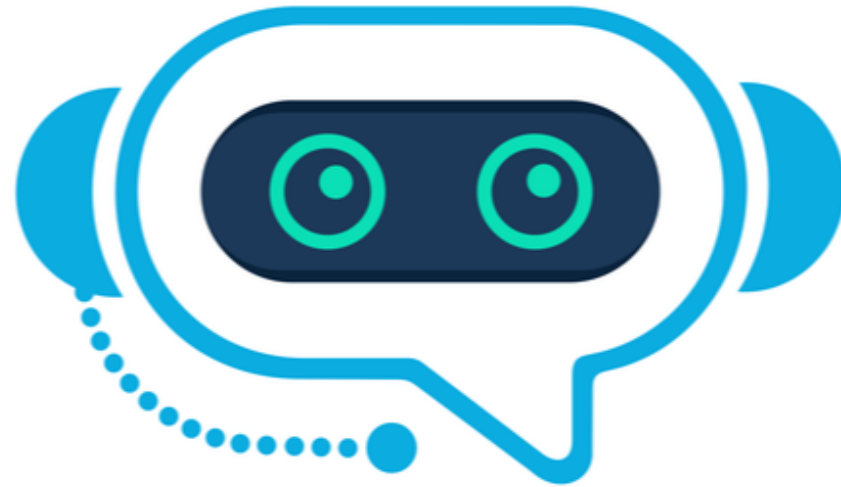


How Artificial Intelligence is Transforming Customer Service



Sean Farquhar

Senior Director, Owner Services

MVCI Asia-Pacific

Why does it suck to call
a contact center?

The Pain Points:

- 1 Deep and complex message tree
- 2 Repeating information more than once
- 3 Agents searching for information

Operating contact centers is expensive

Cost of answering a call by an
Agent can be as high as

\$15

Average annual churn rate for
contact center agents are

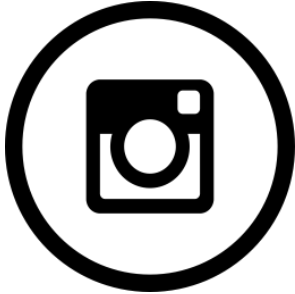
30%

In a 6 minute phone call, 75% of the time is devoted to agents doing manual research, with valued customer interaction just 25%

What do Customers Want Today?



44%



48%



61%



73%

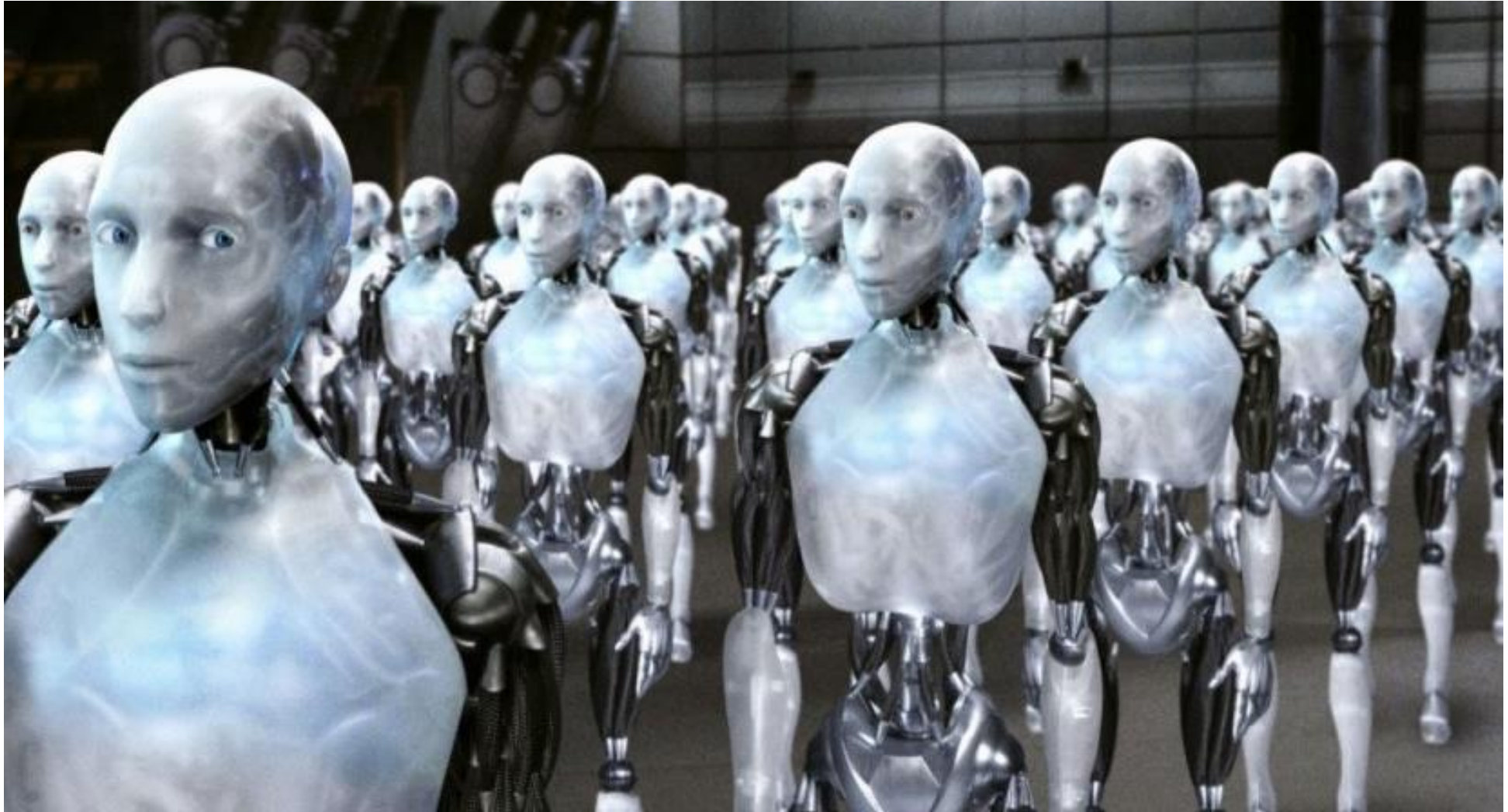
Source: eDigital's Customer Service Benchmark Survey

2/3 of all customers
prefer to self-serve

72% of Millennials believe a phone call is
NOT the best way to resolve a customer
service issue

Enter Artificial Intelligence (AI)

When I say AI, do you think:



Its more like:



How Can AI Help Customer Service?

Case Classification



What Does the Customer Want?

Recommendation



What is the Next Best Action?

Chatbots



Help Customers Solve Their Own Problems

Contact Center AI

Virtual Agent

Automate informational, and common transactional cases, allowing your agents to focus on specialized and uncommon cases. Propagate all the context gathered, when passing a call to a live agent

Agent Assist

Extract contextually relevant articles, and answers, from your knowledge base, and present it to the Agent right when they need it

Conversational Topic Modelling

Discover which topics your customers are contacting you about, and how they are articulating those topics

AI Organised Email Inquiries



Automate Repetitive Questions



Reduce Average Handling Time

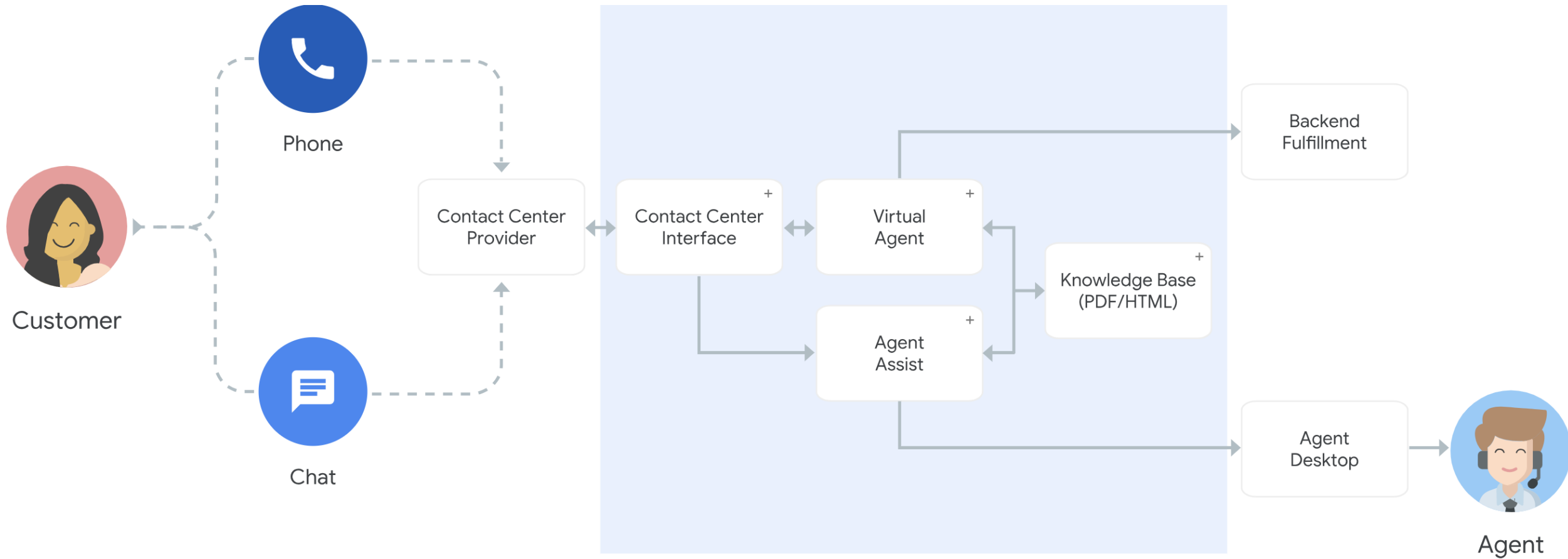


Streamline Agent Knowledge



Improve Employee
& Customer Satisfaction

Google Contact Center AI



How Agents and AI Work Together

Bot starts the conversation



What's your account number?

4827A80

Bot hands conversation to humans



I can help you with that. Would you like to add a new phone?

Yes, please!

Human hands it to bot for routine processes



[Click here](#) to view available models.

People are using messaging apps
more and more to connect with brands

There are now over 34,000 chatbots
on Facebook Messenger

BAD AI

MY BOOKINGS/CHECK IN | HELP

Europcar
moving your way

Deals Locations Vehicles Services Busi


Do you have a question?

Advanced Search

Thanks for choosing Europcar.

✓ Your booking is confirmed.

Your booking or reservation number is: 1110394189.
A confirmation email has been sent to your address sean.farquhar@vacationclub.com.

 **Free Online Check-in available for this booking**
It allows us to prepare your rental agreement before you arrive and will speed up the pick-up process to get you on the road.

[Activate Online](#)

Driver details

Drivers:	Sean Farquhar	Pick up:	BRISBANE AIRPORT, 09/06/2019, 10:00 AM
Contact us:	6591142530 sean.farquhar@vacationclub.com		Station details and map

Manage your profile
You can view or edit your profile details in your account.

[Go to My Europcar](#)

Does the X-Trail back seats fold down?
08:48 PM

I found this information for you. Please click on the option that answers your question:

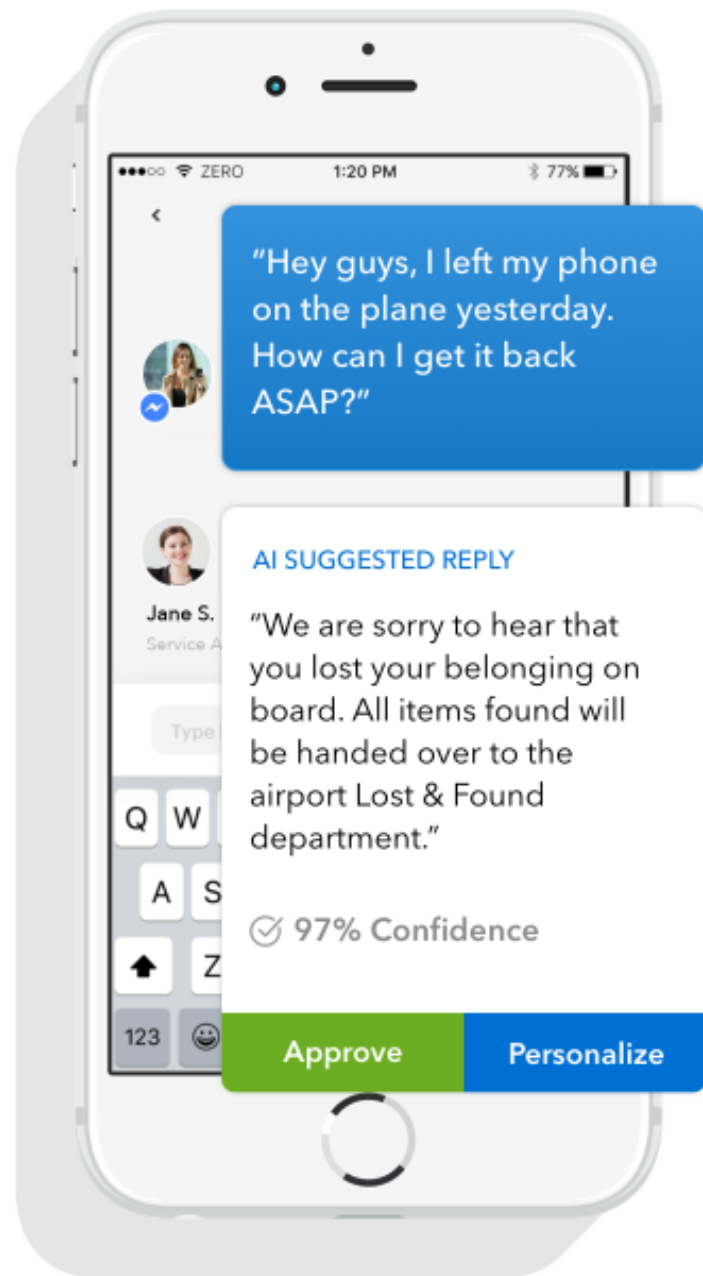
- [How can I add extra insurance coverage or equipment?](#)
- [What happens in the case of an accident or if the car breaks down?](#)

If none are relevant, please try another question.
08:48 PM

Powered by iAdvize

Any feedback?

GOOD AI



PRIORITY

High

SENTIMENT

Neutral

CASE PHASE

Post-Travel

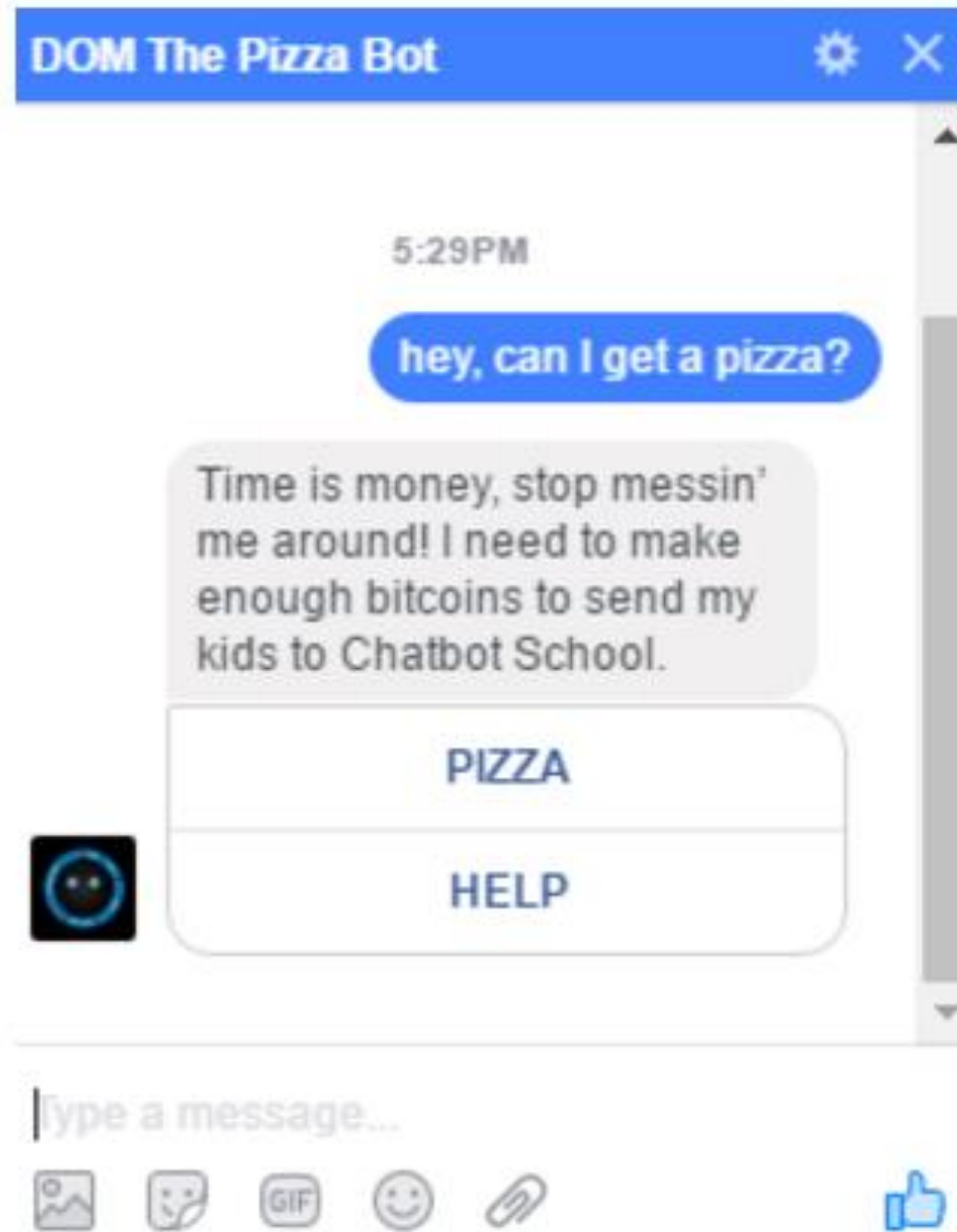
INQUIRY TYPE

Question

CASE DETAIL

Lost Item

FIRED ON YOUR FIRST DAY AI



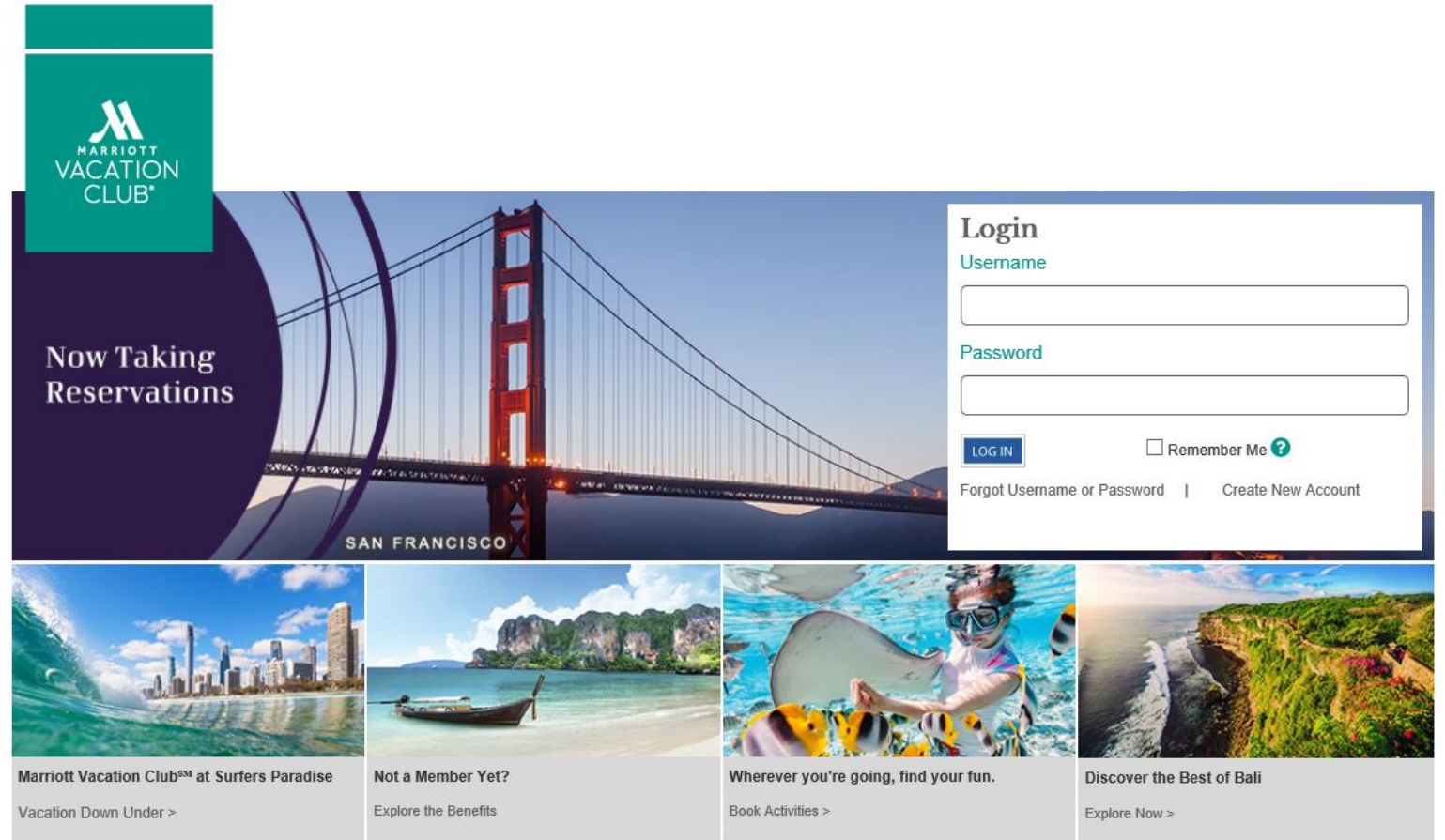
AI in Action



So What are We Doing?

MVC website to include chatbots by mid-October

- Reservations
- Week to point conversions
- Natural language support
- Self-teaching
- Expanding knowledge



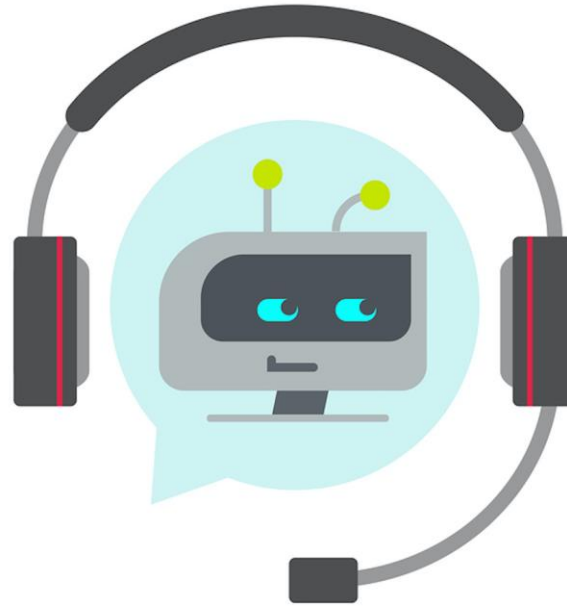
The screenshot displays the Marriott Vacation Club website interface. At the top left, there is a green square containing the Marriott Vacation Club logo. Below it, a dark purple banner features the text "Now Taking Reservations" and "SAN FRANCISCO" over a background image of the Golden Gate Bridge. On the right side, a white login form is visible, including fields for "Username" and "Password", a "LOG IN" button, a "Remember Me" checkbox, and links for "Forgot Username or Password" and "Create New Account". Below the main banner, there are four promotional tiles:

- Marriott Vacation ClubSM at Surfers Paradise**
Vacation Down Under >
- Not a Member Yet?**
Explore the Benefits
- Wherever you're going, find your fun.**
Book Activities >
- Discover the Best of Bali**
Explore Now >

Pre-emptive Action

Service 24/7

Demand for Self-Service



Train Them Once

Self-teaching

Frees Up Your Humans

“They may forget what you said,
but they will never forget how you
made them feel.”

- Maya Angelou

Thank You!