OUR VIRTUAL ASSISTANT JOURNEY

9th May 2018

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JOURNEY MILESTONES

- Identifying the need for a Virtual Assistant
- Selecting the right Virtual Assistant
- Identifying the use cases
- Implementation
- Creating the right operational model

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THE PROBLEM STATEMENT

Increasing volume of contacts

Improve customer service

Reduce costs

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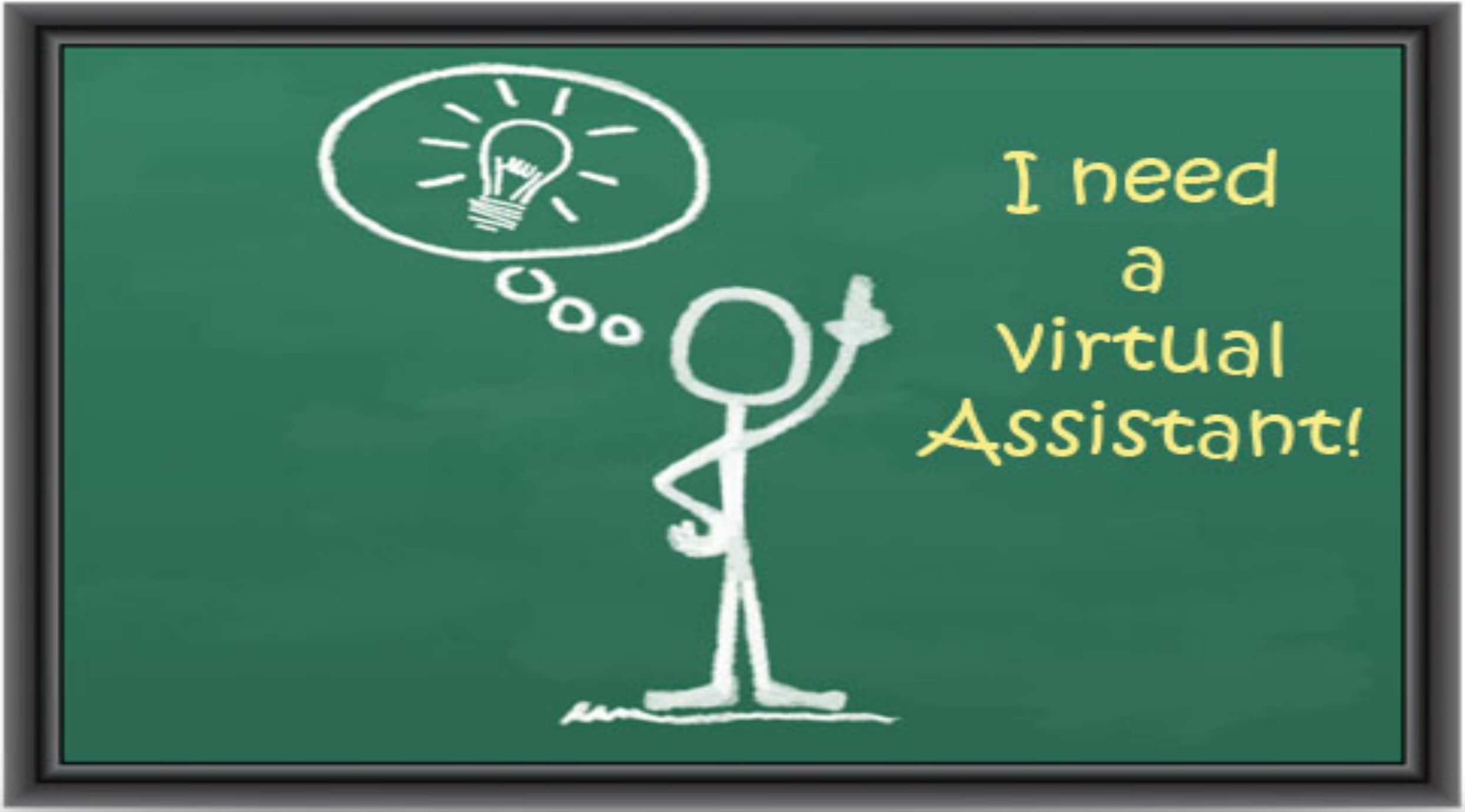
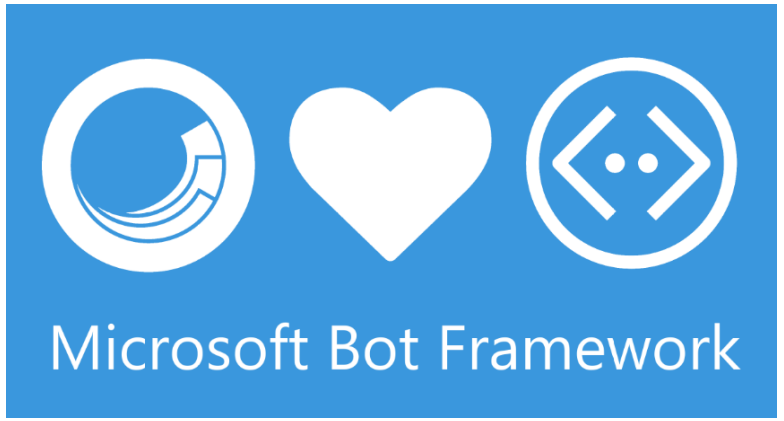

I need
a
Virtual
Assistant!

PLATFORM SELECTION



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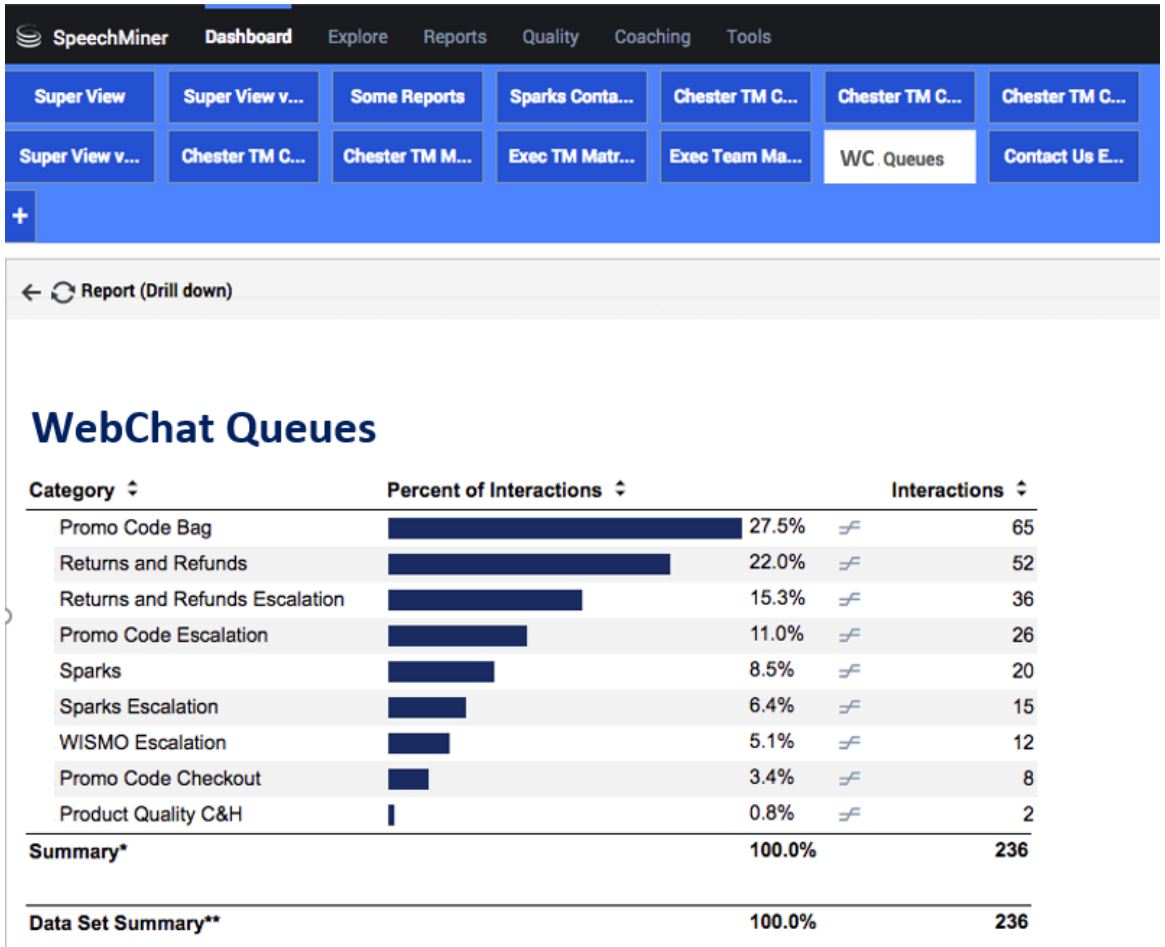
WORLD'S BEST BOT
RESUMÉ
MAX PEPPER/CNNMONEY

IDENTIFYING THE USER JOURNEYS



Utilised Genesys Interaction Analytics to analyse existing human chats…

1. Incorrect promo code
2. Forgotten password
3. Returns and refunds

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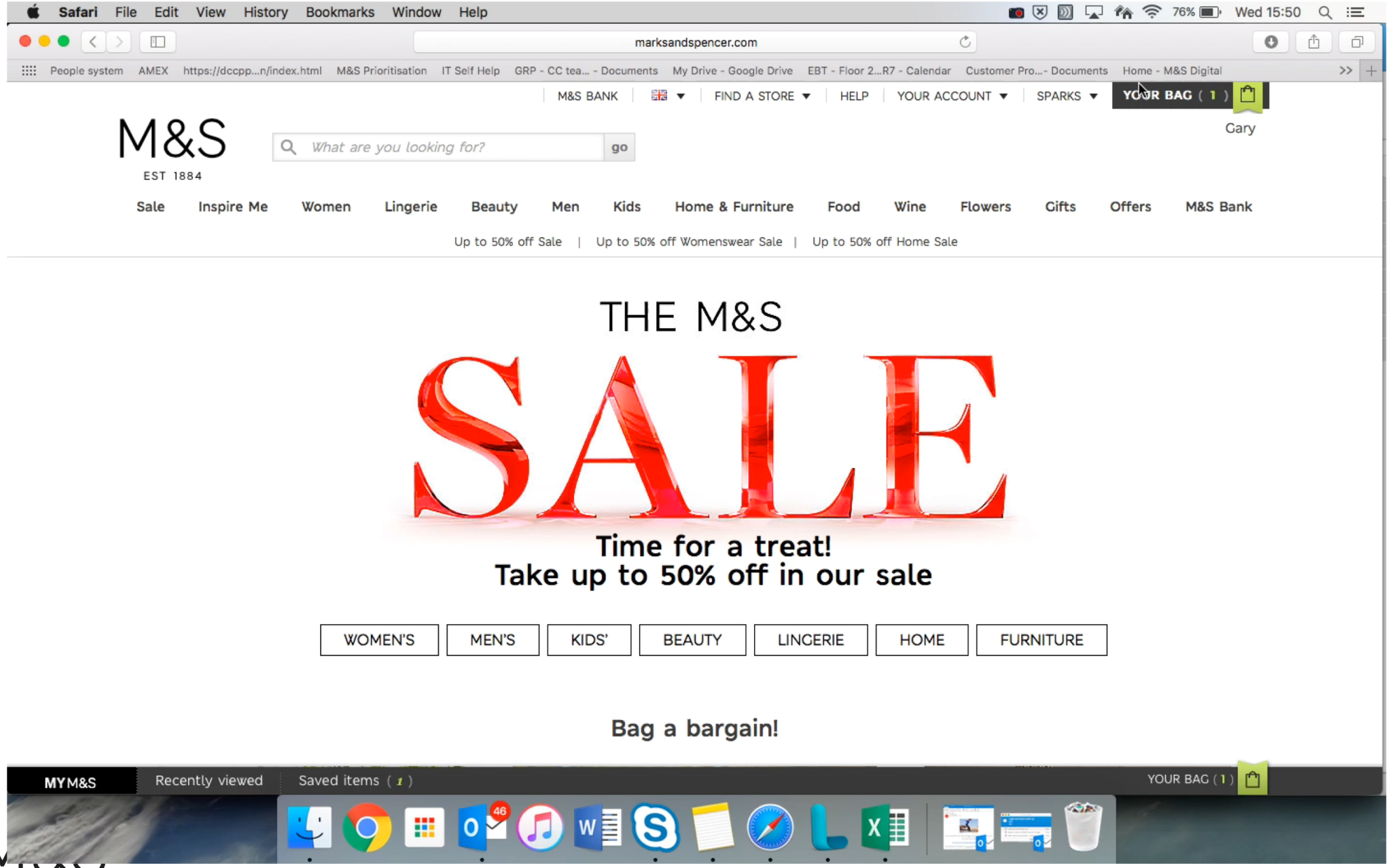
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People system AMEX https://dccpp...n/index.html M&S Prioritisation IT Self Help GRP - CC tea... - Documents My Drive - Google Drive EBT - Floor 2...R7 - Calendar Customer Pro...- Documents Home - M&S Digital
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Gary
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What are you looking for?
go
Sale Inspire Me Women Lingerie Beauty Men Kids Home & Furniture Food Wine Flowers Gifts Offers M&S Bank
Up to 50% off Sale | Up to 50% off Womenswear Sale | Up to 50% off Home Sale
THE M&S
SALE
Time for a treat!
Take up to 50% off in our sale
WOMEN'S MEN'S KIDS' BEAUTY LINGERIE HOME FURNITURE
Bag a bargain!
MYM&S Recently viewed Saved items (1) YOUR BAG (1)

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marksandspencer.com

M&S BANK | FIND A STORE | HELP | YOUR ACCOUNT | SPARKS | YOUR BAG (0)

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What are you looking for? go

Simon

Valentine's Inspire Me Women Lingerie Beauty Men Kids Home Furniture Food Wine Flowers Hampers & Gifts Offers M&S Bank

20% off 98 Piece Party Selection | Remote Control 'AI copter' - Product Recall | Save £5 – 100 Stem Tulip & Daffodil Bouquet

Love at first fit

When it comes to denim, we can help you find a style you will fall in love with

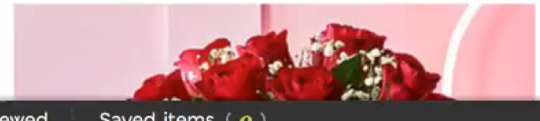
DENIM FOR HER

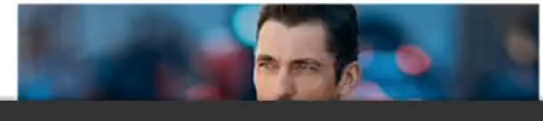
DENIM FOR HIM

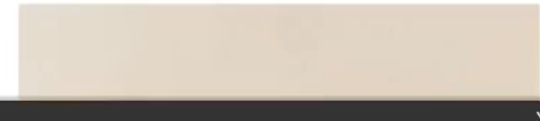
⚠ Remote Control 'AI copter' Safety Recall – click here for full details

⚠ Gluten Free Scotch Egg Allergy Alert – click here for full details

This week we love...







MYM&S Recently viewed Saved items (0) YOUR BAG (0)

EMBEDDING OUR VA INTO THE OPERATION

- The VA needs to be managed
- The VA does not work in isolation
- Continuous Training

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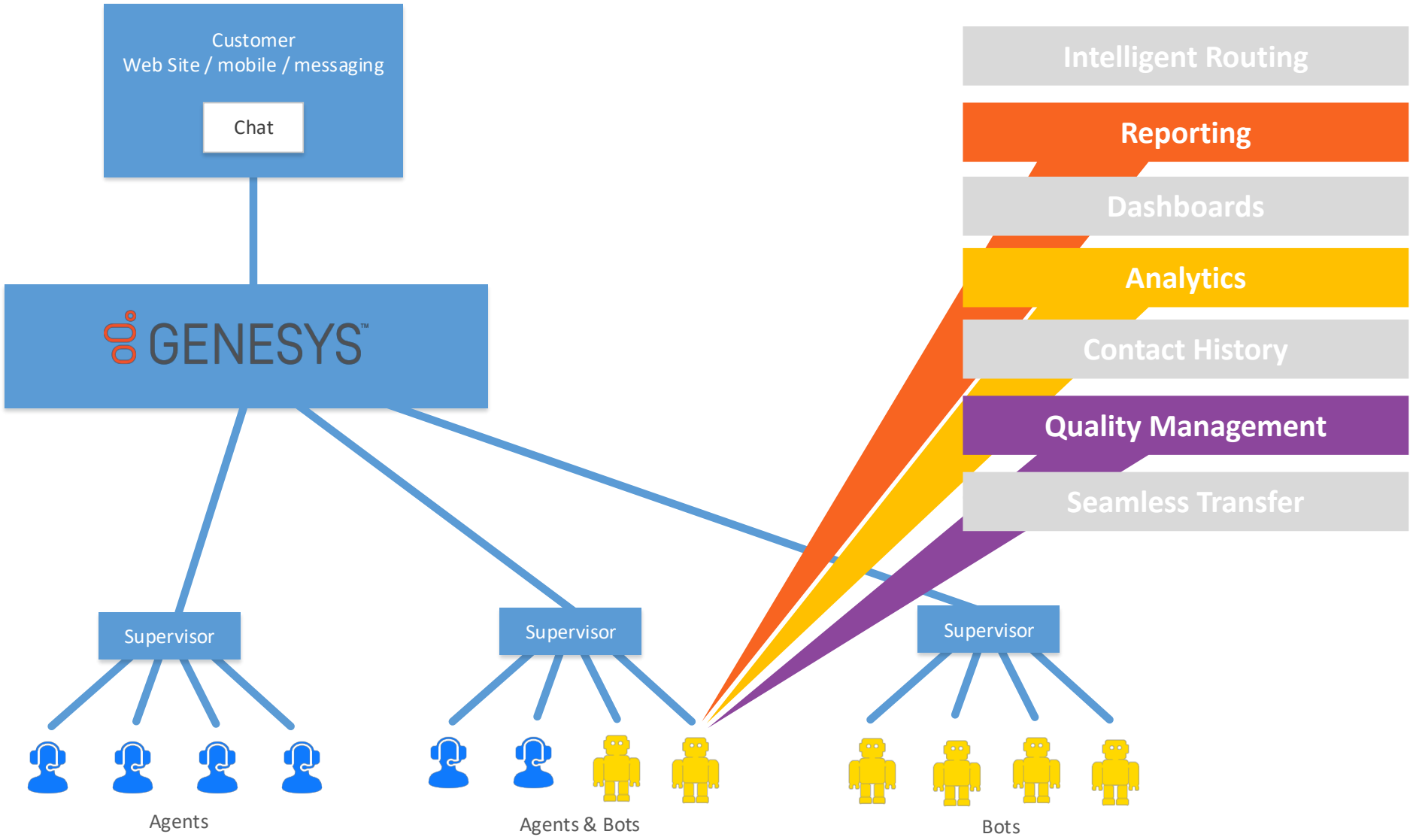
TREAT THE BOT LIKE A REAL AGENT



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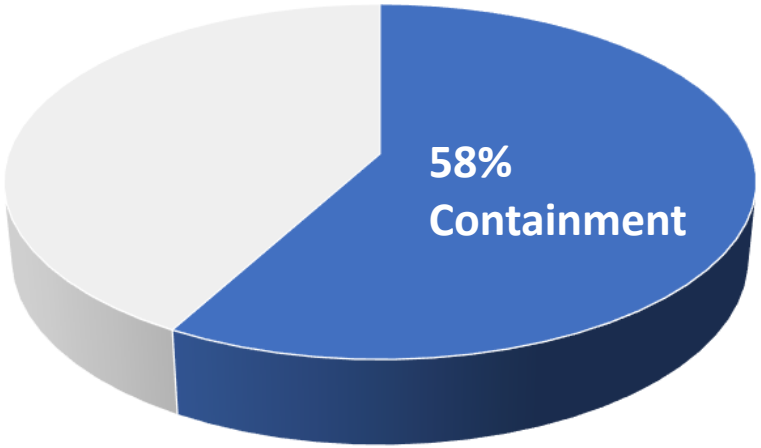
THE RESULTS

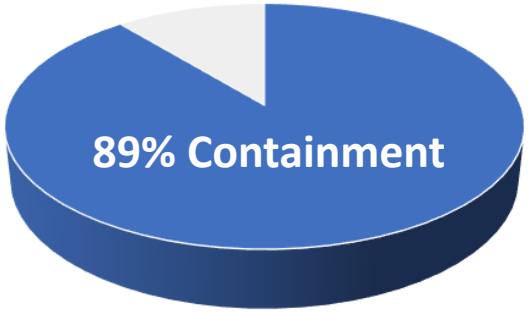
Go live September 2017

5 Journeys live…

- Promo code error
- Returns and refunds
- Sparks – Loyalty Card Balance
- WISMO
- Contact us



Overall Success



Incorrect Promo Code Journey

50k Chats Avoided

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POTENTIAL NEXT STEPS

- Roll out to remaining 5 web-chat journeys
- Add a ‘Chat to VA’ button on the Contact Us page
- Add the VA to other, non web-chat, channels
  - Apple Business Chat
  - WhatsApp
  - FB Messenger
  - SMS

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