

Powering clients to a future shaped by growth



Building the Foundation for a World Class CX through Omnichannel Automation and AI

MODERATED BY:

Michael Brandenburg, Senior Industry Analyst, Connected Work
Frost & Sullivan

PANELISTS:

Chris Aleman, Lead Customer Success Manager, IntelPeer
Jose Campos, Solutions Engineer, IntelPeer
Mack Greene, Director, Customer Engineering, IntelPeer



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2020 created a perfect storm of challenges for the customer contact (CC) industry and the customer experience, too. After the pandemic outbreak sent an unprecedented number of contact center workers home to service their customers (often from ad-hoc, remote workspaces) call volumes and customer requests surged, particularly in the healthcare, travel and retail industries, as so many were in crisis.

Companies seeking to serve customers during this difficult period were confronted with an unprecedented volume of inbound calls that often resulted in busy signals and long wait times for customers. Some callers struggled to navigate time-consuming and frustrating automated options too.

Newly minted work-from-home employees often struggled with less-than-secure legacy systems, limited customer support tools, and a now far-flung organizational support system.

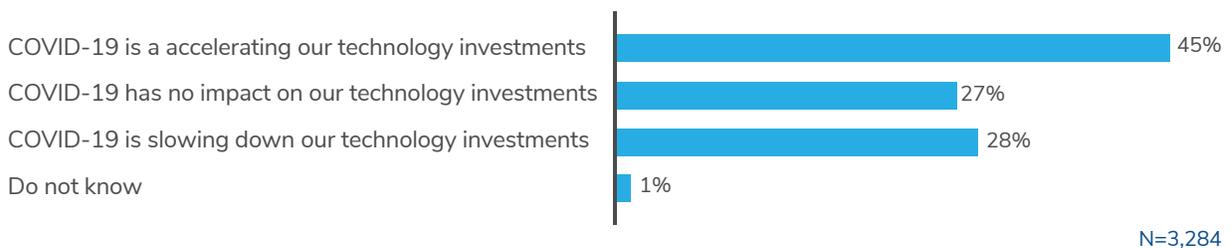
To adequately address this, companies needed to quickly pivot and assess these new customer service realities. They sought new tools and technologies to help them more efficiently meet demand and fulfill customer requests, and to help them create new, even better, customer experiences. In many cases, companies could not take a “rip and replace” approach to technology solutions but instead needed critical channels added or augmented to systems.

As a recent Frost & Sullivan survey indicated, the top Global Business Goals of 2020 were dealing with COVID-19 challenges and improving customer experience and satisfaction. Additional company research (shown below) confirmed that “customer value is a top priority” and that COVID-19 is accelerating technology investments. Other key objectives cited for 2020 include accelerating digital customer self-service and improving client engagement and/or the customer experience.

CUSTOMER VALUE IS A TOP BUSINESS PRIORITY

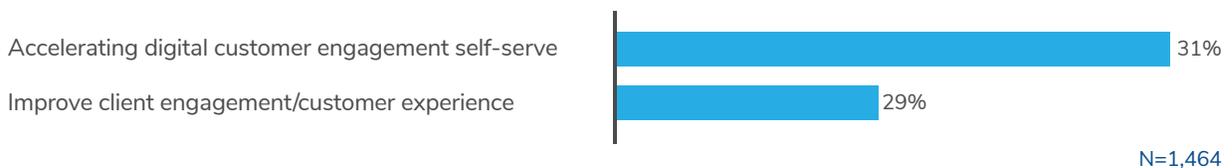
How is COVID-19 impacting your digital transformation strategy and Investments?

Digital Transformation Investments, Global, 2020



Which key Digital Transformation objectives have been accelerated as a result of COVID -19?

Key Digital Transformation Objectives, Global, 2020



Source : Frost & Sullivan

Efficient and relatively easy ways to improve the customer experience often include leveraging Artificial Intelligence (AI) and Analytics as well as Application Programming Interfaces, known as APIs. These capabilities can be utilized through Communications Platforms as a Service, (CPaaS) options; manifested in real-time applications that allow agents to more effectively manage customer demand. These cloud based solutions can be deployed and utilized quickly, most often in a matter of weeks or even days.

CPaaS platforms are designed to work with most existing infrastructures and contact center systems. They offer easy to use visual tools and APIs that both technical and non-technical teams can use to improve and simplify the customer journey, often a key competitive differentiator.

In a recent webinar moderated by Michael Brandenburg, Industry Analyst at Frost & Sullivan, thought leaders from IntelePeer, a global CPaaS provider known for its innovative, enterprise-focused solutions, shared insights and use case success stories. As highlighted below, the IntelePeer Atmosphere® Platform has led to excellent applications and results for clients:

Case Study: Gathering customer feedback with AI

One of the largest insurers in Spain wanted to consolidate two call centers but keep - or improve - the customer experience. IntelePeer added automation to the front-end call routing flow to help customers more quickly complete repetitive tasks, specifically by providing authorization codes through a bot. Another bot provided product information. The solution included a “pre-survey” feature to qualify calls and determine which could be automated. Very improved customer satisfaction (CSAT) scores and best of breed natural language processing (NLP) capabilities were among the positive outcomes achieved.

Case Study: Enabling new business with automation

With a little help from IntelePeer, a healthcare-focused fintech provider was successful beyond expectations, effectively integrating the IntelePeer Atmosphere® CPaaS Platform with existing back-end systems. After launching a well-received pilot program, the company used the tool to automate certain replies. In other instances, the platform enabled assistance with more complex tasks like customer authorization and product (card) activation, routing calls to live agents when necessary or requested. The solution was reliable, deployed quickly, and delivered an outstanding ROI and improved CX.

Cloud capabilities including speed of implementation and scaling options were a big part of these success stories, powering impressive interactions and streamlined applications.

IntelPeer Overview

We enable companies to focus on their customer experience instead of their technology

We provide powerful, easy-to-use Communications Platform as a Service...

- ▶ Omni-channel Automation
- ▶ AI
- ▶ Analytics



Founded in 2003



4000+ customers

With Global Reach

- ▶ 190 Countries
- ▶ 130 Carrier Relationships
- ▶ 845 Mobile Carriers

That's Ready for Business

- ▶ GDPR Compliant
- ▶ HIPAA Compliant
- ▶ PIC Compliant



Enterprise Focused



Award-winning customer service

KEY Q&A TAKE-AWAYS

When asked about tools, lessons learned and client implementation strategies, the industry leaders shared these insights:

What were some key things that customers needed for their implementations?

- Many customers underestimated or didn't fully understand the power of the cloud that powers these platforms. They are fungible and scalable, and once they see this, they make great strides
- Companies needed to understand that these solutions enable them to move from conception to design to implementation in days, almost always in a few weeks

How have use cases grown with customers?

- Many clients quickly moved from simply orchestrating call volume to more complex applications like using bots or allowing customers to decide between a bot or a human
- Once customers understood how the CPaaS tools could benefit them, they often found new CX applications, sometimes expanding usage to other departments
- CPaaS is a visual tool that lends itself to ongoing customization and customer applications; many customers benefit from this

Describe some of the ways you were able to create good experiences for your customers with AI and automation

- Many companies put together internal AI and benchmarking teams, and continue to create customer solutions
- They mine acquired data and test, often identifying and implementing new and improved customer experiences
- CPaaS tools can enable many channels of communication - not just voice but other channels like text or like social media
- The platform can enable a true omni-channel experience across generations and preferred communications types

What best practices do you have for others trying to implement these solutions and customer experiences?

- AI is meant to augment agent capabilities, not replace them
- It's best to look at the entire customer experience from a holistic perspective
- Use tools like AI and ML to improve the customer journey, but don't forget the human touch; always have a human as back-up
- Limit resolution time, reduce customer effort and communicate with your customers in their channel of choice whenever possible
- Always ask: what is the customer's end goal?

What were the existing contact center systems and business applications that customers deployed?

- The IntelPeer platform can be integrated with many existing infrastructures and systems
- Additionally, it can query systems such as Salesforce and other CRM billing systems to obtain info like customer buying history, status (i.e. VIP) and other key data to create customized applications that facilitate dialogues

What do you think the "next normal" post-COVID world will look like?

- Automation and the use of cloud-based solutions will only accelerate moving forward
- New tools will force rapid adaptation of technologies and bring new customer applications
- Remote services and automation are here to stay even after the pandemic; they will continue to improve customer interactions and reduce costs

Next steps for creating a world-class CX

The pandemic created an unprecedented shift in how organizations operate their businesses and how they interact with their customers. It is clear that nearly every organization needs to reassess their customer experience, if they have not already started. Technologies available today, such as artificial intelligence and cloud-based communications platforms, will be critical elements to enhance that customer experience.

In the near term, however, most will have to make key technology investments that balance new and exciting technologies alongside of their existing infrastructure and investments. A steady adoption of customer-centric features and capabilities over time will be the best approach for most businesses seeking to delight their customers.



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