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Service Assist

ENTERPRISE AUTOMATION **IN THE DIGITAL CUSTOMER EXPERIENCE ERA**

MARKET TRENDS IN CUSTOMER EXPERIENCE

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Market Trends in Customer Experience

What your **customers** expect

What your operating model needs

High Quality…

… Linked to Financial Impact

Customer satisfaction

Churn

Revenue growth

Cost-to-sell

Cost-to-serve

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Perennial Challenges of the Contact Center

Speed, quality & cost are in permanent trade-off

25%
More than half of all organizations have a churn rate of over 25%

60%
Over 60% of organizations polled said CSAT is behind target

1 min
Typical half life of waiting callers (abandonment in a sales context)

Yet the number one anecdotal factor hampering reform in all three appears to be inefficient legacy infrastructure.

SO WHAT ARE WE TO DO?

Contact centers are under pressure to perform

Want quick, efficient service with empathy

69%

69% of customers said they were on hold for too long when seeking help from a company.
— *Harris Interactive*

Slow resolution time

Want to reduce repetitive manual work

53%

% of contact centers with over 25% annual employee turn over
— *Saddletree Research*

Too many screens + systems
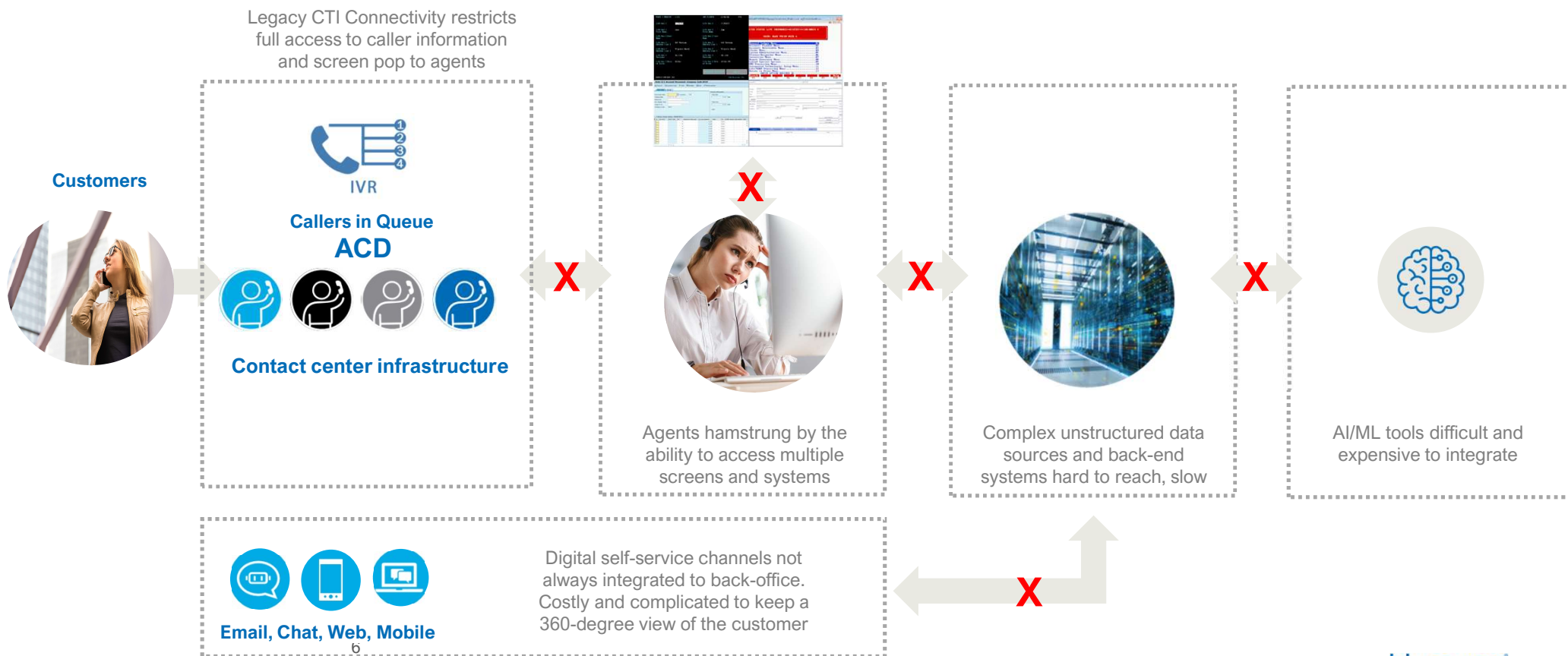
Need to improve all of the above

$Ms

Lost agent productivity from screen-jumping, and revenue impact impact from poor CSAT

High operational costs

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Why is Digital CX so hard to achieve?

Humans are "glue" between omni-channel & the back-office

Legacy CTI Connectivity restricts full access to caller information and screen pop to agents

Customers

Callers in Queue
ACD

Contact center infrastructure

Email, Chat, Web, Mobile

Agents hamstrung by the ability to access multiple screens and systems

Complex unstructured data sources and back-end systems hard to reach, slow

AI/ML tools difficult and expensive to integrate

Digital self-service channels not always integrated to back-office. Costly and complicated to keep a 360-degree view of the customer

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WHAT IS SERVICE ASSIST?

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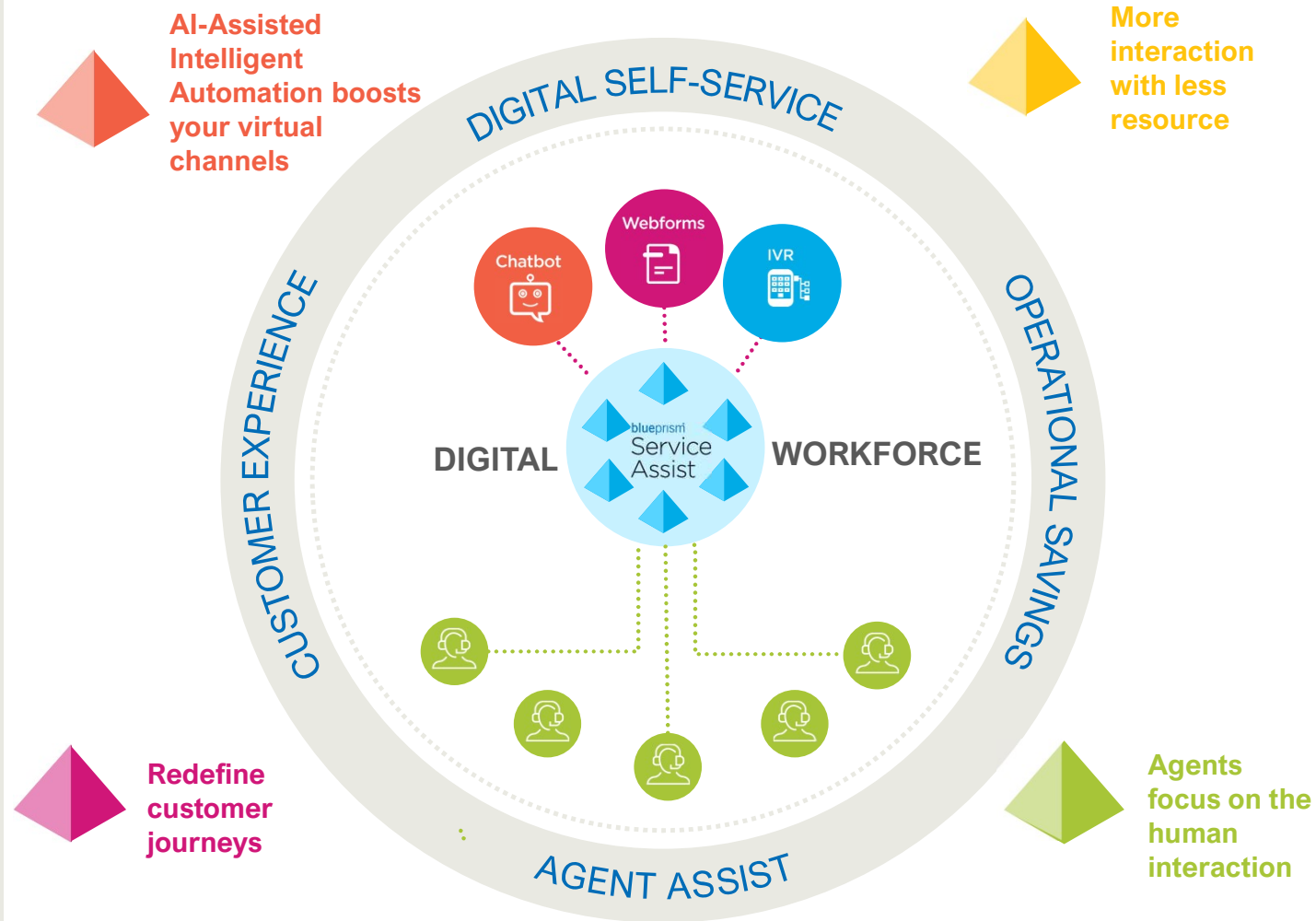
Introducing Automation for CX transformation

In increasingly mature and competitive markets, customers are looking for new ways to differentiate themselves in order to drive additional sources of revenue to bolster the top line, while reducing costs and improving their bottom line.

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AI-Assisted Intelligent Automation boosts your virtual channels

More interaction with less resource

DIGITAL SELF-SERVICE

Chatbot

Webforms

IVR

CUSTOMER EXPERIENCE

OPERATIONAL SAVINGS

DIGITAL

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WORKFORCE

Redefine customer journeys

Agents focus on the human interaction

AGENT ASSIST

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Blue Prism Service Assist
Transforms Agent Experience and Productivity

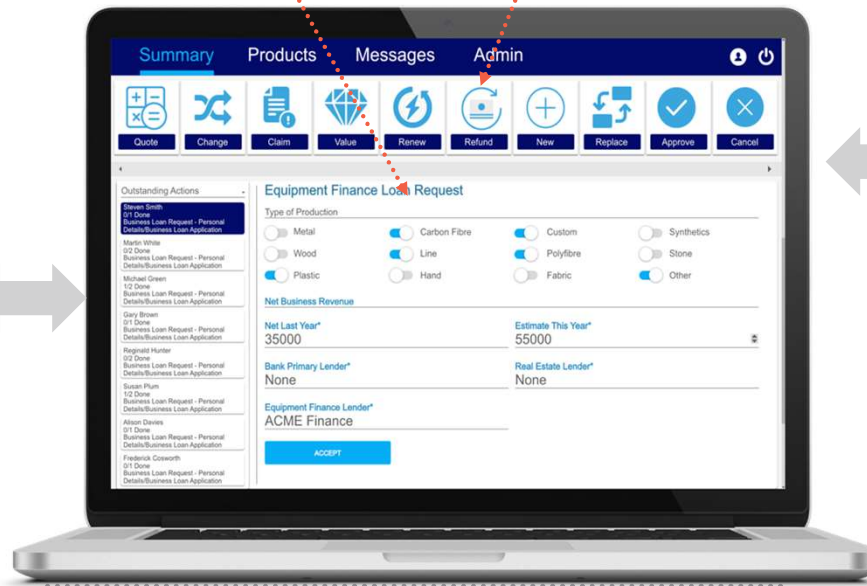**360 degree of customer** presented to agent when call is connected

Agent can trigger digital workers to execute top customer requests

Service Assist digital workers interface with legacy data sources to populate the single screen with customer data, and execute customer requests

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| Summary | Products | Messages | Admin |

Quote Change Claim Value Renew Refund New Replace Approve Cancel

Outstanding Actions

Steven Smith
0/1 Done
Business Loan Request - Personal
Details/Business Loan Application

Martin White
0/2 Done
Business Loan Request - Personal
Details/Business Loan Application

Michael Green
1/2 Done
Business Loan Request - Personal
Details/Business Loan Application

Gary Brown
0/1 Done
Business Loan Request - Personal
Details/Business Loan Application

Reginald Hunter
0/2 Done
Business Loan Request - Personal
Details/Business Loan Application

Susan Plum
1/2 Done
Business Loan Request - Personal
Details/Business Loan Application

Alison Davies
0/1 Done
Business Loan Request - Personal
Details/Business Loan Application

Frederick Cosworth
0/1 Done
Business Loan Request - Personal
Details/Business Loan Application

Equipment Finance Loan Request

Type of Production

- Metal
- Carbon Fibre
- Custom
- Synthetics
- Wood
- Line
- Polyfibre
- Stone
- Plastic
- Hand
- Fabric
- Other

Net Business Revenue

Net Last Year*
35000

Estimate This Year*
55000

Bank Primary Lender*
None

Real Estate Lender*
None

Equipment Finance Lender*
ACME Finance

ACCEPT

Agent uses an intuitive web-based single screen with dynamic interface

Improving Productivity, Consistency & Compliance

Freeing agents from the complexity of interfacing with multiple systems and screens (CRM, ERP, mainframes, IT apps, 3rd party, unstructured data)

salesforce servicenow Microsoft Dynamics IBM Business Process Manager SAP ORACLE E-BUSINESS SUITE Your own existing agent web interface here!

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Automation for End-to-End customer journeys
Integrates across your Omni-Channel contact center ecosystem

Customers

IVR

Callers in Queue
ACD

Contact center infrastructure

1 **IVR Integration**
Pre-fetch IVR information to add call context to the agents ahead of the call

2 **Agent Assist Attended Automation**
Simplifies systems access Integrates in front of or behind any web UI system.

3 **Back-office system access**
Connect Digital Workforce to back office and front-office systems to do the heavy-lifting.

6 **Add AI skills** drag-n-drop integration to leading AI/ML tools, NLU/NLP WFO, QA/QRM, etc

4 **Digital Self Service - Inbound**
Increase containment/deflection, pre-fetch information, cross channel; multiple robots used for any customer interaction

Email, Chat, Web, Mobile

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5 **Digital Self Service - Outbound**
Supports digital outbound interactions for continued self service and cross channel integration

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Key architectural difference
Multiple Digital Workers swarm to simplify, speed and scale

Multi-tasking Processing Resource x 10 payback

Digital workers can swarm

Dynamic Orchestration - ensuring there's always a digital worker to service requests

Digital workers are shared

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Centralize all channels - Digital Workers scale to assist live and virtual agents

Commercial in Confidence

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Eliminating Risk to the Business

Privacy and Data Protection

- Business applications contain sensitive personal and business information.

- Organizations must limit access to this information.

- Service Assist eliminates the need for direct system access.

- Service Assist presents only the required information.

- Service Assist logging provides a reliable audit trail.

CUSTOMER SERVICE REPRESENTATIVES

Service representative has access to applications

BUSINESS APPLICATIONS

CUSTOMER SERVICE REPRESENTATIVES

Blue Prism Digital Workers

Service Assist digital workers show the representative the required data

BUSINESS APPLICATIONS

Blue Prism Service Assist drives multi-channel transformation

Contact Centre

Save 70% on current state

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Service Assist

blueprism Service Assist **+**

Summary Products Messages Admin

Blue Prism Digital Workers

Blue Prism Digital user interface

Digital Customer self service

Save 90% on current state

Transform CX on all devices and channels

IVR Email Chatbot

Text message Facebook message WhatsApp

- **Transform Customer Experience**
- **Transform Cost**
- **Lightweight, flexible solution**
- **Implement 10-100x faster than I.T. transformation**

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BENEFITS OF SERVICE ASSIST

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Using the same automations across multiple channels drives rapid organisation wide transformation

- Service Assist is disruptive – Driving Digital transformation **10-100x faster** and **cheaper** than I.T. transformation
- Automate processes / customer journeys **in weeks or months**
- **Drive transformation** in agile cycles by product or customer journey

Headline customer benefits

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Capacity Improvement
- 30-40% increase in workload capacity

Cost Reduction
- 30-40% OPEX savings within 6 months

- Up to 75% reduced wait times and call duration
- Efficient and empathetic service

Agent experience
- Up to 75% reduction in screens and systems to navigate
- Automated action execution
- Reduce non-value-added manual work
- Focus on human interaction

Work force flexibility
- Working from any location

Scalability + Resilience
- Automated Operations scale instantly
- Resilient against any operational challenges

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Large Contact Transformation case study
Transformation of 6,000 seat Contact Centre

Telefónica **EY**

-39% OPEX

-10% CAPEX

€50m YEAR 1 SAVINGS

+5% CSI

Challenge:

- Telefónica Spain did not want a monolithic, multi year digital transformation project
- Rising costs, increasing pressure for profitability
- Increasing business and consumer expectations creating challenges
- Complex in call tasks, across many systems impacting performance
- Legacy systems with no APIs for integration

Solution:

- Blue Prism Service Assist delivering agent productivity with connected-RPA:
  - Flexible, fast to market
  - Agile
  - Non-intrusive, did not need APIs
  - A better agent experience
- 2 phase transformation covering end-to-end processes
- Attended Automation for a 6,000-desktop contact center operation
- Digitize customer channels

Value:

- 39% reduction in costs in < 1 year
- €50m savings
- +5% CSI
- Delivered omni-channel capability
- 30% reduction in agent attrition
- Average call time reduction from 9 min to 2
- Immediate adoption by 85% of agents
- Agent onboarding time reduced from 3 months to 1 day
- Manual errors eliminated

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Automation Reduces AHT and Boosts personal touch

>50%

Average reduction in AHT is >50%

CURRENT

OTHER SOLUTIONS

SERVICE ASSIST

Post call actions

Close out call

Customer request executed

Agent receives and clarifies customer request

Agent collects customer information

Waiting time to Connect

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Agent opportunity to Upsell, Build rapport, Deliver great customer experience

RDA only makes incremental improvements with serial processing

Service Assist uses **parallel processing and swarming** to speed response times

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Why is Service Assist Different?

Simple license model

- All-inclusive, use anywhere. Centralized licensing instead of per-desktop agent fees.

Lightweight, non-invasive

- Incremental, extends & enhances your existing systems – no need to rip & replace

Rapid time to value

- Quick ROI – months instead of years

Low risk

- 100% secure - PPK. 100% auditable. Process resilience and object model reduces risk of breakage

Centralized, server-based on-prem or cloud

- Scalable, end-to-end CC solution not merely a desktop assistant

Performance

- Executes processes in parallel, faster, without tying up the desktop.

Extensible

- 360-degree view. Lays the foundations for true omni-channel and customer self-service

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A Digital Workforce for Every Enterprise