



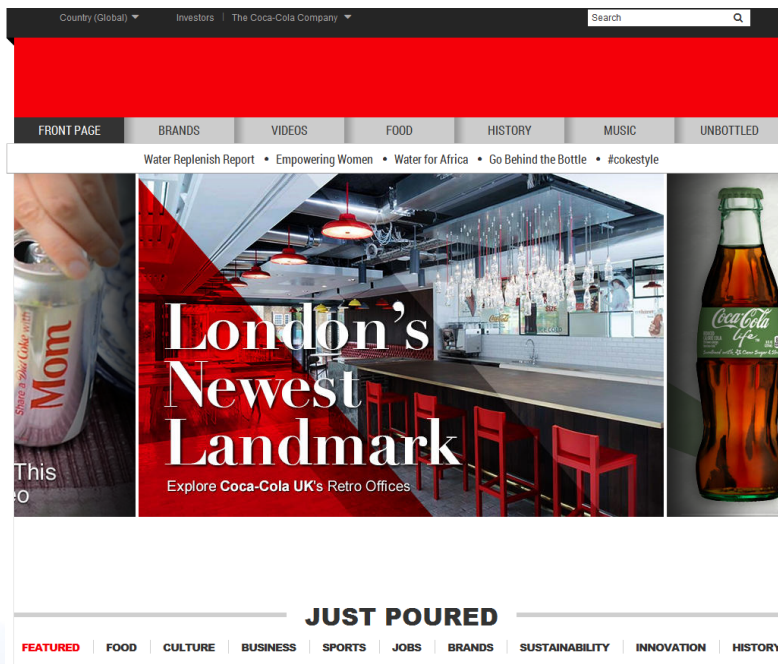
# Integrated Virtual Agents

at Coca-Cola



# Integrated Virtual Agent – a Case for Action

- thecoca-colacompany.com
- mycokerewards.com





# Our Experience in Planning and Execution

## Planning

- Choose a provider
  - Capability
  - Experience
  - Project Management Commitment
  - Cost
- Integration between site ownership and consumer care
- Identify relevant content
- Allow time for knowledge transfer

## Execution

- Apply project management rigor
- Be ready to add and modify content very quickly based on user experience
- Steward the results of the project to key stakeholders

# So, what did we get?

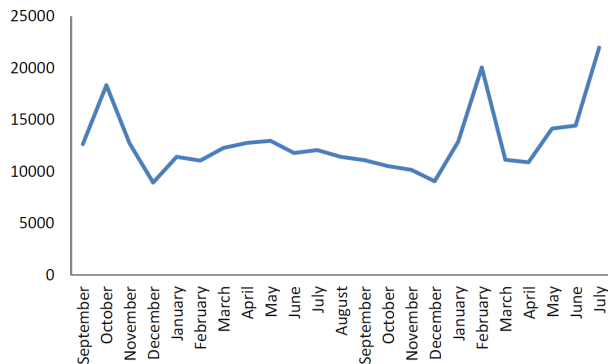
**ASK COCA-COLA**  
Our Virtual Agent

**Coca-Cola:** Hi, I'm your virtual agent. What can I do for you?

*Type your question here* SEND

## Usage Summary

**Average Monthly Usage TCCC:** 16,862 conversations/month  
**Usage July 2014 TCCC:** 21,991  
**Usage May 2014 to Date TCCC:** 50,586  
**Usage May 2014 to Date MCR + TCCC:** 196,753



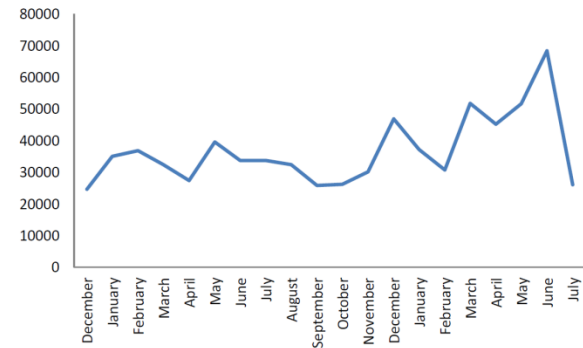
**Need Help?**  
Ask Chip, our Virtual Agent

**Chip:** Hi, I'm Chip, your My Coke Rewards virtual agent. How can I help?

*Type your question here* Submit

## Usage Summary

**Average Monthly Usage MCR:** 48,722 conversations/month  
**Usage May 2014 to Date MCR:** 146,167  
**Usage July 2014:** 26,095  
**Usage May 2014 to Date MCR + TCCC:** 196,753



# Specific Successes

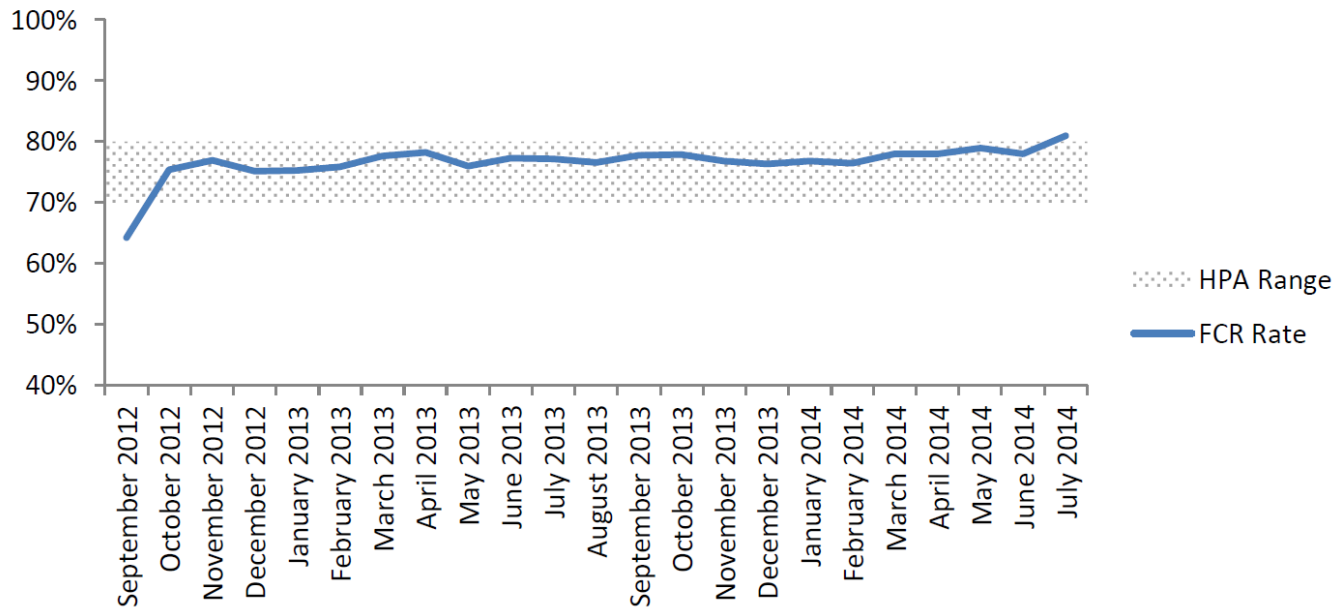


# Specific Successes

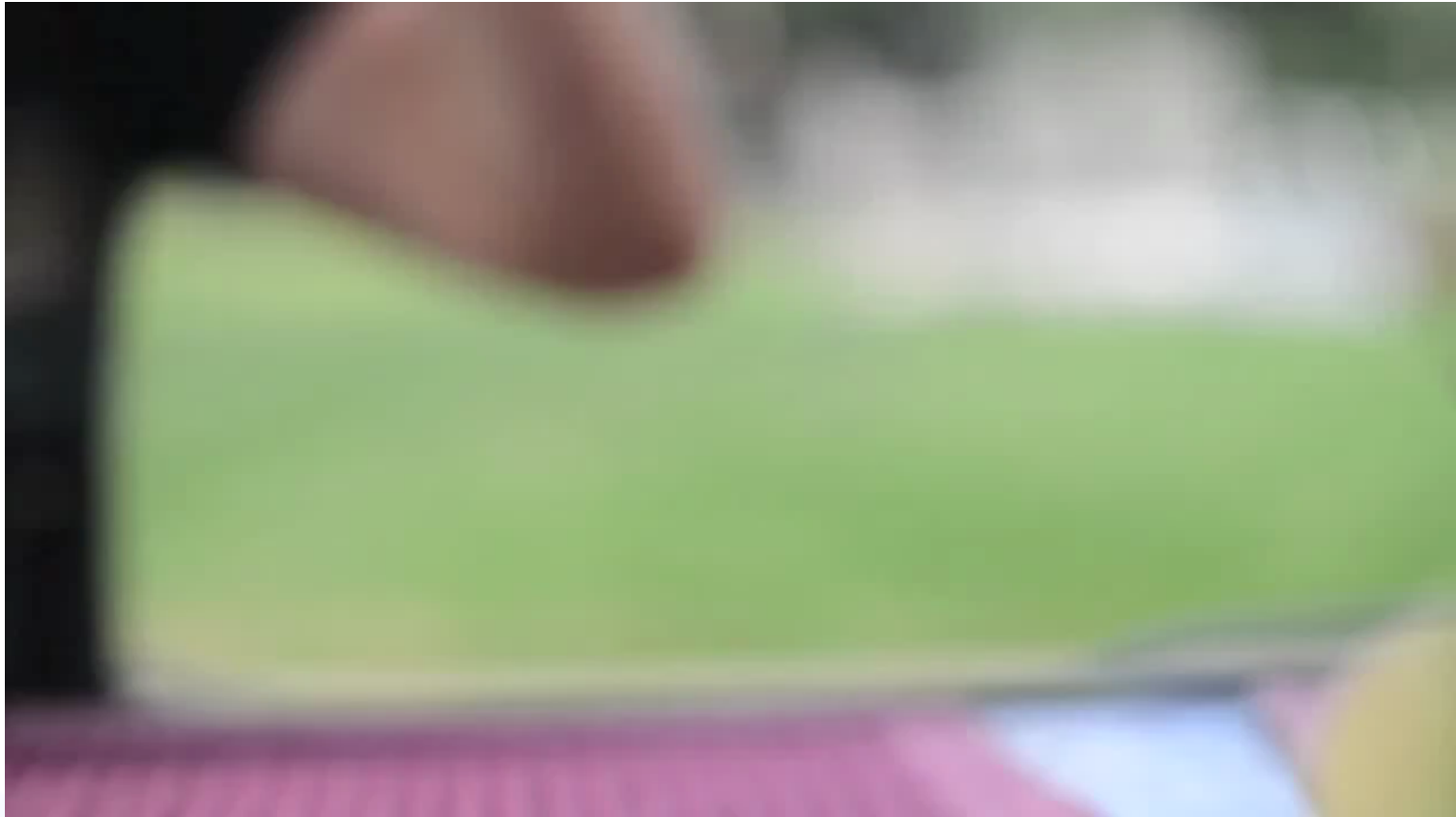
## First Contact Resolution

*Attempted Resolution is the % of consumers who ended their conversation without having their issue resolved*

*First Contact Resolution is the % of users who resolved their issue*



# Specific Successes





# Was it worth the investment?

We calculate our savings very simply:

- The cost to answer a consumer manually vs. the cost of a Virtual Agent conversation

We express our Savings in a range because we can't assume that every IVA interaction would have resulted in an actual phone call or email

- The average monthly cost of an agent is roughly \$3,000, if our model is accurate...we would have needed 18 more agents to answer this level of consumer inquiry



## By the numbers

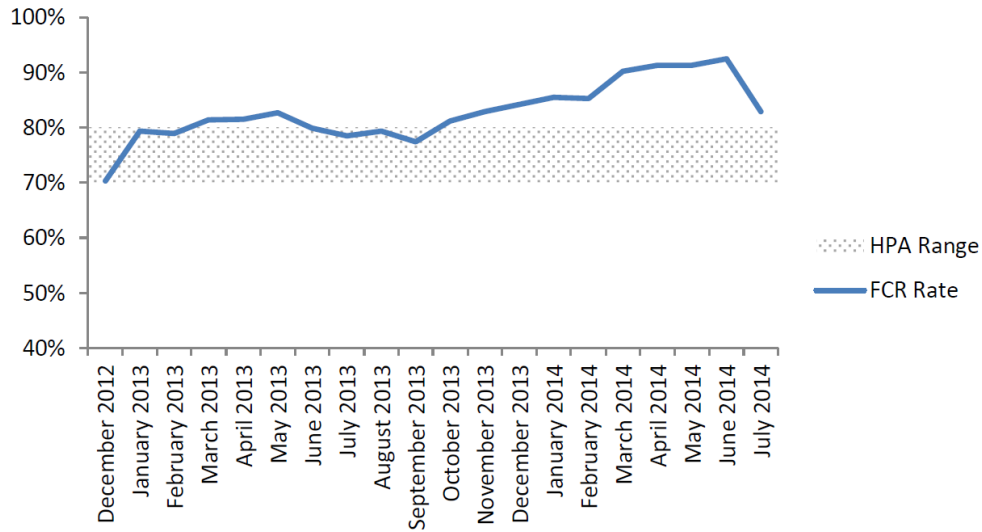
- **America is Beautiful (Feb 2014): 1,383 conversations, 1,221 Deflected, 88% Deflection Rate**
- **Share a Coke (April 1 – August 31): 15,470 conversations, 14,511 Deflected, 94% Deflection rate**
- **Lebron 6 Mix (Estimate, May 1 – August 31): 8,200 conversations**



Month	Conversations	% Conv increase compared to April	Deflected	% Deflected	Estimated Lebron Six Mix
Mar	695		332	48%	
Apr	957		597	62%	
May	3,996	+318%	3,326	83%	3,000
Jun	3,695	+286%	2,929	79%	2,000
Jul	2,954*	+129%	2,190	74%	1,500
August	3,098	+224%	2,415	78%	1.700

# We're not perfect

First Contact Resolution



- The My Coke Rewards Agent is built to replace expired or illegible points
- It was supposed to be configured with a limit to the points it would reimburse per user per day
- Hackers found a way.
- Our IVA provider alerted us to the issue

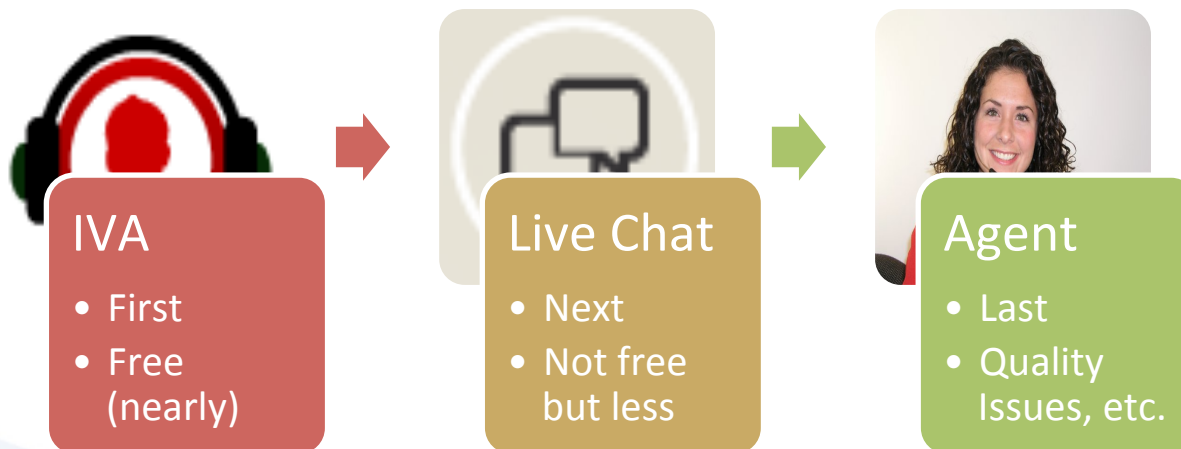
# Intelligent Channeling

Be available

Be in the channel your consumer prefers

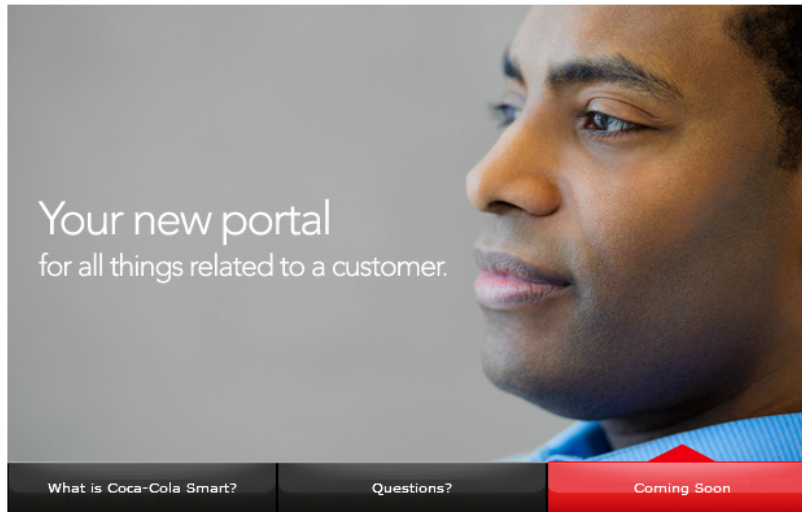
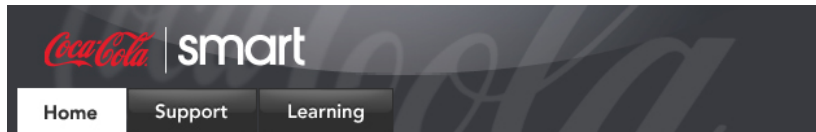
Architect the experience to drive consumers to efficient and effective behavior

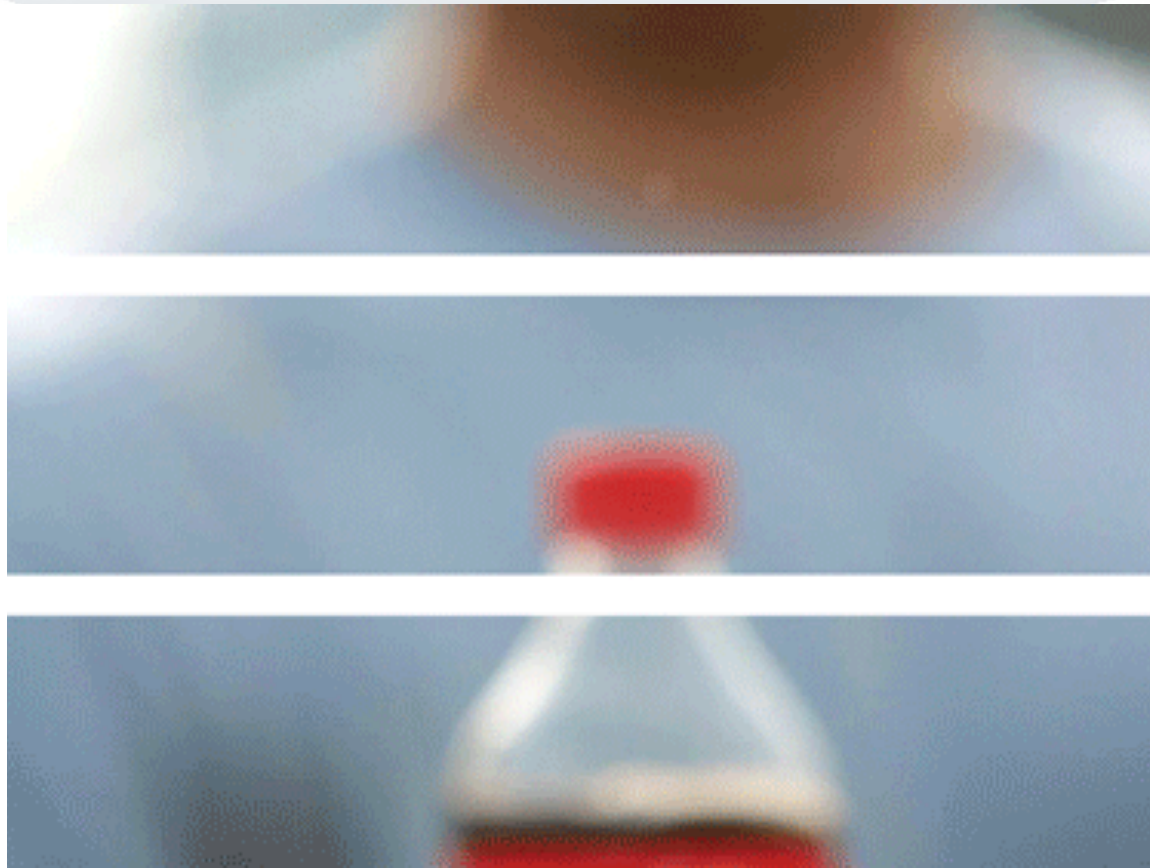
- Virtual Agent knows the answer or can fix the problem
- If not, move the most effective or efficient channel for your operation and the consumer
- Engage early in the life cycle of the website
- Steward the value of early integration and channel management



# Thoughts around Growth

- B2B interactions – Freestyle, Reactive Repair
- Customer Ordering – Filling the Red Truck
- Learn from the IVA to continuously improve its performance





**Questions?**

Thank you!