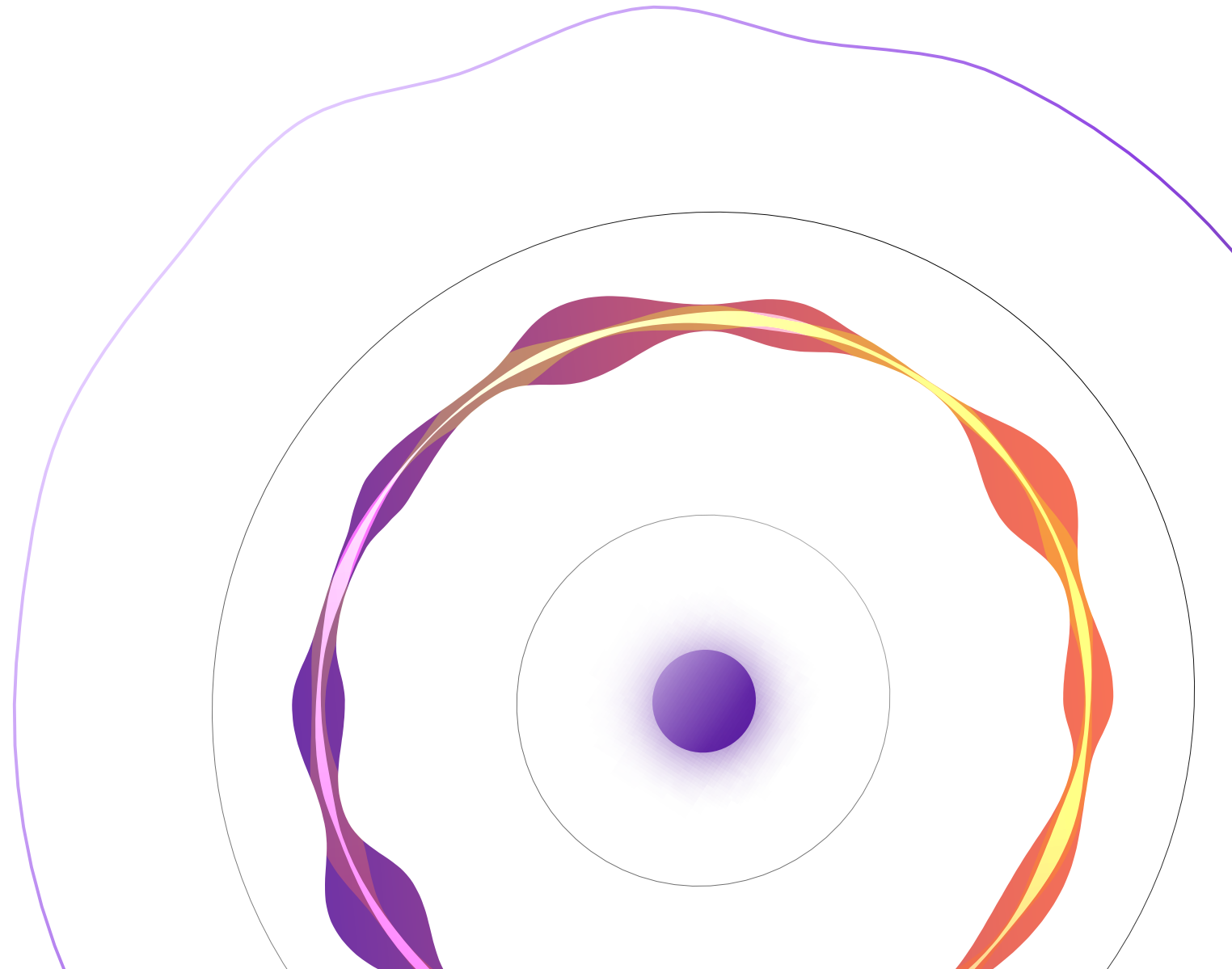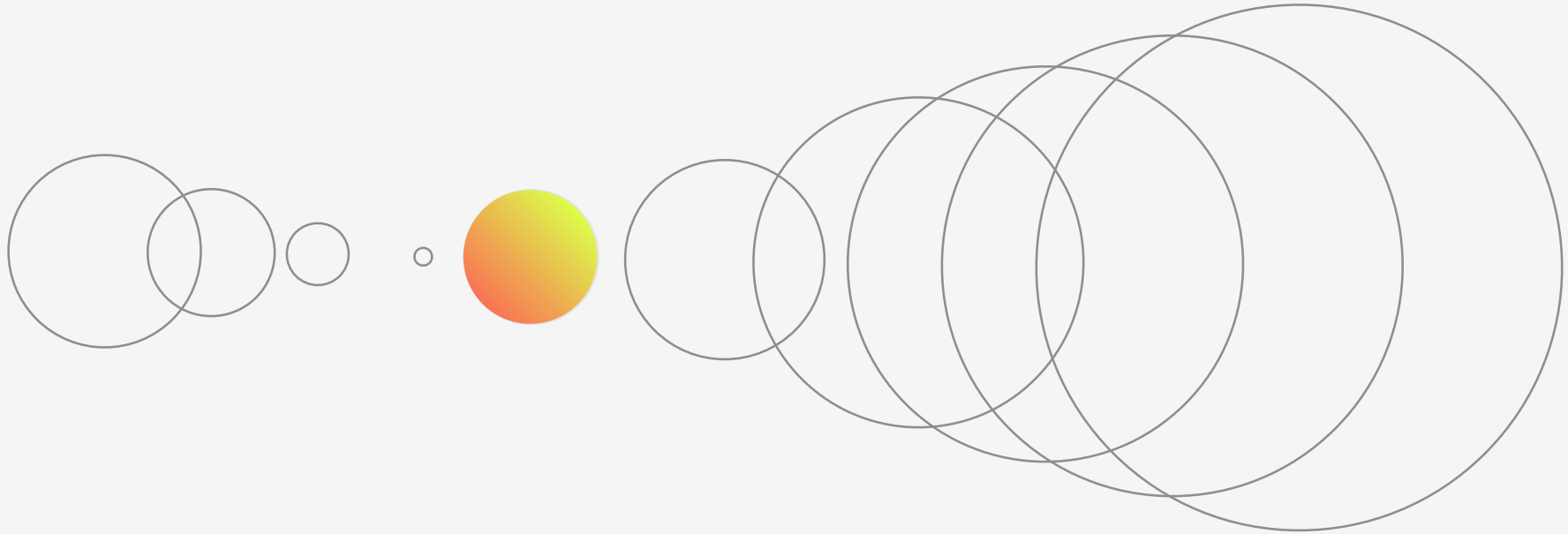# Identifying the ideal use cases for GenerativeAgent™

ASAPP

Identifying the ideal use cases for GenerativeAgent™

Part of ensuring a smooth deployment and quick value realization with GenerativeAgent is choosing the best use cases to target first. Identifying them requires a thorough examination of the interactions your contact center handles to understand why customers get in touch and the steps required to resolve their issues. That might sound like a daunting task, but you won't have to tackle it alone.

ASAPP uses a reliable, data-driven process to analyze your contact center's interactions and identify good candidates for automation. For each intent, we determine the volume, containment, and resolution rate, and establish the steps required to resolve the customer's issue.

With the results of this analysis, you're well-equipped to make informed decisions about which use cases you'd like to target first with GenerativeAgent. This is a collaborative process in which we provide analysis and expert guidance, while you make the decisions at every step.

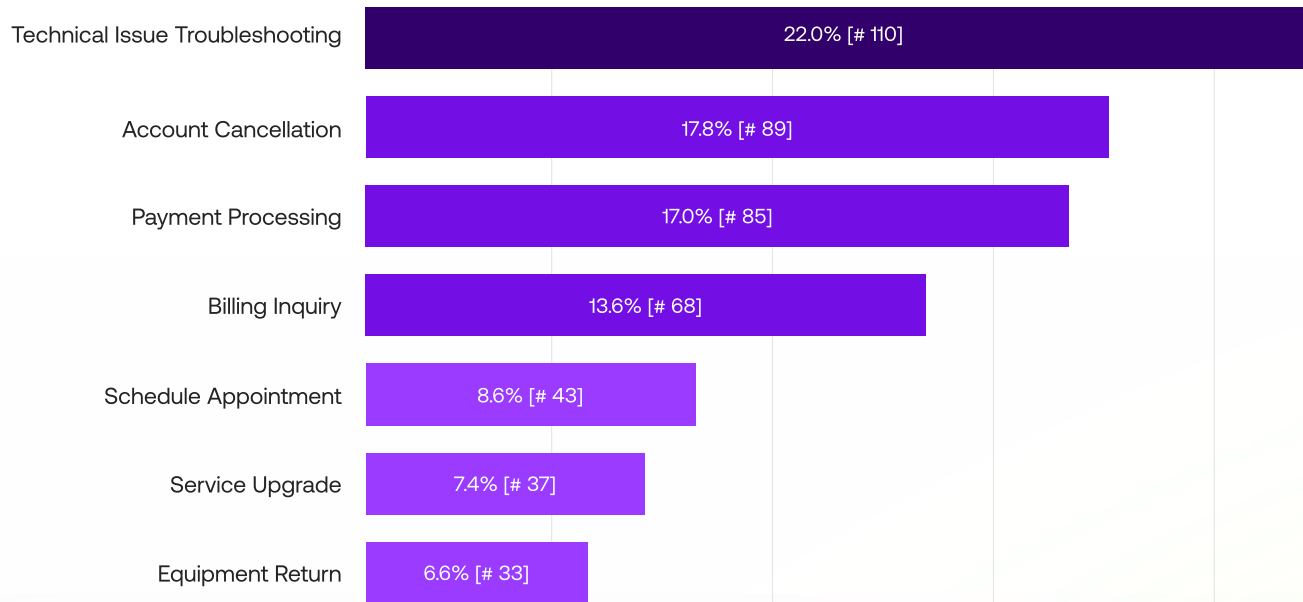# ASAPP analyzes *your* customer interactions to identify use cases with high automation potential

We start with a collection of your actual customer interactions – at least 1,000 is ideal, but 500 will suffice. Using natural language techniques, we analyze the conversations to assess the potential for automation with GenerativeAgent. To do that, we'll answer a series of questions.

Which intents drive the highest volume?

First, we identify the customer's intent in each interaction and determine which intents are generating the highest call volume. To realize quick returns on your investment in GenerativeAgent, you'll want to target high-volume use cases first. But volume is just one consideration. You'll need to know more about the high-volume interactions before you can pinpoint the optimal use case to deploy first.

Interaction Volume by Intent

Intent	Value
Technical Issue Troubleshooting	22.0% [# 110]
Account Cancellation	17.8% [# 89]
Payment Processing	17.0% [# 85]
Billing Inquiry	13.6% [# 68]
Schedule Appointment	8.6% [# 43]
Service Upgrade	7.4% [# 37]
Equipment Return	6.6% [# 33]

Which intents were resolved by agents without escalation?

For each intent, we'll determine what percentage of interactions successfully resolved the customer's issue without a transfer or having the customer abandon the interaction. Interactions that your agents were able to resolve without escalation are good candidates for GenerativeAgent to resolve, too.

While GenerativeAgent can handle escalation to a human agent seamlessly, you'll realize greater value in your first use cases by focusing on interactions that can be fully contained and resolved without human intervention.

What tools did the agents use to resolve the issue?

Once we've identified which intents are good candidates for automation based on volume, containment, and resolution, we examine the tools the agents used to resolve the customer's issues. Specifically, we detect which systems the agents accessed and which knowledge articles they used.

To make this determination, we rely on the responses the agents provided to the customer at each step in the interaction. If a response contains general information about products, services, or policies, we conclude that the agent relied on the knowledge base for that information. If a response includes customer-specific information, we conclude that the response required the agent to access another system, such as your CRM. Some responses require information from both the knowledge base and another system.

Understanding the steps the agents took to resolve the customer's issues is important because GenerativeAgent will need to follow the same steps.
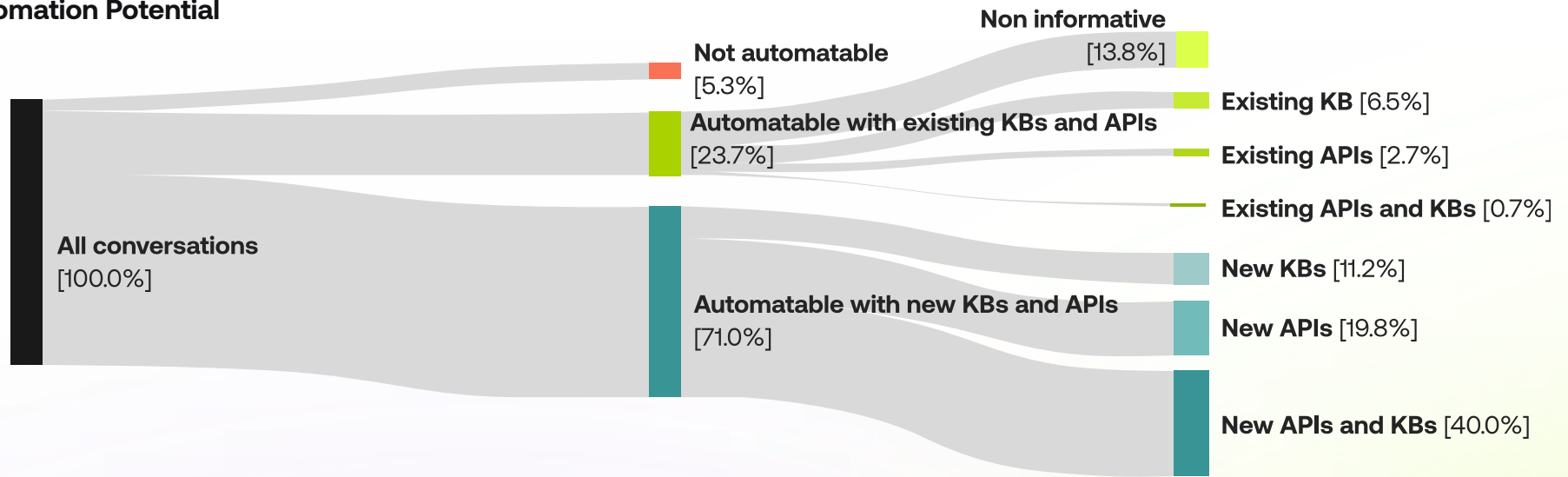
Which tools are already available for GenerativeAgent to use?

For each task GenerativeAgent must perform, it needs the right tools. For some tasks, it will need accurate knowledge articles on relevant topics. For others, it will need APIs to access other systems and retrieve the necessary information.

Our team will generate a list of APIs that will be needed based on each task the agent performs. For example, if a customer asks to cancel their account, the agent might need to perform multiple tasks, such as account cancellation, service cancellation, and arranging for equipment return. An API would be required for each of these tasks.

At this stage, the ASAPP team will work with you to determine which knowledge articles and APIs you already have – and which ones you will need to create. Naturally, interactions that rely on existing tools can be deployed more quickly and with less effort on your part. These are likely your best bet for first use cases.

Automation Potential

- Not automatable [5.3%]
- Automatable with existing KBs and APIs [23.7%]
  - Non informative [13.8%]
  - Existing KB [6.5%]
  - Existing APIs [2.7%]
  - Existing APIs and KBs [0.7%]
- All conversations [100.0%]
- Automatable with new KBs and APIs [71.0%]
  - New KBs [11.2%]
 - New APIs [19.8%]
  - New APIs and KBs [40.0%]

If you need to create tools, which ones should be the highest priority?

If you do need to build APIs, we can help you prioritize them based on the impact they will have on GenerativeAgent's ability to resolve the customer's issue successfully. Some APIs will be required for many of the interactions of this type, while others will be needed only occasionally. With that information, you can invest your time and resources in building the APIs that will yield the biggest returns.

We'll follow the same collaborative process to determine which knowledge articles already exist and which ones you'll need to create. And of course, we'll provide the usage data to help you prioritize them. GenerativeAgent can ingest content from other sources, which could reduce the burden of creating new knowledge articles. For example, if some of the necessary content exists on your website, we can scrape that information. We will work with you to determine the most efficient and effective option.

You choose which use cases to target first

With the results of our detailed analysis, you'll have all the information you need to choose which use cases to automate first with GenerativeAgent. You'll also be equipped to plan how to expand to additional use cases over time.

Likelihood of resolution

Intent volume

Ideal use cases

Required tool availability
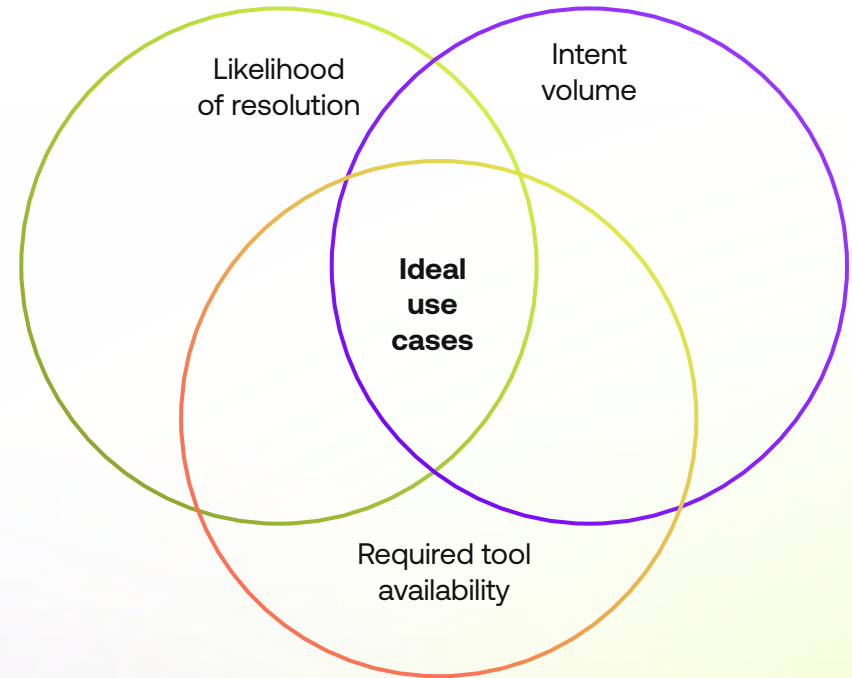
Planning for use cases with a human in the loop

Some interactions will always require a human in the loop – for example, to provide approval of a refund, account modification, or temporary discount, or to offer the GenerativeAgent direction for troubleshooting an issue beyond the basics. As we work with you to prioritize use cases for future automation with GenerativeAgent, we will help you identify good candidates for these conversations that involve a human agent as a decision-maker, without requiring the agent to chat or speak directly with the customer.

It is typically best to start with use cases that GenerativeAgent can fully contain and resolve. But it's also useful to start planning for human-in-the-loop interactions early in your deployment process, so you can continue increasing the returns on your investment over time.

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.

To learn more about ASAPP innovations, visit **www.asapp.com**

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