers value across your business. You'll also want the capability to change and grow as the technology matures.

Any bot, any way you want it

With AI on an open platform from Genesys, you have the flexibility to use our bots, take advantage of our partnership with Google Cloud Contact Center AI and integrate other third-party bots. These are all fully represented in our advanced routing and predictive analytics capabilities. You don't lose any functionality, like reporting, that's essential to your daily operations.

Begin with best-of-breed bot software that can converse naturally with your customers in their languages. Don't throw your bot into your environment without follow-through on how it's going to impact overall customer experience.

Be sure there's a way for customers to route to a live person, when needed. Put customers first with a seamless handoff from bot to human that includes full customer lifecycle context and other information. Genesys technology is designed to deliver Blended AI, which combines automation with the human touch. You get the most from both resources — and customers get a frictionless cross-channel experience.

Anticipate customer needs with predictive engagement

Bots in an omnichannel AI environment can help turn prospects into customers with predictive engagement capabilities that anticipate customer needs. The bot engages with customers and moves sales along on your website or engages a live person when a customer struggles or stalls. Proactively engaging prospects at the right moment through the best channel can increase conversions and drive more sales through your website.

Build value beyond the call center

According to Think with Google, 87% of business-to-consumer marketers in the US believe that chatbots and digital assistants will play a significant role in marketing by 2021.

Marketing teams can use Genesys technology to reduce outreach costs by leveraging less-expensive automated channels versus relying on human calls. By coordinating outreach on multiple channels, these teams can improve contact rates and sales conversions. And they'll benefit from a Blended AI approach that lets customers escalate from self-service to a human interaction, if needed.

Look for areas of gain, not areas of pain

Base what to automate — and where — on your business objectives and goals first. Then look to the technology to support these initiatives. Start with an open omnichannel foundation, understand what your bot will do now and how it can evolve. And then measure and iterate.

You'll quickly find improvements and gain the confidence to move forward with your next project.

Build once, reuse forever

Once you've built a Genesys bot, you don't need to rebuild it. You can even enable business users through an intuitive interface that uses pre-built applications to accelerate the bot-creation process.

"By replacing IVR with voicebots using Genesys AI and Google STT, we've seen a 5% uplift in revenue and 10% rise in customer satisfaction, while our costs have dropped by 25% within the first six months."

Pablo Oyarzun,
Customer Experience
Divisional Manager

Entel, largest Chilean telecommunications company

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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