

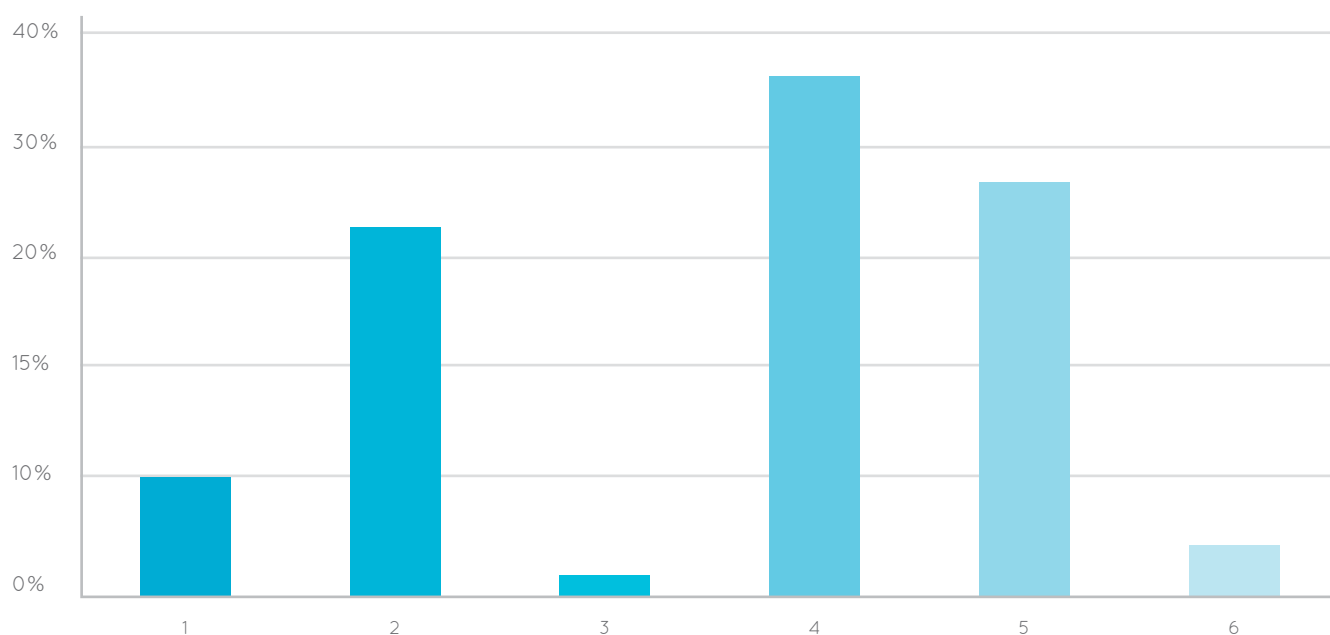
ARTIFICIAL INTELLIGENCE

BEST PRACTICE REPORT



WHAT WOULD BEST DESCRIBE YOUR USAGE OF AI IN THE CONTACT CENTRE AT THE MOMENT?

ANSWER CHOICES	#	RESPONSE
Currently using AI in an experimental way	1	10%
Currently using AI to a low-to-moderate level	2	23%
Currently using AI to a high level	3	1%
Not using AI, will implement in 2022/23	4	35%
No plans to implement	5	27%
Don't know/NA	6	3%

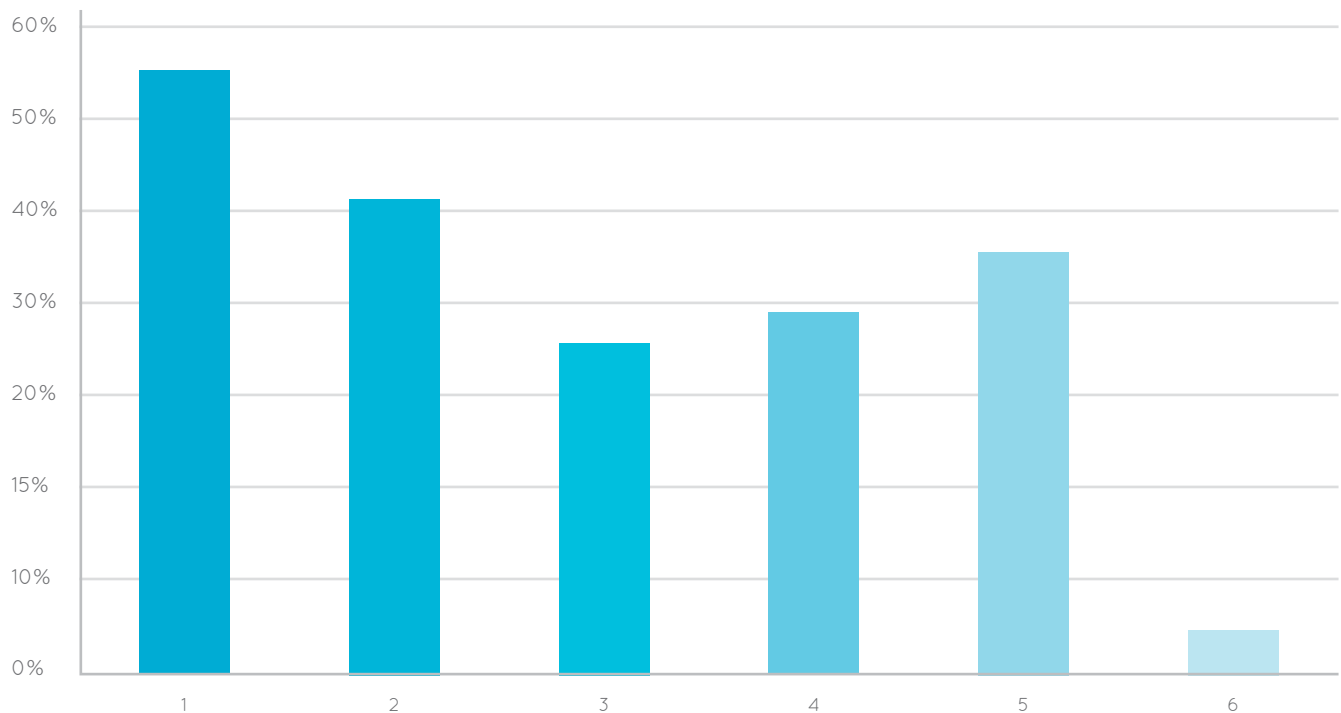


A form of AI is being used by 33% of people surveyed. 35% of survey respondents are planning to implement it in 2022/23 while a slightly smaller 27% have no plans for AI at all. These figures are similar to other non-contact centre focussed industries where AI is beginning to be embraced, but half of the audience is still planning for the near future.

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WHICH FORMS OF AI ARE YOU USING AT THE MOMENT?

ANSWER CHOICES	#	RESPONSE
Chatbots or Virtual Assistants	1	54%
Speech analytics	2	41%
Natural Language IVR's	3	24%
Robotic Process Automation	4	30%
Predictive call routing	5	35%
Other	6	4%

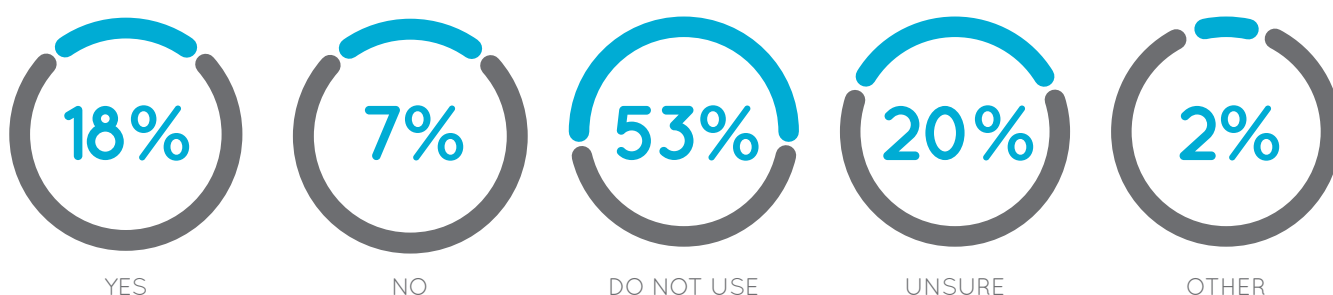


53% of all AI being used is covered by chatbots and virtual assistants. Other forms include speech analytics (40%), IVR natural language (35%) and predictive call routing (30%). This differs from the majority of other industries where the chatbot and customer assistant tools are used more often.

The increase in “web-based AI” to bridge the gap with the service/support team is an area of growth. Technology surges forward with a more “client focused approach” to enhance the customer experience.

HAS AI HELPED TO INCREASE CONVERSIONS?

ANSWER CHOICES	RESPONSE
Yes	18%
No	7%
We don't use it for this purpose	53%
Unsure	20%
Other	2%



The survey shows a solid 18% agreeing that AI contributed to conversions. We expect to see this number rise as adoption surges over the next two years. For 52% of respondents AI is not used to increase conversions, but for different purposes. 20% replied “unsure” - this highlights a possible gap in many installation’s ability to track and align interactions with business goals.



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HAS AI HELPED YOU EXTEND YOUR SERVICE REACH AND AVAILABILITY?

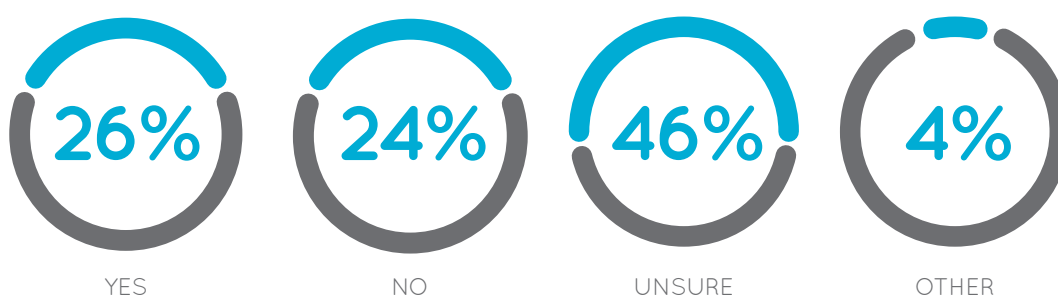
ANSWER CHOICES	RESPONSE
Yes	48%
No	7%
We don't use it for this purpose	28%
Unsure	17%
Other	0%



Although this result is lower than expected, 48% responded that AI helped extend service reach and availability. Interestingly, this is where chatbots are primarily used. IVR uses and voice routing typically don't extend reach and availability. We also expect this area to increase as adoption and cross-platform support is expanded through other channels like web, social, and so forth.

HAS AI HELPED YOU IMPROVE YOUR CUSTOMER SATISFACTION SCORES?

ANSWER CHOICES	RESPONSE
Yes	26%
No	24%
Unsure	46%
Other	4%



An almost even feedback of yes and no (26% versus 24%) for helping with customer satisfaction is an interesting result. At 46%, the largest number of respondents was unsure. This further underlines the disparity that many AI installations have lagging reporting indicators. Our customers have also informed us that reporting projects often gets de-prioritised over “new things”. This is a hard challenge as numbers that are aligned with new initiatives can help organisations double down on success or indicate when there is a need to pivot.

AI projects aren’t that much different when it comes to the importance of defining what success looks like. It might even be more important for tracking the right metrics, as it demystifies some of the “black box” thinking around how AI is helping the business.

How AI is being used in businesses is also often an internal marketing challenge, as outlined in Gartner’s Hype cycle. It shows AI’s effectiveness is still not something that has been fully realised and still has a high rate of innovation for many organisations.

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HAS AI ASSISTED YOU TO REALLOCATE RESOURCES TO WHERE THEY ARE BETTER SUITED?

ANSWER CHOICES	RESPONSE
Yes	53%
No	17%
We don't use it for this purpose	17%
Unsure	13%
Other	0%



AI helping reallocate resources is a common thread in other industries. This is encouraging, as AI can sometimes be associated with the fear of job loss. The survey has positively reported that 54% of respondents agree, and have reallocated resources to best help achieve their goals.

WHO IS PRIMARILY RESPONSIBLE FOR MANAGING THE AI TOOLS YOU CURRENTLY USE?

ACTUAL RESPONSES, IN ALPHABETICAL ORDER:
Call center
CCMs
CI team
Client
Client Services Manager
Collaboration between Operations, Data Analytics and Dev
Combination of enablement, within the contact centre and technical teams
Contact centre manager
Contact Centre/Marketing
Continuous Improvement Team
Data team
Dialler Operator
Digital
Digital
Digital strategy manager
Digital Team
Digital team
Digital team
Digital Transformation Team/Operations
Engagement platform manager
Head of Supporter Analytics
Headoffice - Salesforce dev team
I am - Head of Customer Service, Support & Complaints Management

ACTUAL RESPONSES, IN ALPHABETICAL ORDER:
Internal
IT
IT
IT and Continuous Improvement teams
IT and innovation
It sits within our Customer Contact space
Joint project team (workforce/real time team)
Liveperson
Manager
Me
My team
myself
Myself
Myself and our operations team
N-a
Operations Manager in conjunction with 3rd party providers
Quality and training
Service Support team
Team manager
Tech
Telstra
The General Manager
WFM



AI tools are becoming more customer focussed compared to earlier AI projects. Before, these tools were often more data “IT” focussed. A slow shift in roles managing the assets and projects is similar to other industries.

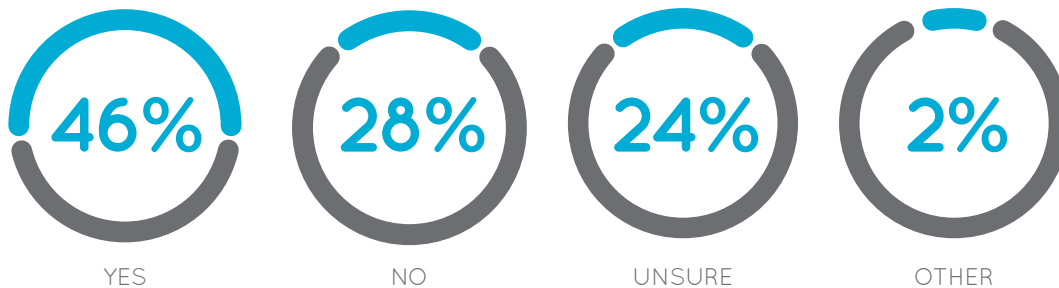
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HAS AI HELPED YOU TO REDUCE YOUR OVERALL COSTS?

ANSWER CHOICES	RESPONSE
Yes	46%
No	28%
Unsure	24%
Other	2%

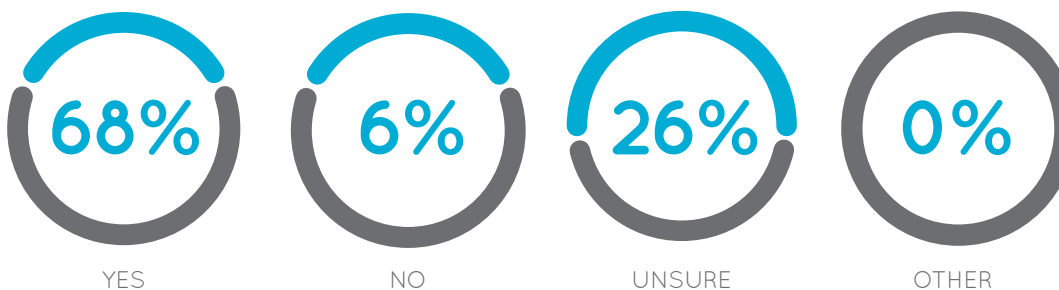


For 46% of respondents, using AI reduced costs. However; the reasons to implement AI are typically around improving services, not in cost savings as reflected here.



DO YOU PLAN TO INVEST MORE IN AI SOLUTIONS IN THE FUTURE?

ANSWER CHOICES	RESPONSE
Yes	68%
No	6%
Unsure	26%
Other	0%



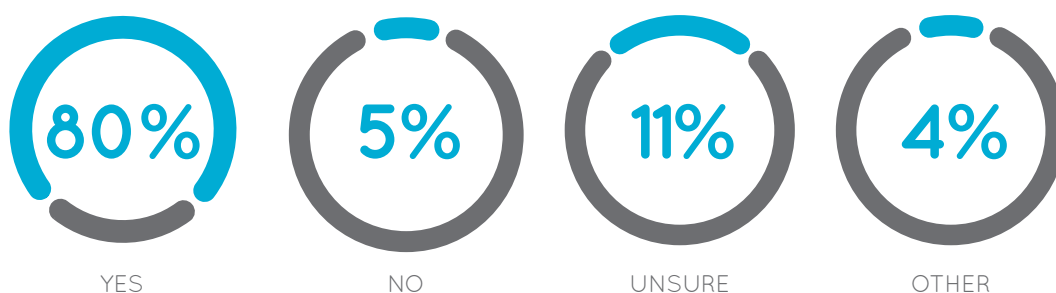
This result of 69% is in line with most larger digital transformation surveys predicting AI solutions to be among the top 5 influences in the next decade. With more than traditional enterprises benefiting, mid-market is also in a position to leverage AI solutions.

DO YOU BELIEVE AI WILL HELP HUMAN AGENTS, RATHER THAN REPLACE THEM?

ANSWER CHOICES	RESPONSE
Yes	80%
No	5%
Unsure	11%
Other	4%

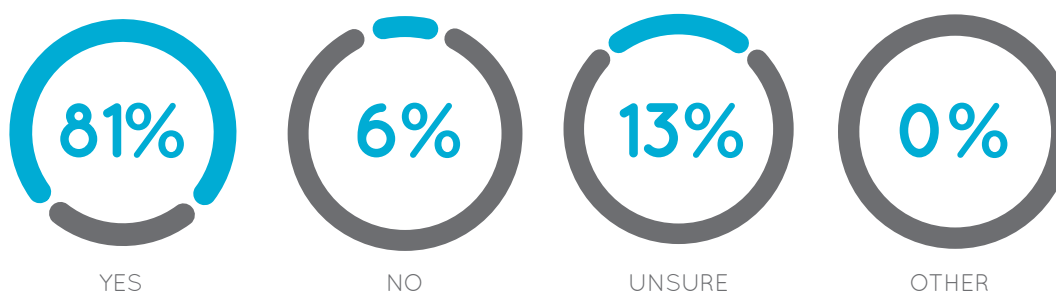


Over the next couple of decades we will see AI assisting humans rather than replacing them. AI empowers teams by suggesting data driven improvements to continuously enhance the customer journey.



DO YOU PLAN TO INVEST MORE IN AI SOLUTIONS IN THE FUTURE?

ANSWER CHOICES	RESPONSE
Yes	81%
No	6%
Unsure	13%
Other	0%

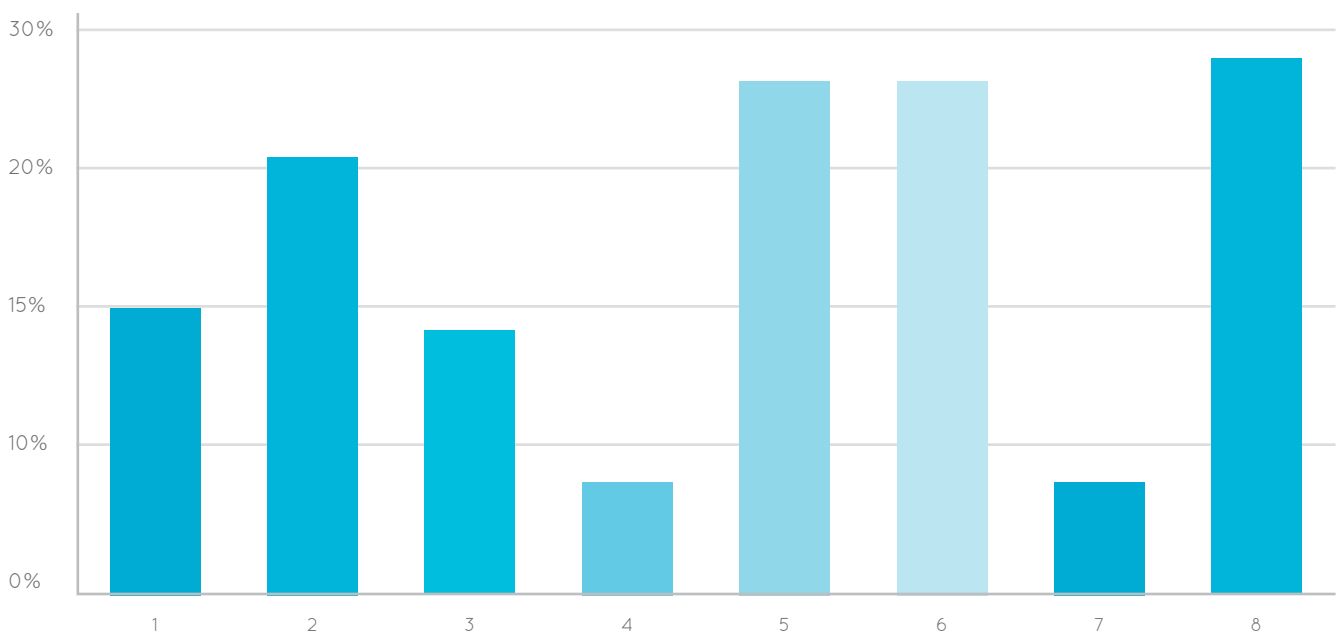


Overwhelming response of 81% think that AI can improve the experience in contact centres.

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WHY AREN'T YOU USING AI AT THE MOMENT? SELECT ALL THAT APPLY.

ANSWER CHOICES	#	RESPONSE
Happy with our current setup/no need to change	1	15%
Cost	2	21%
Unsure where to start	3	14%
We don't have an internal champion	4	7%
Complexity of introducing further change	5	25%
Environment too difficult for further change at the moment	6	25%
Reluctance/hesitation from senior stakeholders	7	7%
Other	8	27%



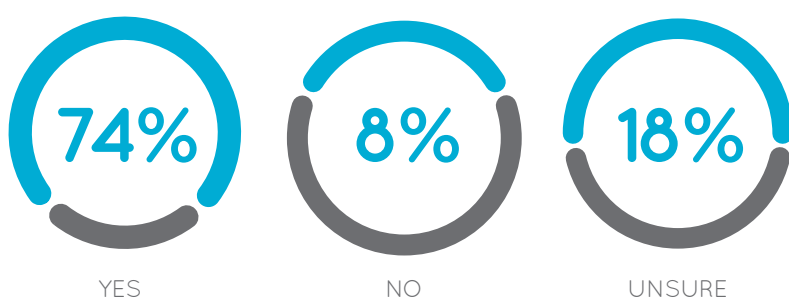
The reasons for not adopting AI are quite evenly split between complexity, environmental challenges, cost and other.

It's clear that simpler solutions will be attractive to contact centres to combat the variety of challenges.

It will be interesting to observe as this changes over time.

HAS AI HELPED YOU IMPROVE YOUR CUSTOMER SATISFACTION SCORES?

ANSWER CHOICES	RESPONSE
Yes	74%
No	8%
Unsure	18%



10 times the number of respondents see the value in the use of AI vs. those that don't. This mirrors other industries where managers know that AI is a key factor in unlocking efficiencies and scaling up.

Such as including additional channels for their audience, after hours service, and self service empowerment.



ARTIFICIAL INTELLIGENCE SUMMARY

James Xuereb

Client Success Manager
Clevertar



AI is in a growth phase within the contact centre industry.

To define AI as we use it isn't SKYNET as portrayed in the Terminator movies... think rather to enhance the services / solutions that organisations provide their audience. Specifically, in being able to learn customer patterns and suggest responses to an enquiry.

The survey data validates that AI can be the bridge between human service / support teams and digital CX channels like websites, IVR's, apps and social networks.

10 times the number of surveyed respondents experienced improved customer satisfaction scores from their AI assets. Furthermore 69% said they will plan to invest more in AI in the future.

In summary the surveyed respondents can be split into 4 similarly sized segments:

- 1 Currently using AI
- 2 Implementing in 2022/23
- 3 No plans to implement
- 4 Skipped the question

The data tells us that 50% of the respondents are using AI with a quarter using it in a moderate way. A further quarter have plans to implement AI in the next 2 years. The most popular type of AI for respondents is "chatbots / virtual agents with 54%.

The overall sentiment is similar to when websites first broke through traditional channels meeting audiences' demand for information and became a staple for organisations. There was an initial uptake by early adopters, before tools and solutions matured to be simpler to deploy and delivered more value and ROI.

The AI toolsets and suppliers are ready to meet the more sophisticated needs of audiences in 2022 and beyond with tools and ROI's being simpler to calculate than the early 2000's.

The survey data shows there is still some work to be done by the AI industry to educate this segment as there were many that skipped some of the detailed AI related questions.

We forecast that the AI solutions that act as a bridge between human teams and their audience are here and returning ROI online with valuable insights on the audience's needs.

"Black box" thinking around AI will become a thing of the past as managers and teams experience growth and continue to invest in tools and solutions that become a staple experience.

ARTIFICIAL INTELLIGENCE CASE STUDY



The Department for Education aim to achieve quality learning and wellbeing outcomes for children and young people. They manage South Australia's public education system, with the goal of delivering world-class primary and secondary education in all areas of the curriculum.

Introducing Andie

The new chatbot is part of the Department for Education SA (DfE) digital innovation strategy to engage with its community. Andie represents an additional service channel aimed at reducing the number of inbound support requests relating to teacher applications, enabling a new level of self-sufficiency for job applicants.

- Providing a nurturing customer experience for the day to day situations
- Referring and escalating to human resources when it's needed

Challenge

Department for Education SA were investigating ways to:

- Improve customer service to job applicants as it ramped up to a key recruitment period
- Focus contact centre support on more complex enquiries
- Enable digital tools for its community
- Provide after-hours support

Approach

DfE decided to introduce a chatbot as part of its digital innovation strategy. A Proof of concept (POC) project was scoped to focus on recruitment support needs with metrics defined for success. Key aspects:

- Follow an agile methodology to create, shape and transform existing content into nurturing conversations
- Once introduced, set up regular check-ins and monitoring of usage data to enable ongoing learning and improvement of the experience

Solution

Andie was launched in 2021 and represents an additional service channel to support DfE's teacher recruitment drive. This new channel is aimed at reducing the number of inbound support requests plus:

- POC extended to Business As Usual (BAU) for 12 months based on FTE comparison
- Enabling a level of self-sufficiency for DfE's target community
- Referring and escalating to human resources if needed

View the chatbot in action at:

<https://www.education.sa.gov.au/working-us/careers-education>

This case study online can be found at the Clevertar.com website

<https://clevertar.com/case-studies/department-for-education/>

Key features



Artificial Intelligence



Customers serviced 24/7



PowerBI reporting
dashboard



Natural human voice



Targeted call to actions



Custom branding



Human request escalation



3D character avatar