ASAPP

6 steps to generative AI-native messaging

Harness the power of an innovative AI-native® messaging platform to drive digital adoption, boost self-service, and create better agents.
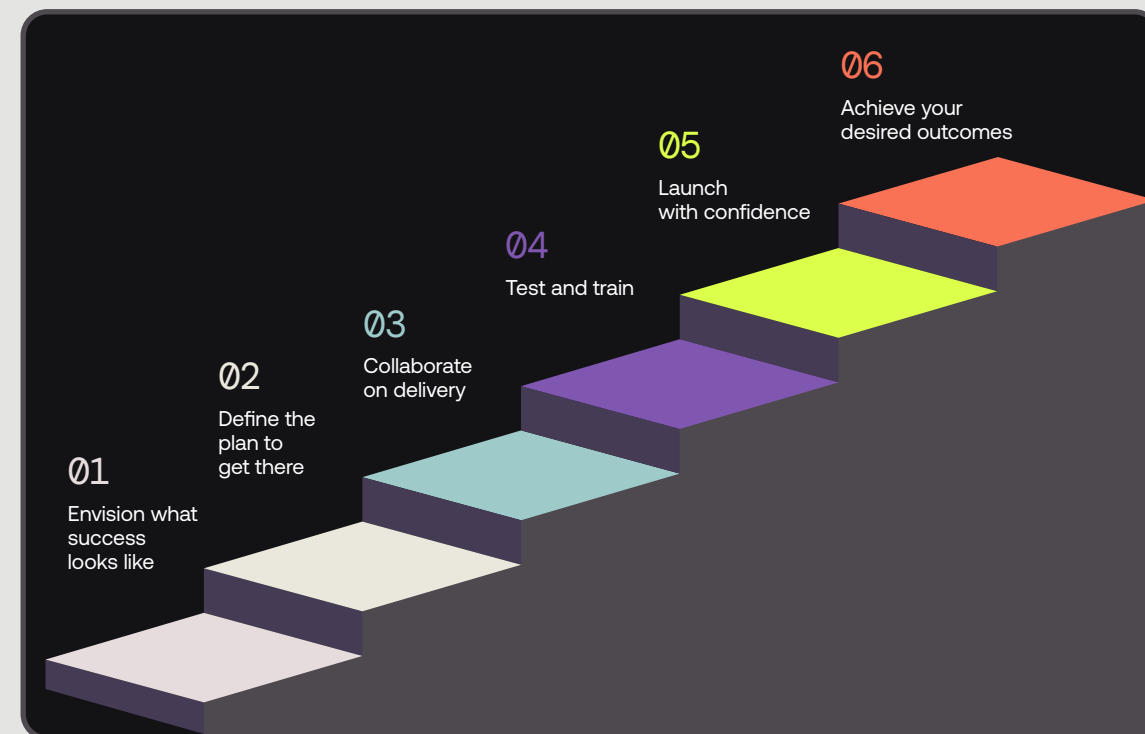
ASAPP

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Introduction

Your current messaging platform has served your contact center well, but there's a need to move beyond incremental gains in automation, efficiency, and digital adoption. There's an interest in exploring how generative AI could deliver the kind of outcomes other companies are already enjoying. But where do you start incorporating generative AI into your customer experience (CX) strategy, for value today and into the future?

The decision to change your messaging platform is significant. It can be an exciting – and anxious – time. The right provider can make moving to a new platform simpler and more predictable. ASAPP helps our customers eliminate unnecessary risk, cost, and complexity while accelerating time to value.

With over seven years successfully deploying our generative AI-native messaging platform in enterprise contact centers, we assure our customers a smooth transition, technically and operationally. And, we're still there long after go-live, to make sure you realize ongoing, measurable value.

This guide serves as the roadmap for a successful launch in as few as 8 weeks, covering additional details for each step within the plan. If you have any questions, please do not hesitate to reach out at hello@asapp.com.

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01 Envision what success looks like

"It was really great to have such thoughtful and engaged partners across the ASAPP team over the course of this deployment. I was impressed with the level of responsiveness the ASAPP team had in reaction to the issues we raised over the course of our deployment phases, and the quick turnaround resolution to ensure our deployment could proceed as smoothly as possible."

F500 Telco
VP, CX Digital Self-Serve

Envision what success looks like

You may not have a complete, formal vision of the future right now, but you've likely put thought into goals to achieve with this transition. We'll start by jointly defining and aligning on your vision to ensure a thorough understanding of your desired future state and business outcomes.
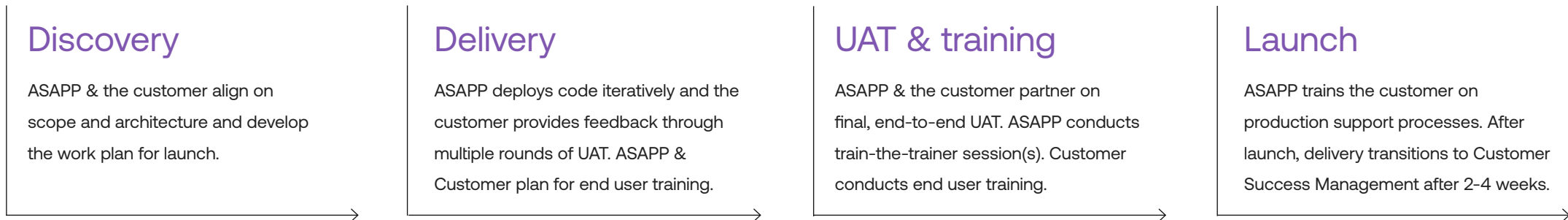
Objectives we hear from our customers include:

- Gaining flexibility vs. over-reliance on the service or engagement center

- Overcoming resource and scalability limitations

- Enhancing agent support to assist customers effectively and personalize the service experience

- Applying real-time AI-powered data and analytics to know what's driving your contacts

- Optimizing a digital channel strategy for web, mobile app, and messaging

- Differentiating the customer experience

- Gaining value from digital and AI automation today, with a path to a generative AI agent

Define the plan to get there

Together, we'll create a roadmap for digitization and embracing AI. It's ambitious. But we can get there.

At ASAPP, we use a straightforward, proven process.

Discovery

ASAPP & the customer align on scope and architecture and develop the work plan for launch.

Delivery

ASAPP deploys code iteratively and the customer provides feedback through multiple rounds of UAT. ASAPP & Customer plan for end user training.

UAT & training

ASAPP & the customer partner on final, end-to-end UAT. ASAPP conducts train-the-trainer session(s). Customer conducts end user training.

Launch

ASAPP trains the customer on production support processes. After launch, delivery transitions to Customer Success Management after 2-4 weeks.

Discovery

We start with Discovery, where we'll learn about your existing messaging program in detail. To ensure alignment, we recommend deep-dive requirements-gathering sessions between ASAPP and your teams as part of the discovery process. Using a standard requirements-gathering framework, our experts will guide you through sessions by workstream to educate your teams on product features and configuration options.

We'll explore specific use cases, prioritizing for both near-term and exciting future possibilities, that can help your organization position itself as a world-class service provider in your industry.

Once a solution design is validated, we document it in the requirements. With that shared understanding, we define a scope for launch and create a target schedule. Built in partnership with you, the output of our Discovery phase is a consolidated Requirements Document. This becomes the living record of what will and will not be delivered.

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Workstreams

Customer Channels & Routing Experience
Review of current customer channels, brand preferences, existing intent ontology, and expectations for queue routing

AgentDesk
Walk through of all the features that empower agents to be more effective or efficient, including those that are configurable

VirtualAgent Configuration
Analysis and design of the VirtualAgent to enable effective automation, in consideration of historic performance

Integrations
Cataloging of all in-scope integrations, from the customer to ASAPP, to power the VirtualAgent & AgentDesk

User Management & SSO
Introduction of the Single-Sign On (SSO) integration protocol, required for agents, and articulation of roles & permissions to be configured

Insights
In-depth review of ASAPP Reporting capabilities, including metric level data-dictionary for UI or data feed based analysis

Timelines

ASAPP Messaging can be ready in a sandbox environment in less than a week, and ready to launch in production soon after. Timelines are contingent on your processes, integrations, and configurations. A Delivery Manager will work with you to establish that timeline and a detailed list of features and capabilities.

Core Messaging Platform ~6 weeks

- Includes AgentDesk (the main application agents use to communicate with customers) with Agent SSO via SAML, routing & queues, automated conversation summarization capabilities, standard reporting and monitoring, standard administration including access to AI Console for tooling, and no API integrations.

Customization 2-4 weeks*

- May include customer authentication using a JWT token or API integrations with publicly accessible or IP-protected endpoints and a flat data structure.

  *Subject to change based on API complexity

We can easily add GenerativeAgent® to ASAPP Messaging, helping you to identify which conversations are best handled by GenerativeAgent and which by our Virtual Agent. Including GenerativeAgent is another timeline impacting decision.

Engage in collaborative delivery

We begin feature delivery as soon as requirements are finalized. Having quickly learned your business, operational, and technical needs, and translated those needs to requirements, your ASAPP delivery team goal in this phase is to expedite the configuration, implementation and launch of ASAPP solutions. In short: to get you live, fast.

ASAPP Delivery Managers and Architects work in partnership with you to swiftly deliver our technology into your environment. This includes integration and product onboarding. During onboarding, ASAPP will work with you to build out a robust automation program for ASAPP Messaging virtual agent, for non-integrated and integrated flows that leverage APIs to provide customers with account-specific information within the virtual agent.

You'll also gain immediate access to our documentation hub for product documentation, as well as integration guides and best practices. Product, Engineering, Data Science, and Research provide support behind the scenes.

During this phase, we'll communicate directly with you and your team on live calls, over email, and through a shared workspace ASAPP manages. We deliver features iteratively into a sandbox, where they can be tested individually, and we collect your feedback through multiple rounds of testing before the final end-to-end testing is conducted in the next phase.

This is a very collaborative period, as we're working with you to set up integrations that power the virtual agent (or GenerativeAgent), the agent desk environment, and at minimum, enable secure access via SSO.

We'll also explain how we drive product adoption during Delivery with configuration best practices, training guidelines, and KPI baseline and forecast.

Resources

We've found that establishing the following key points of contact with ownership of critical tasks has proven the best model as we work jointly with you toward successful launch.

Customer resources:

- ☑ Project Owner to provide final approval of business and solution requirements and champion ASAPP internally
- ☑ Project Manager to coordinate comprehensively within your organization during deployment and post-launch
- ☑ Solution Architect/IT Resources to partner with ASAPP on integrations and deploying ASAPP technology into your ecosystem
- ☑ Subject Matter Experts to represent your organizations and provide inputs for requirements sign-off and deployment support
- ☑ User Acceptance Testers to test the technology and ensure it meets your needs
- ☑ Trainers to train agents on the ASAPP products

ASAPP resources:

- ☑ Customer Success Manager to ensure you realize value and are always progressing toward your business and CX goals
- ☑ Delivery Manager to act as the project lead during the onboarding period, including requirements gathering, weekly status reporting, testing, and training/launch preparation
- ☑ Delivery Architect to drive technical discovery, design systems architecture, and lead integration requirements and testing
- ☑ CS Insights to provide routine analytics after launch, ensuring we deliver business value
- ☑ Technical Services to provide ongoing support of the implementation after launch

Test and train

We partner with you in an end-to-end User Acceptance Testing (UAT) process, with reported issues categorized as bugs (warranting immediate attention) or product enhancements, which are managed through our Product organization. We also use this time to educate your team on Support processes and our Service Desk.
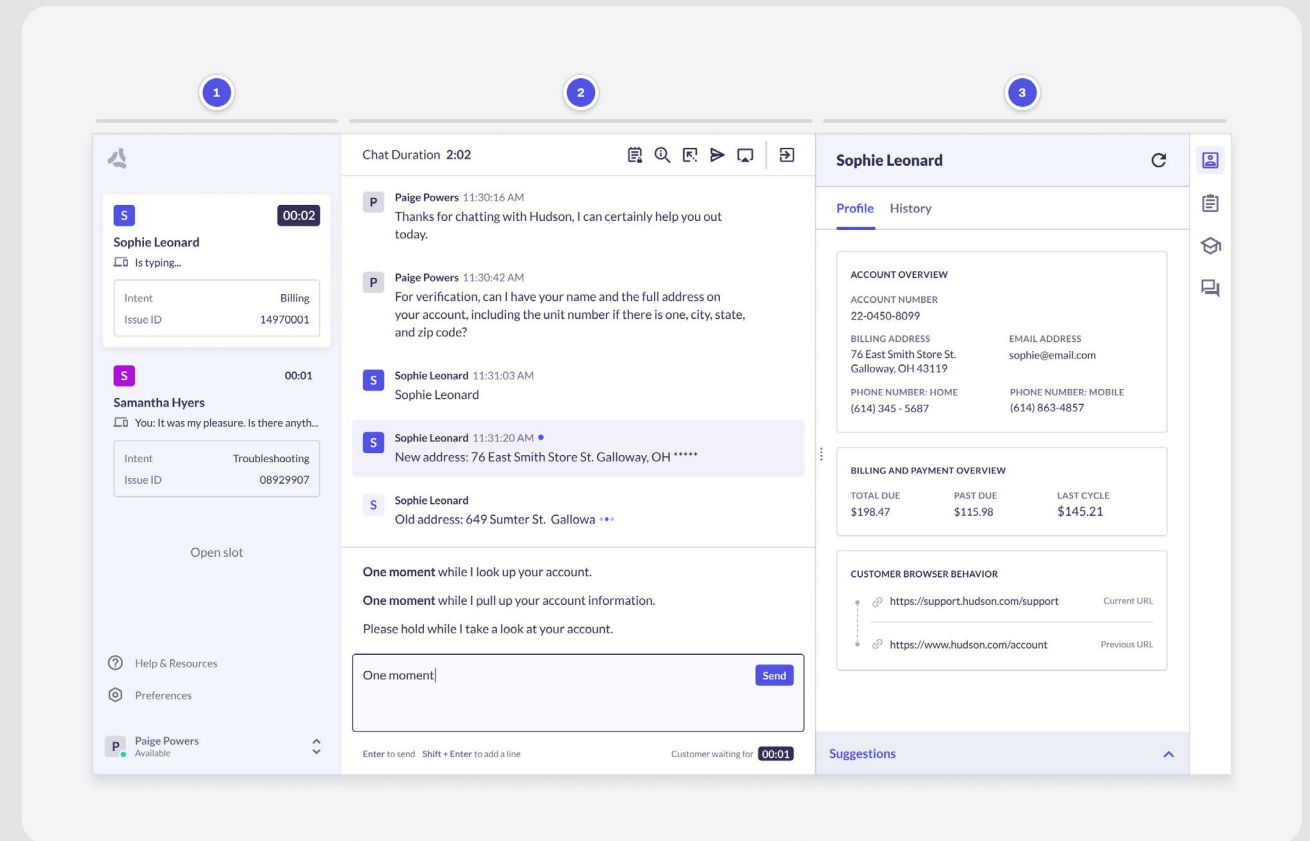
We'll provide you with robust documentation through an online portal, supplemented with presentations and videos as needed. Prior to initial launch, we provide training in a train-the-trainer style through our Delivery team, which also helps you fold our product documentation into your existing training processes.

Training is based on user persona:

- Agents, Supervisors - AgentDesk
- Analysts, Supervisors and Managers - Insights Manager,
- Supervisors or other administrator personas - AI-Console

Each training is typically one hour.

AgentDesk

Insights Manager - Live Insights

Live Insights — Overview ①

34 Queues

Acquisitions ②
Connected to Agent	Waiting in Queue
36	0
Current Occupancy	Avg Current Time in Queue
68.40%	145

Key Metrics Since 12:00 AM EST
Avg Wait Time	04:44
Avg Time to Assign	05:10

B2B
Connected to Agent	Waiting in Queue
24	23
Current Occupancy	Avg Current Time in Queue
90.60%	145

Key Metrics Since 12:00 AM EST
Avg Wait Time	16:14
Avg Time to Assign	02:12

Complaints
Connected to Agent	Waiting in Queue
102	89
Current Occupancy	Avg Current Time in Queue
44.67%	06:14

Key Metrics Since 12:00 AM EST
Avg Wait Time	01:45
Avg Time to Assign	07:01

Customer Care Group
Connected to Agent	Waiting in Queue
87	0
Current Occupancy	Avg Current Time in Queue
72.17%	145

Key Metrics Since 12:00 AM EST
Avg Wait Time	06:14
Avg Time to Assign	02:59

Enterprise
Connected to Agent	Waiting in Queue
53	2
Current Occupancy	Avg Current Time in Queue
84.23%	145

Key Metrics Since 12:00 AM EST
Avg Wait Time	08:16
Avg Time to Assign	04:34

Fulfillment
Connected to Agent	Waiting in Queue
33	0
Current Occupancy	Avg Current Time in Queue
78.24%	145

Key Metrics Since 12:00 AM EST
Avg Wait Time	09:43
Avg Time to Assign	02:46

General Group

New Accounts

Refunds

Insights Manager - Historical Insights

i. Conversation Dashboard — ASAPP Core Metrics v1.4.5 6M — May 24, 2022 1:00:12 AM — Clear Filters

Top-level program metrics and breakdowns, on one page. Default time filter: past 30 days.
Note: Use right-hand panel to filter dimensions for all relevant widgets in this dashboard. Use left-hand panel to filter metric values or toggle widget-compatible fields on and off.

Represents data through
Sunday May 22 2022 7:45:00 AM

Volume	Automation	Flow Success	VOC	Conversation Demand Funnel
Total Conversations Started 2.39M	Containment 74.2%	Flow Success 49.9%	Avg. Survey Rating % 86.6%	Total Conversations Started: 2,394,927
Authenticated 69.2%	Total Contained 1.77M	Total Flow Success - Unique 1.19M	Survey Resolved % 84.3%	Total Rep Opportunities - Unique - End Time: 613,055
				Total Offered - Unique - End Time: 613,055
				Assigned - Unique - End Time: 618,645
				Assisted - Unique - End Time: 617,548

Platforms
ANDROID · APPLEBIZ · IOS · WEB · Others
66% / 10% / 20%

Device Type
DESKTOP · Not Available · PHONE · Others
67% / 26%

Company Segments
Not Available · ['segment1'] · ['segment2'] · Others
58% / 34% / 8%

Company Subdivisions
entertainment · Not Available · sales · Others
66% / 24% / 9%

Scorecard - Customer Journeys

Days in Datetime	Conversations Started	Unique Customers	Containment Rate	Flow Success Rate	End SRS Positive Pct.	End SRS Negative Pct.	End SRS Neutral Pct.	End SRS Submission Rate	Total Assigned	CSID Containment Rate	Total Customer Session Engagem
05/23/2022					33.3%	30.1%	36.6%				
05/22/2022	7,358	5,475	80.0%	50.6%	28.0%	37.1%	34.9%	176.7%	2,054	0.36	
05/21/2022	87,868	62,008	80.0%	50.6%	27.1%	38.9%	34.0%	18.2%	22,223	0.36	
05/20/2022	105,273	74,171	78.4%	50.7%	26.7%	39.2%	34.1%	20.3%	28,268	0.35	
05/19/2022	104,115	73,299	76.9%	50.4%	24.8%	40.3%	34.9%	20.8%	28,563	0.34	
05/18/2022	100,592	70,390	76.4%	49.2%	23.6%	42.3%	34.1%	20.6%	29,691	0.33	
05/17/2022	99,651	70,633	76.6%	48.7%	24.7%	41.7%	33.6%	19.3%	29,461	0.33	
05/16/2022	110,949	76,491	74.8%	50.2%	25.0%	42.8%	32.2%	23.0%	30,682	0.34	
05/15/2022	67,062	47,235	74.9%	49.9%	23.9%	42.8%	33.3%	19.3%	20,308	0.34	
05/14/2022	70,682	50,020	75.8%	50.3%	25.5%	41.5%	33.1%	18.1%	21,705	0.32	
05/13/2022	91,044	63,815	75.3%	50.3%	23.9%	42.9%	33.2%	20.7%	27,758	0.32	
05/12/2022	92,324	65,087	75.2%	50.1%	23.8%	43.3%	32.9%	20.6%	28,120	0.33	

Insights Manager - Conversation Manager

AI Console (no-code product configuration)
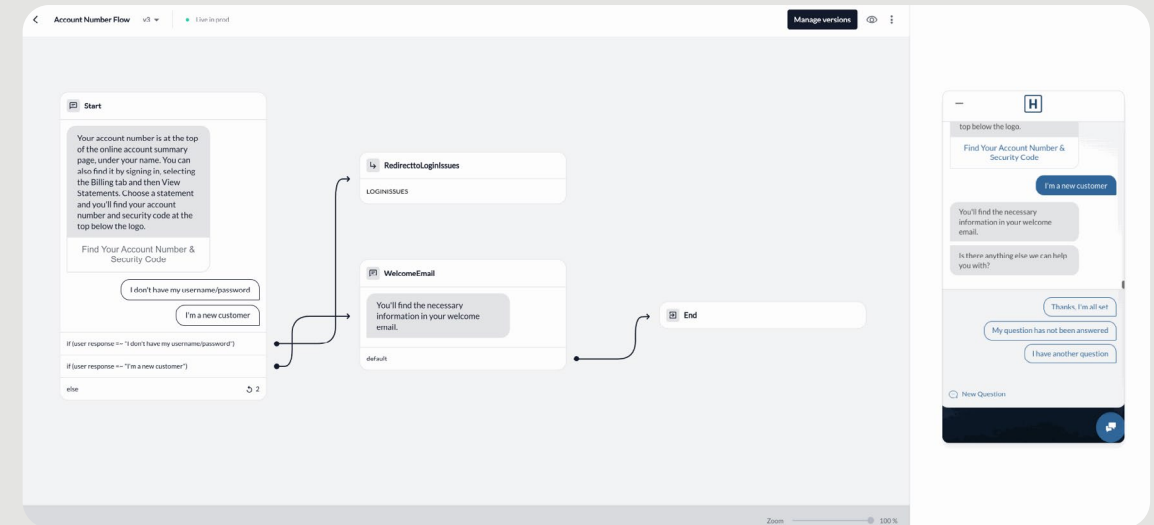
Launch with confidence

Any credible software vendor can implement their solution, or has partners who can; deployment experience is not unique. What is unique in the market right now is deployment experience for enterprise-grade products with generative AI at the core, which is where the contact center is headed. And it's where ASAPP has been for the last seven years. You can launch ASAPP Messaging Platform with confidence knowing that we bring deep AI and contact center operational expertise that's been proven in enterprise deployments.

Launch is an exciting moment for you and ASAPP. We hold a go/no-go call with you 2-3 days before the launch; assuming all is "Go" we arrange and schedule a launch bridge shared between you and the ASAPP team for launch day so we can observe and communicate in real time. We can go onsite, if a customer is open to it; however, it is not required.

Any issues observed are immediately reviewed as part of a triage process and addressed based on priority.

> "ASAPP is the right choice for large enterprises seeking a strong partner with a combination of market-leading AI and deep expertise in digital messaging operations."
>
> The Forrester Wave™
> Digital Customer Interaction Solutions, Q2, 2024

FORRESTER®
WAVE
LEADER 2024
Digital Customer
Interaction Solutions

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Achieve your desired outcomes

Our goal is to maximize the value you receive from ASAPP's technology by persistently assessing performance and identifying optimization opportunities—all while providing world-class support (24/7/365) through ASAPP Service Desk.

Success and value

We assign a Customer Success Manager and Customer Success Strategist who are responsible for your engagement after implementation.

They'll work with you closely in a regular cadence to:

- Analyze program and product performance to ensure performance against agreed-upon KPIs

- Partner to develop strategic roadmaps based on data-driven best practices

- Provide actionable optimization recommendations

- Educate you on new features

Our Customer Success team works with your team to define measurable success criteria aligned to your program's business goals The team will provide insights and reporting support to optimize program performance against key metrics over time.

Key deliverables:

- Weekly status and performance readouts

- Regular leadership/business reviews

- Product overviews and trainings

- Iterative program roadmap development

- Advanced analytics studies featuring optimization recommendations

- Site visits with operations teams

New features

ASAPP Research and Engineering teams routinely iterate on and improve ASAPP Messaging Platform.

These product improvements take two forms:

- New feature enhancement releases

- Machine Learning (ML) model improvements and re-trainings

Release updates and documentation are communicated well in advance of feature go-live, and we work with you to ensure that any features with potential for operational impact are first launched to lower environments.

We'll partner directly with you on feature enhancement requests and educate you on how the process works as part of your onboarding. Your ASAPP team meets regularly with our Product team to review customer feature feedback (including challenges) and submit and prioritize requests.

Examples of customer feature requests that have been added to the product include:

- AI-Console, our no-code tooling portal designed for your business users

- Attributes-Based Routing for improved routing of chats escalated from the virtual agent

- AutoPilot Flows for automated information gathering mid-conversation that saves agents time

Product adoption and performance

Fact: even the best solutions won't deliver the desired outcomes without strong user adoption and performance. That's why we've invested in, and continue to dedicate, a lot of time to ensure both.

After launch, we continue to measure product adoption and usage to help inform adoption strategy and improvement. Our Customer Success Managers will review product usage statistics with you, enabling you to understand opportunities for additional usage or value.

We track this very closely, with each product team (PM, Data Science, UX) looking at a variety of value metrics. Usage is a crucial one, and when those measurements are atypical, the appropriate team works in concert with our Customer Success team to identify if something unexpected is happening. You'll have access to the same data through out-of-the-box Historical Insights reporting and dashboards, so you can often identify issues on your own, if any surface.

We're also committed to usability, with a world-class design team that leads this discipline doing UX research using usertesting.com, in-person and virtual focus groups with agents and supervisors, as well as site visits to actually observe.
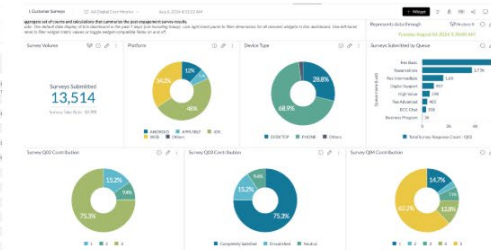
Conversation Dashboard
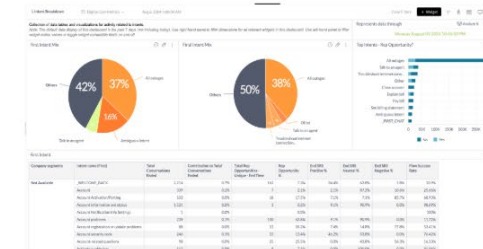
Rep Utilization & Behavior
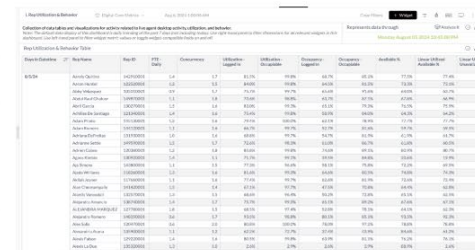
Voice of Customer

Flow Dashboard

Intent Breakdown

Measurement and benchmarking

We regularly analyze program and product performance to ensure performance against agreed-upon KPIs, partner to develop strategic roadmaps based on data-driven best practices, and provide actionable optimization recommendations. In cases where asynchronous chat is new to the contact center and introduces a move away from email or predominantly voice, we can help facilitate change management for both customer journey and agent productivity optimization.

Sample insight: emerging trends

Problem: A subscription company saw a large increase in chat volume from cancellation requests after a company wide rate increase.
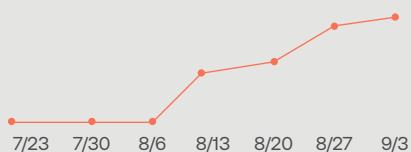
↓

Finding: In order to reduce the risk of churn, ASAPP identified what agents could do to reduce the risk of customer actually canceling their subscription.

↓

Action: Operations quickly trained agents to offer the autopay discount where eligible.

Weekly "Cancel Subscription" chats

7/23 7/30 8/6 8/13 8/20 8/27 9/3

Percent of contacts sent to retention

All other contacts

Offers autopay discount

Agents who offered another discount to offset the rate increase where 57% less likely to need to send their chats to retention

Sample insight: emerging trends

Problem: A cable provider gave all customers the same experience regardless of what they knew about the customer.

↓

Finding: ASAPP identified areas where we could confidently predict the customers intent based on the page, allowing for a more personalized experience.

↓

Action: The initial experience for the customer was updated to greet the customer with the intent we predicted. As a result, there was a large decrease in the number of customers who needed to type a message.

Percent of customers needing to type a message

90%
80%
70%
60%
0%5
40%
30%
20%
10%
0%

2/28 3/7 3/14 3/21 3/28 4/4 4/11 4/18 4/25 5/2
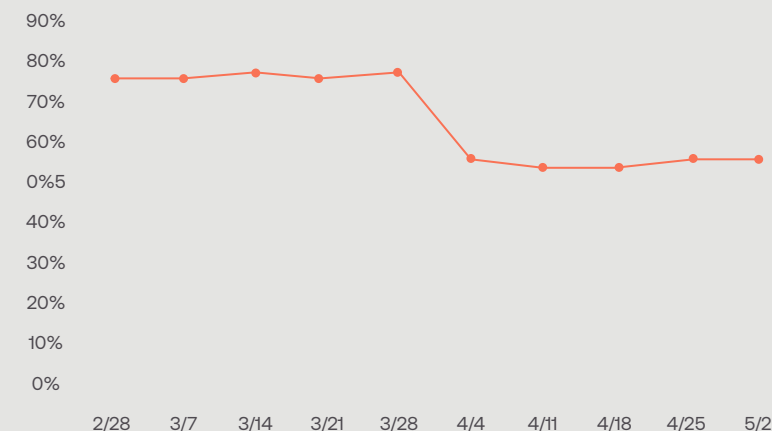
Measurement framework

Our Customer Success Team will work with you to analyze your current program performance, translate those metrics to ASAPP's data schema, and set a forecasted target for KPI attainment.

Metric	Outcomes		Automation	Operations			Experience	
	First Contact Resolution (Omni Channel)	Repeat Contact Rate (Digital)	Containment Rate	Throughput	Effective Average Handle Time	Average Disposition Time	CSAT (Customer)	Survey TBD (Agents)
Type	Primary	Secondary	Primary	Primary	Secondary	Secondary	Primary	Secondary
Owner(s)	Customer + ASAPP	ASAPP	ASAPP	ASAPP	ASAPP	ASAPP	ASAPP	ASAPP
Baseline	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
FY '24 Goal	tbd	tbd	tbd	tbd	tbd	tbd	tbd	tbd
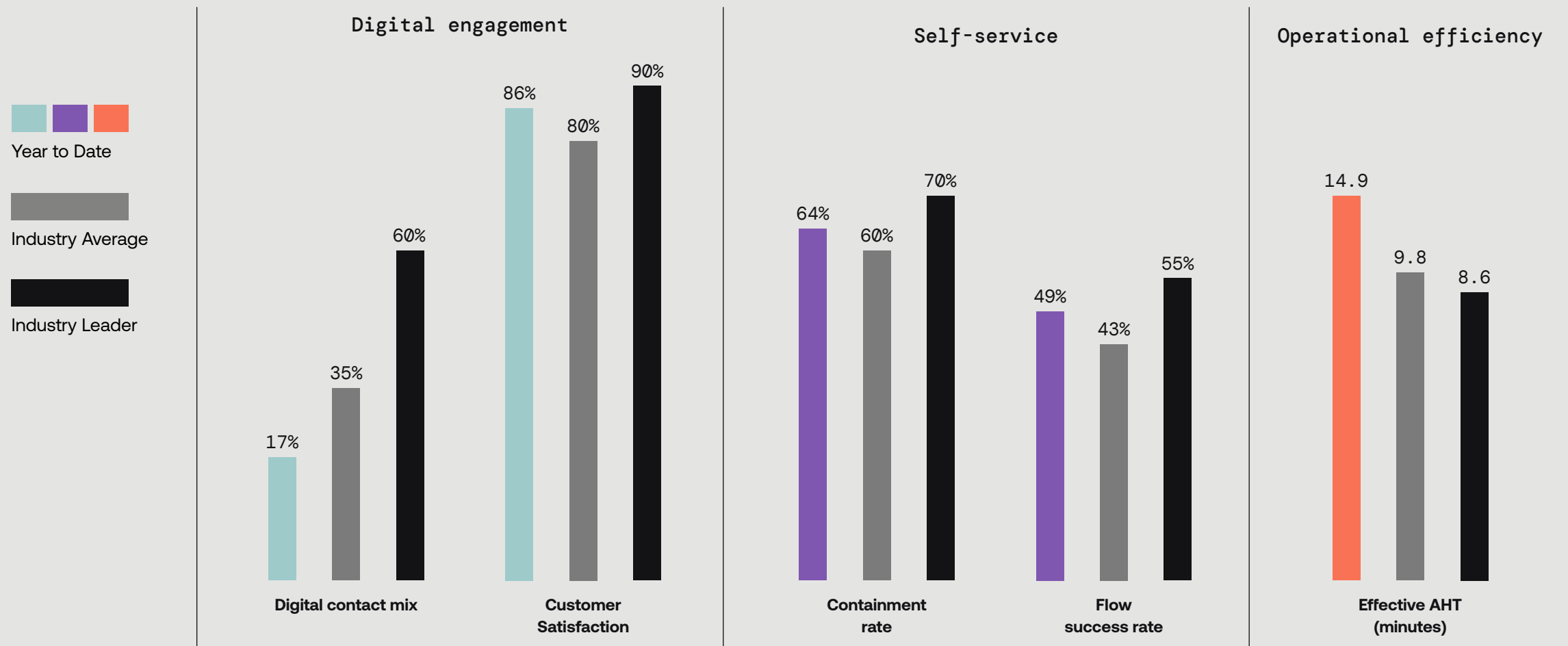
Many customers see rapid benefits after activating ASAPPMessaging

F500 Telco

In a span of just one month, the ASAPP Messaging platform seamlessly replaced LivePerson across two business units, effectively serving four distinct channels.

Automation	**Efficiency**	**Digital Adoption**
↑20%	8.7	↑17%
increase in containment in the first month	min AHT reduction within 6 months	increase in digital volume QoQ

These kinds of outcomes don't happen by chance; they require a deliberate and precise execution of talent. With some vendors, it might feel as if your relationship ends once you sign the purchase order. That can leave you feeling abandoned and like you're left to figure out the rest of the journey on your own. You deserve better; your journey shouldn't end with the go-live party. We've developed an unmatched customer success experience.

"This is a huge milestone and a stellar accomplishment in our journey to transform from voice-based interaction to proactive and reactive chat. This new relationship also provides us an opportunity to uniquely manage our chat platform and BPO labor relationship to its fullest potential and deliver a state-of-the-art customer experience."

Chief CX Officer

Conclusion

You're probably getting a lot of pitches for AI contact center solutions. But we wanted to give you a look inside what is usually a "black box" with most vendors: how ASAPP can smooth your move from an older chat solution to a generative AI-native messaging platform, implemented and optimized by people who've been doing enterprise deployments of generative-AI solutions for quite some time.

- **Envision what success looks like:** Define and align on your vision jointly.

- **Define the plan to get there:** Create a roadmap to success by learning about your existing messaging program and establishing the delivery timeline.

- **Engage in collaborative delivery:** We work in partnership with you to deliver our technology into your environment swiftly.

- **Test and train:** Conduct end-to-end User Acceptance Testing process and provide role-based training.

- **Launch with confidence:** We observe and communicate with your team in real time during launch.

- **Achieve your desired outcomes:** Continue ongoing assessment of performance and identify optimization opportunities.

The plan is simple. Our expertise is proven. Let's see what we can achieve together.

Get in touch with us

Get your personalized demo

Take the next step in your digital customer experience strategy.

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🌐 www.ASAPP.com

About ASAPP

ASAPP is an artificial intelligence solution provider committed to solving the toughest problems in customer service. Because we automate what was previously impossible to automate, our AI-native® solutions deliver more than efficiency gains. They redefine the role of AI in the contact center and lay the groundwork for businesses to reimagine their customer experience delivery for the age of AI. Leading enterprises rely on ASAPP's generative and agentic AI solutions to dramatically expand contact center capacity and transform their contact centers from cost centers into value drivers. To learn more about ASAPP, visit www.ASAPP.com.