# Conversational Intelligence drives Exceptional Customer Service

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# A Disclaimer

$$\begin{array}{r} OO \\ + NT \\ \hline = EOO \end{array}$$
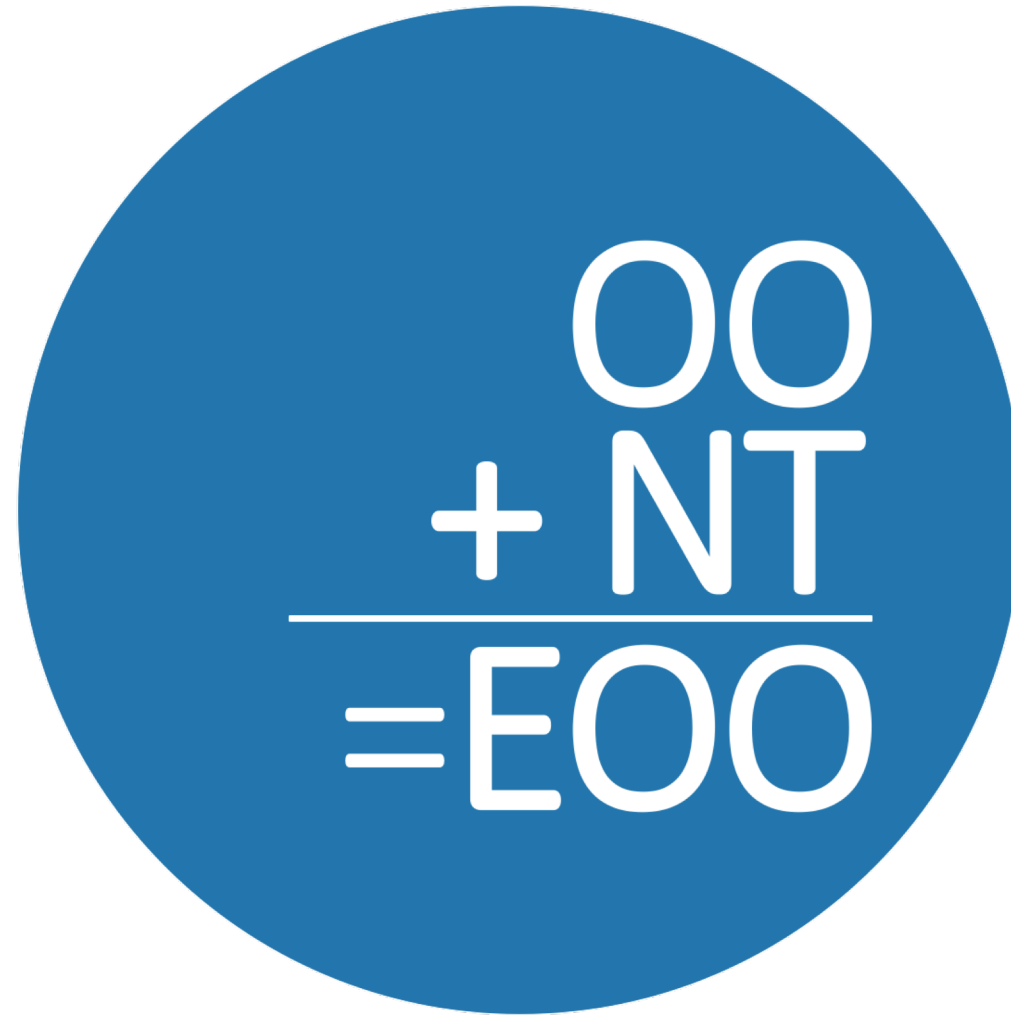
New Technology + Old Organization = Expensive Old Organization

# This is Customer Experience



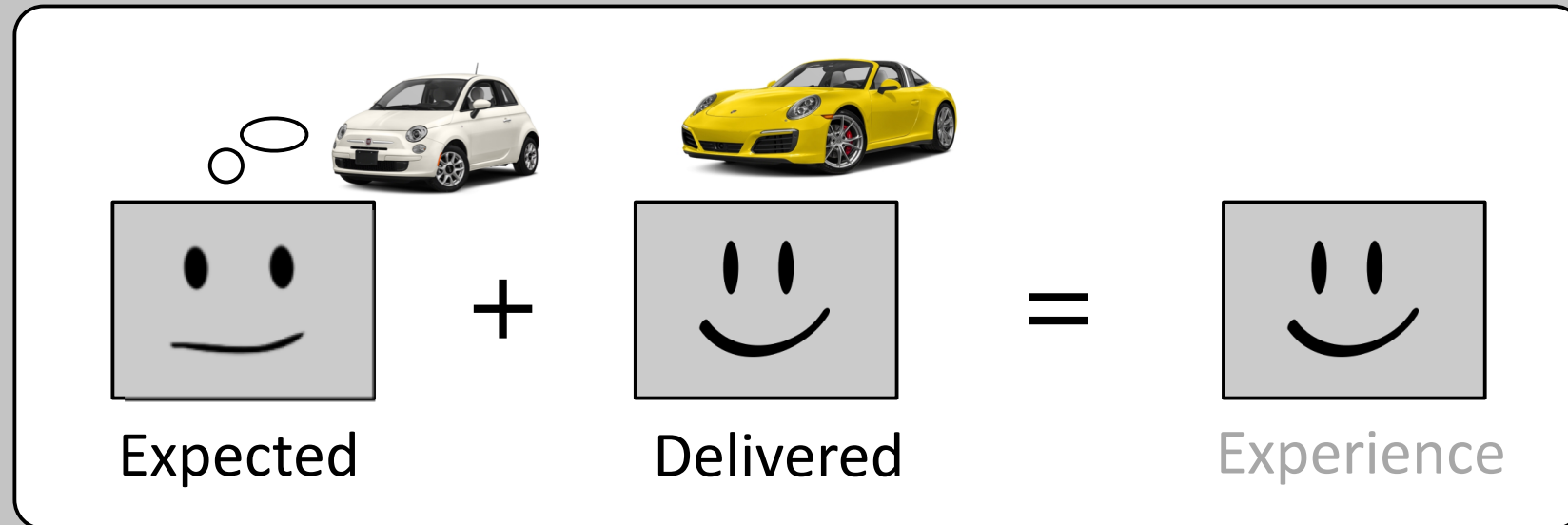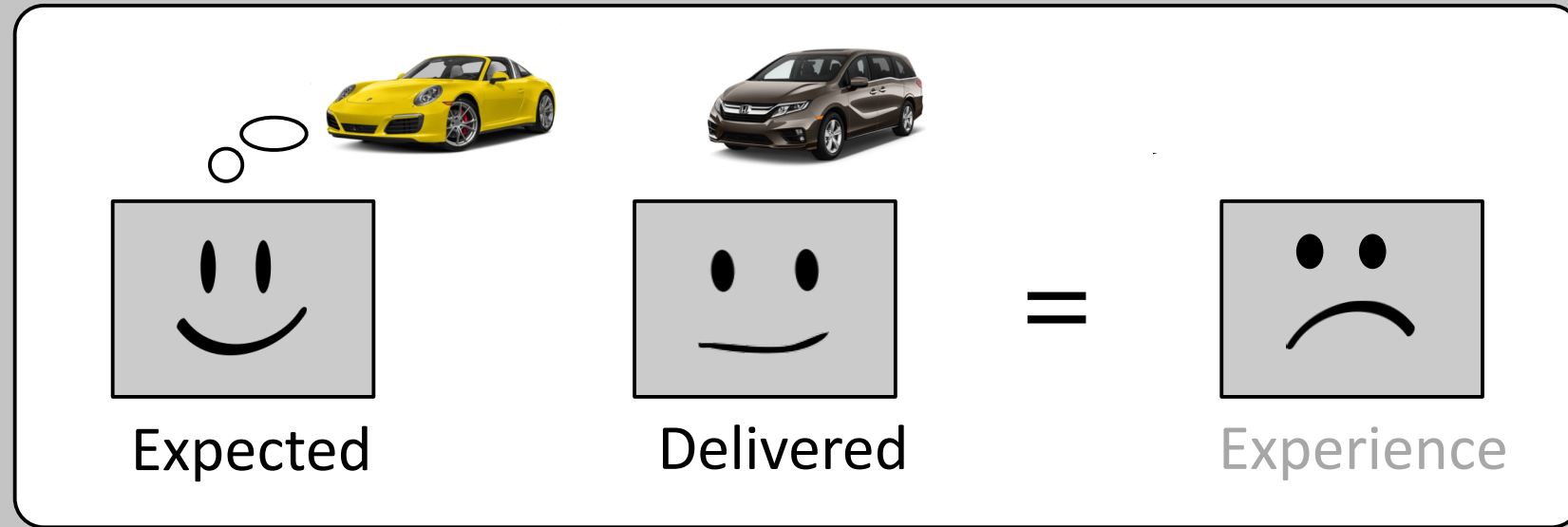A superset of sensations, emotions and perceptions felt by your customers

# This is a Conversation



Listening, Talking, Learning, and taking Action

# Let's Consider Customer Satisfaction

Satisfaction is the customer's perceived experience as measured against their expectations.



Expected · Delivered · Experience



Expected + Delivered = Experience

Expectations can be set and managed, perception cannot. The measurement focus should be based on outcomes.

*Satisfaction is determined by the Experience as seen through the lens of Expectation*

# A Framework for Precision Communications and Conversational Intelligence

## Customer Experience

### Customer Satisfaction

#### User Experience

## Conversational Intelligence

### Intelligent Authentication

### Conversational Context

### Knowledge (what do we know)

# A Framework for Precision Communications and Conversational Intelligence

## Customer Experience

### Customer Satisfaction

- Jobs
- Outcomes

#### User Experience

**User Interface**
- SMS/Messaging
- Virtual Assistant
- Person/Agent
- ChatBot
- Email
- Web Portal
- In-App (Mobile)

**Mode**
- Voice
- Text
- Video
- Audio
- Picture
- AR/VR
- In-Person

## Conversational Intelligence

### Intelligent Authentication

- Identification
- Fraud Analytics & Prevention
- Authentication

### Conversational Context

**Language**
- Processing (NLP)
- Understanding (NLU)

- Location, Device
- Meta Data

### Knowledge (what do we know)

**Machine Learning**
- Intelligence
- Understanding
- Information
- Data

**External Systems (API)**
- Transactional Data
- Customer Data
- Product Data
- Cognitive Insights

- Natural Language Generation (NLG)
- Agent Assisted Self-Service

### Precision Communications

### Business Logic / Use Cases

- Assisted Service
- Customer Service
- Assisted Self-Service
- Conversational Sales
- Conversational Marketing
- Device Control (IoT)
- Workflow Efficiency
- Process Automation
- Machine to Machine
- Commerce

# Let's Talk

# Conversational Intelligence

Conversational intelligence is the practice of supporting the communications process between company (Brand) and customer by having informed conversations in support of interactions, personalization and customer engagement.

Conversational Intelligence will help businesses to be able to effectively guide conversations towards successful customer outcomes; micro or macro. Intelligence must be woven into the fabric of every organization, become part of the corporate culture.

# Precision Communications

Precision Communications is the practice of tailoring conversations to the needs of the individual customer by classifying individuals into subpopulations (customer segments); approaching a sub-population of one.

Precision communications is the out output of conversational intelligence; the most effective conversational approach, based on both purpose and context, toward helping the customer to get their customer-job-done.