



A practical framework for generative AI in your contact center

How to get started, move forward, and
achieve transformative value (*REALLY*)

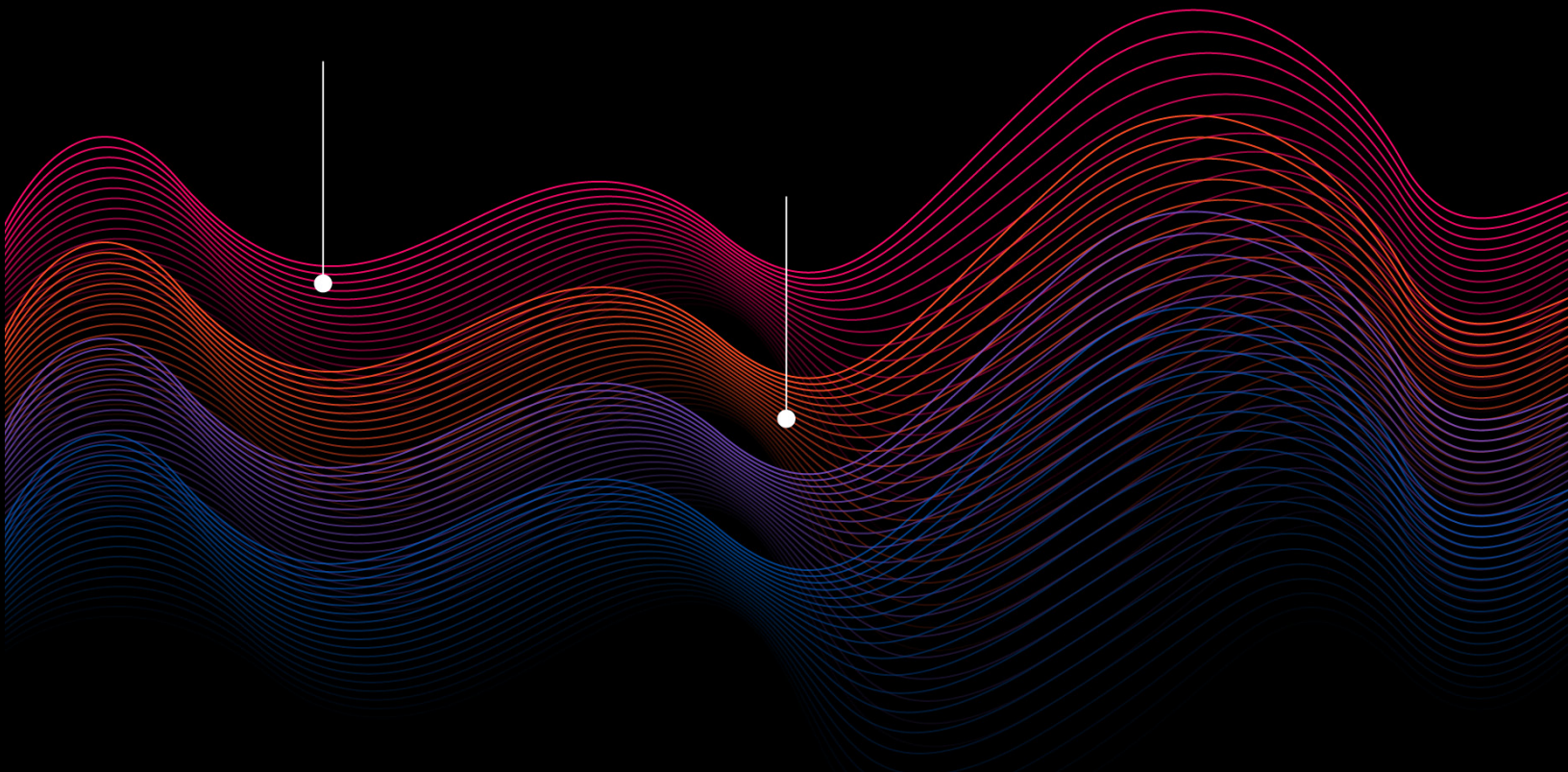




TABLE OF CONTENTS

A practical framework for generative AI in your contact center

01

The real components of great customer service

04

The whole is greater than the sum of the parts

02

The fundamental nature of generative AI

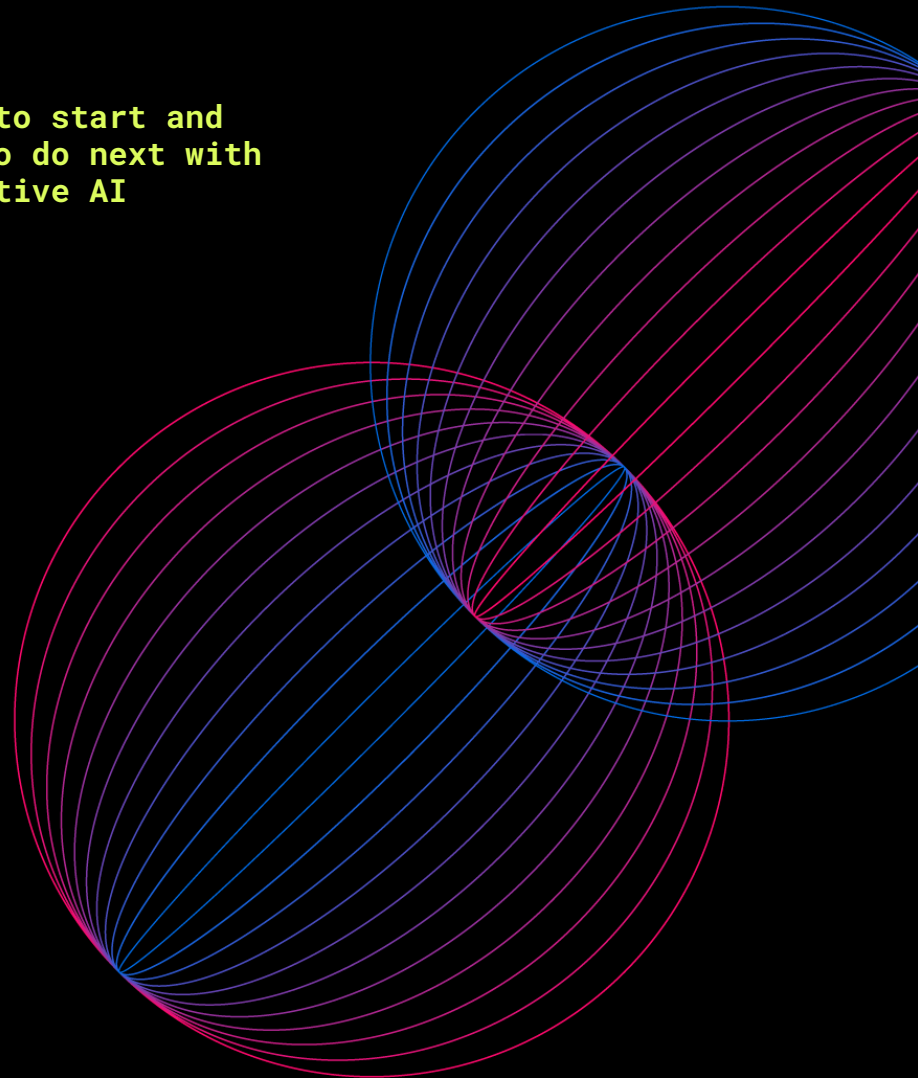
05

Where to start and what to do next with generative AI

03

The generative AI framework for better customer service

- Generative AI that listens to the customer
- Generative AI that understands what the customer wants
- Generative AI that proposes quick and helpful solutions
- Generative AI that takes action to resolve a customer's issue





A practical framework for generative AI in your contact center

How to get started, move forward, and achieve transformative value *(REALLY)*

You've heard it before, countless times – generative AI is a transformational technology. It will change the way your contact center operates, deliver exponential value, and dramatically improve customer satisfaction.

That's the promise every solution provider makes. But it's not what brands typically experience when they acquire generative AI solutions for CX. Many individual solutions do deliver incremental gains with streamlined workflows, automated processes and more efficient operations. But they're not transformational. There's a limit to how much they can improve efficiency and productivity. And most generative AI solutions make only a modest impact on customer satisfaction at best.

The problem isn't that generative AI can't deliver on the grand promise of transformation. It's that it takes more than vague marketing claims and fragmented solutions to get there. Without a holistic AI adoption strategy that prioritizes the customer experience your brand aspires to deliver, the returns on your AI investments will max out prematurely. And generative AI has much more to offer – if you leverage its inherent capacity for great customer service.

★ "THE PROBLEM ISN'T THAT GENERATIVE AI CAN'T DELIVER ON THE GRAND PROMISE OF TRANSFORMATION. IT'S THAT IT TAKES MORE THAN VAGUE MARKETING CLAIMS AND FRAGMENTED SOLUTIONS TO GET THERE."

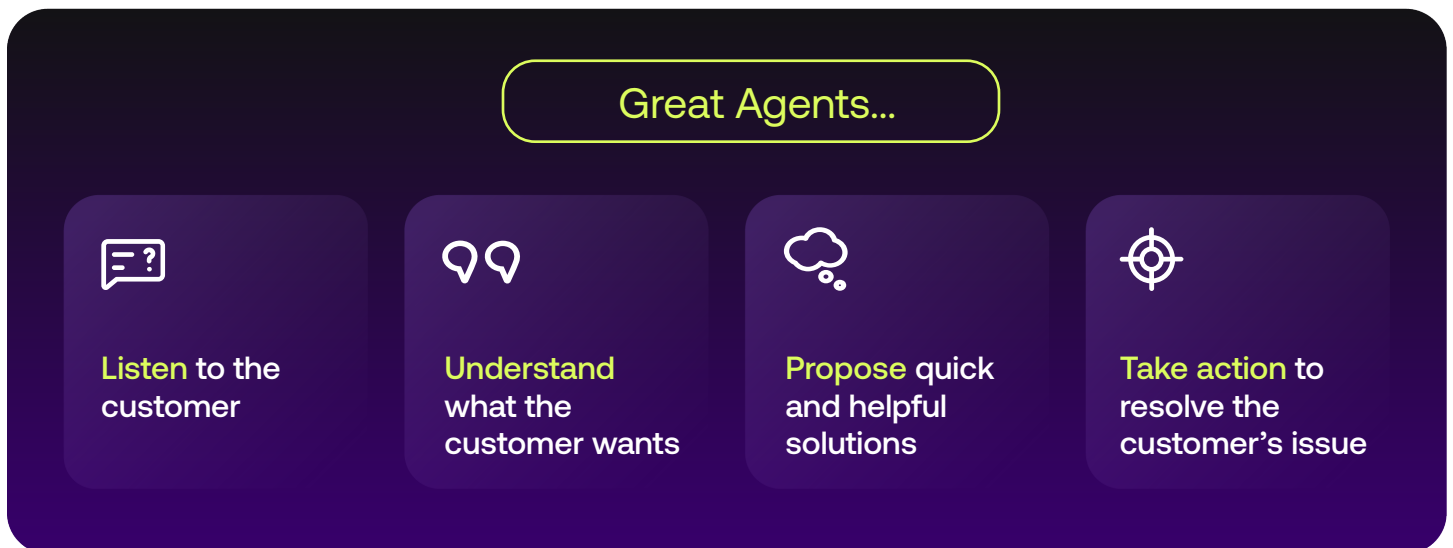




The real components of great customer service

When we consider what it takes to deliver great customer service, a few things typically come to mind: optimal staffing levels, smart process automation, active performance management, and effective quality control. All of those things are important because they improve efficiency and productivity.

But none of those things get at the core question of what it takes to solve a customer's issue in a way that leaves them feeling happy with the experience. Your best agents know what it takes, though. They do it every day. Here's how.



Because they can do all of these things, great agents resolve issues in a way that customers appreciate. These are the foundational components of great customer service. Without them, your customer experience will disappoint, no matter how advanced your CX tech is or how efficiently your contact center operates.

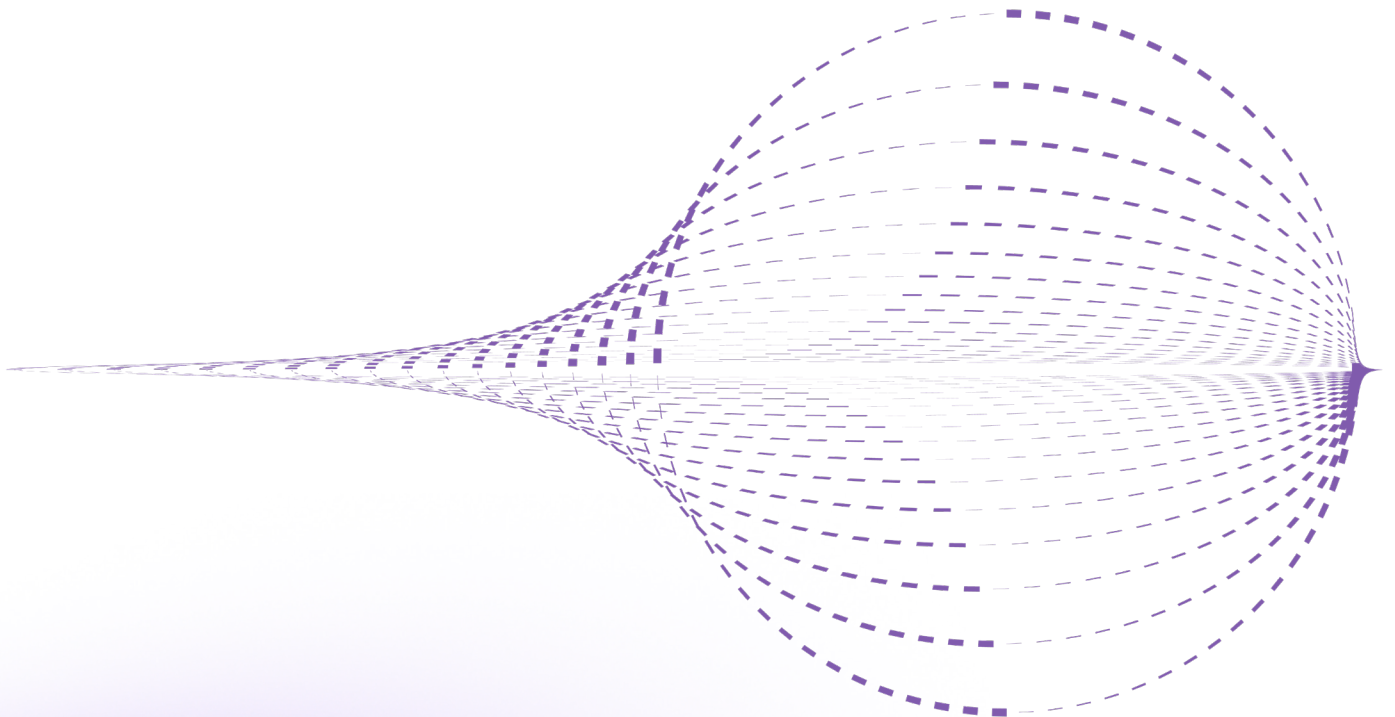


The fundamental nature of generative AI

The potential for generative AI to improve the customer experience eclipses anything we've seen with other technologies, including non-generative AI. The reason is simple. The foundational capabilities of generative AI align with the components of great customer service.

Like great agents, generative AI can listen, understand, propose and act. It can hear the customer, understand what they want, generate solutions, and take action to resolve the customer's issue. When viewed within the context of what it takes to deliver great customer service, these inherent qualities suggest a meaningful framework to guide your adoption and deployment of generative AI solutions.

✱ AI CAN LISTEN, UNDERSTAND,
PROPOSE AND ACT JUST LIKE
YOUR BEST AGENTS.





The generative AI framework for better customer service

Generative AI is a perfect match for customer service. But getting the full benefit of its capabilities requires a holistic strategy that centers the customer experience, not just targeted efficiency and productivity gains.

The organizing principle for the framework is simple. It follows the components of great customer service. It's also flexible and useful as a guide, whether you're just getting started with generative AI for CX or trying to determine what your next step with it should be.

As you develop your own strategy for generative AI, consider how each of its fundamental qualities could improve your customer experience and unlock greater value for your organization.



Generative AI that listens to the customer

Great customer service starts with listening. Your best agents engage in active listening to ensure that they take in every word the customer is saying. Transcription solutions powered by generative AI can do the same. The most advanced solutions combine speed and exceptional accuracy to capture conversations in the moment, even in challenging acoustic environments.

Most transcription solutions get simple words and phrases right. And because those common elements represent more than 80% of a typical customer conversation, many solution providers can claim accuracy rates that might sound impressive, or at least good enough.

The problem is, the most important information is often not included in those common words and phrases. When

things like product names or technical terms are missed, the transcription isn't very useful for determining the customer's intent. That limits automation options and lacks the detail you need for operational analytics. You'll want to find a solution that listens with best-in-class accuracy – without sacrificing the speed required to drive real-time automation and agent assistance.

■, thank you ■
■ My name is Sarah
and ■ be ■ account ■ today.

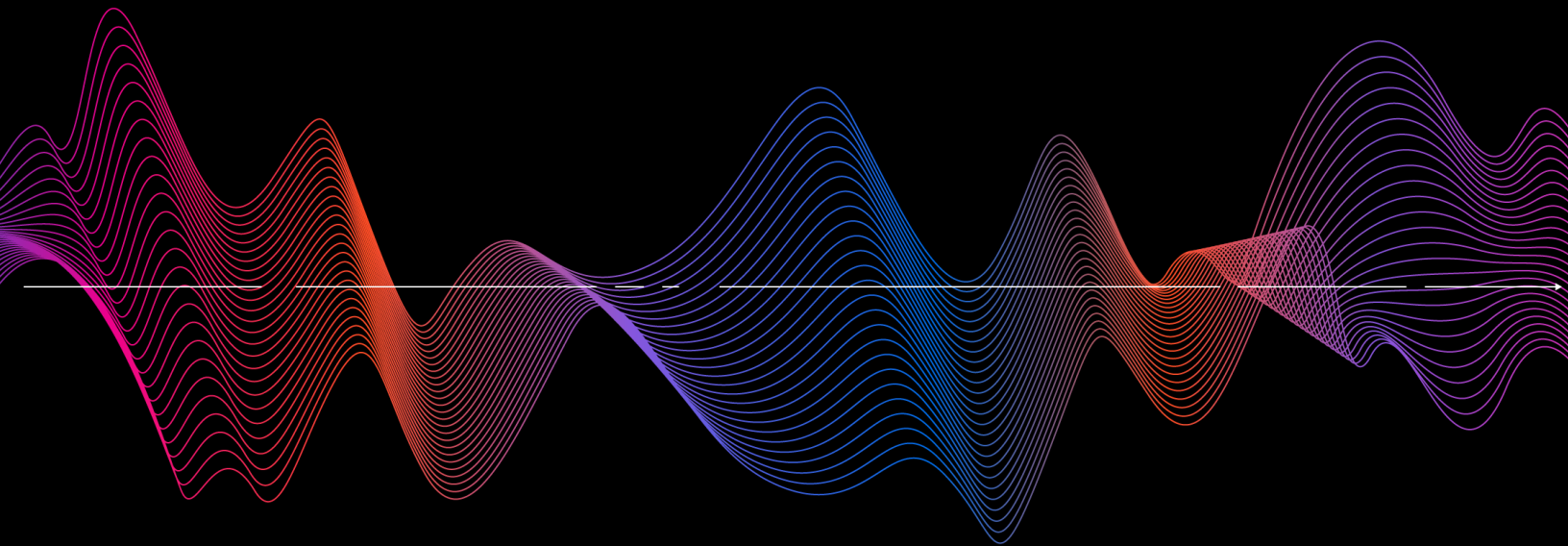


Generative AI that understands what the customer wants

Your best agents figure out what the customer wants by listening and interpreting what the customer says. A summarization solution powered by generative AI can also determine customer intent, needs, and sentiment. The best ones don't wait until after the conversation to generate the summary. They do it in real time.

Generative AI can do more than pick out keywords and topics. It can grasp the context and sentiments behind each conversation and translate them into a free-text summary similar to what your agents would write after the interaction. On average, 10-20% of an agent's handle time is spent on wrap-up. Removing this burden dramatically increases productivity.

In addition to the free-text summary, generative AI can also provide structured data you can use to spot trends and anomalies, identify automation opportunities, and drive downstream business analytics.





Generative AI that proposes quick and helpful solutions

With effective listening and understanding capabilities in place, generative AI can provide real-time contextual guidance for agents. Throughout a customer interaction, agents perform a wide range of tasks – listening to the customer, interpreting their needs, accessing relevant information, problem-solving, and crafting responses that move the interaction toward resolution. It's a lot to juggle. Generative AI that proposes helpful solutions at the right time can ease both the cognitive load and manual typing burden on agents, allowing them to focus more effectively on the customer.

Plenty of CX platforms include capabilities that automatically display customer data and relevant knowledge articles for the agent during each interaction. But generative AI can take that automation much further. It can highlight the most

useful passages from a knowledge article based on the context of the conversation. That eliminates the need for the agent to hunt for the right information while the customer waits.

Generative AI can also recommend next-best actions throughout the interaction and compose suggested responses at each turn in the conversation. It can even tailor those responses based on the individual agent's communication style. And some solutions continue to learn from agent behavior, so they improve over time. This can significantly decrease handle time, and increase throughput (number of interactions handled per hour). By proposing quick and helpful solutions, generative AI does more than streamline internal processes. It directly improves the customer experience.

The image displays three side-by-side screenshots of the ASAPP interface, showing customer interactions with Leti Smith, Mark Wells, and Anhthu Heron. Each screen displays the customer's name, issue ID, and a chat history with the agent. The interface includes a sidebar with navigation options like 'Help & Resources' and 'Preferences'. The chat history shows the agent's responses and the customer's questions. The bottom of each screen has a 'Send' button and a 'Customer waiting' timer.



Generative AI that takes action to resolve a customer's issue

This is where generative AI combines all of its capabilities to improve customer service. It can integrate the ingredients of customer care—listening, understanding, and proposing—to safely and autonomously act on complex customer interactions. More than a conversational bot, it can resolve customers' issues by proposing and executing the right actions, and autonomously determining which backend systems to use to retrieve information and securely perform issue-resolving tasks.

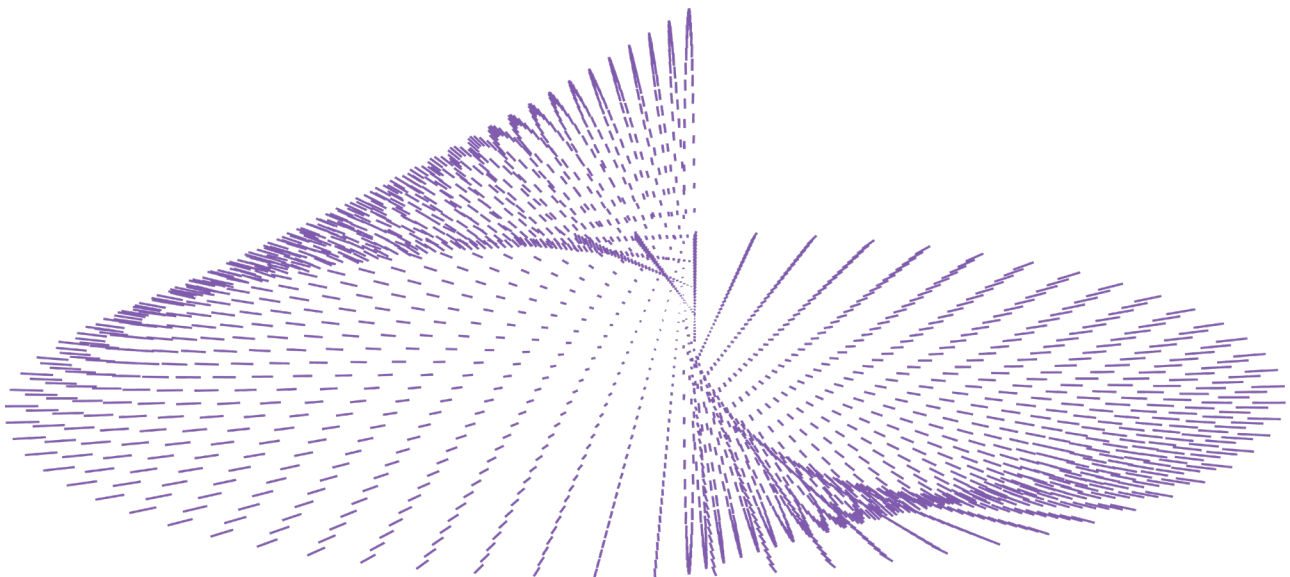
Companies that have deployed a fully capable generative AI agent are seeing dramatic gains in efficiency and productivity as fewer labor hours are needed to handle interactions. And those that architect the system to include human support for the AI agent are achieving concurrency with voice, in addition to chat.

But it's the impact on the customer experience that truly differentiates generative AI from other technologies. Because it can serve in a customer-facing role and successfully resolve

issues, it offers a fast, efficient and reliable option for customers at any time, regardless of current interaction volume.

The open-ended nature of generative AI, combined with its ability to converse naturally, solve problems, and take action autonomously, creates an experience that feels natural, even almost human. While customers do appreciate efficient interactions, they also value how the experience feels. And generative AI can deliver on both of those expectations.

As you consider adding a generative AI agent to your contact center, look for a solution with robust safety measures, including grounding the agent in your content to improve accuracy.



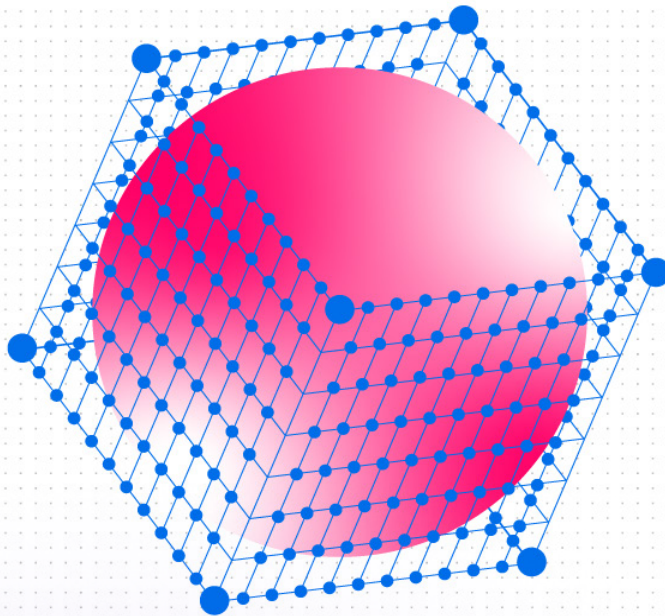


The whole is greater
than the sum of
the parts

Generative AI is a perfect match for customer service. But getting the full benefit of its capabilities requires a holistic strategy that centers the customer experience, not just targeted efficiency and productivity gains.

The organizing principle for the framework is simple. It follows the components of great customer service. It's also flexible and useful as a guide, whether you're just getting started with generative AI for CX or trying to determine what your next step with it should be.

As you develop your own strategy for generative AI, consider how each of its fundamental qualities could improve your customer experience and unlock greater value for your organization.





Where to start and what to do next with generative AI

This framework for generative AI adoption is not prescriptive. You can start with whichever component is most needed in your contact center and move forward at your own pace. For example, if auto-summarization would improve your documentation and lighten the load for your agents, start there. Or maybe real-time assistance with suggested responses and next-best steps would deliver greater immediate value. You can even start with a full-fledged virtual agent.

Regardless of where you choose to start, be sure to find a solution provider who can guide you through the next steps with an adoption strategy that makes the most of generative AI's fundamental qualities. By using each component as a building block for the next, this approach goes beyond incremental efficiency and productivity gains to deliver larger long-term value with improved customer service. And that's the key to unlocking the promised transformational value of generative AI for CX.

About ASAPP

ASAPP is an artificial intelligence cloud provider committed to solving how enterprises and their customers engage. Inspired by large, complex, and data-rich problems, ASAPP creates state-of-the-art AI technology that covers all facets of the contact center. Leading businesses rely on ASAPP's AI Cloud applications and services to multiply agent productivity, operationalize real-time intelligence, and delight every customer.

Learn more at: www.asapp.com

