




Opus 2017

Seb Reeve, Nuance
Angela Downes, Dixons
4th May 2017



Transform customer experience
by delivering
intelligent customer engagement
solutions powered by **AI.**

chatbots are 🔍

chatbots are **they really useful**

chat bots are **stupid**

chatbots are **the new apps**

chatbots are **the future**

Press Enter to search.

Report inappropriate predictions

hype

hɪɪp/

informal

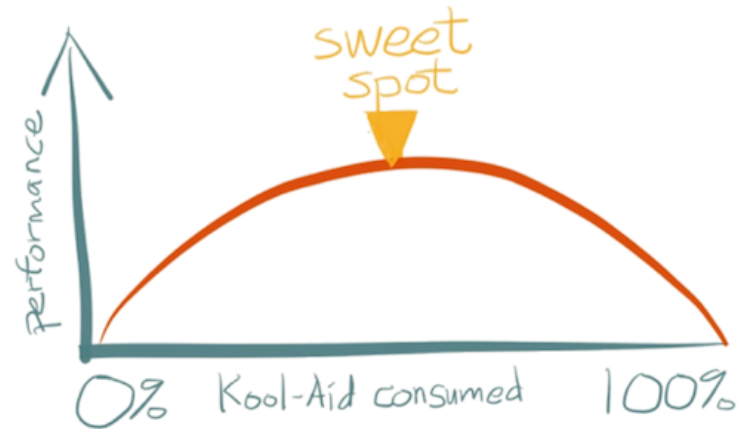
noun


extravagant or intensive publicity or promotion.

verb

promote or publicize (a product or idea) intensively,

**often exaggerating
its benefits**



customer experience is | 

customer experience is **the new competitive battlefield**

customer experience is **the new battleground**

customer experience **issues**

customer experience is **important**

Press Enter to search.

Report inappropriate predictions



Customer Acquisition

“Help me sell more product”

- Increase my conversion rates & profitability
- Increase customer lifetime value
- Create competitive differentiation

Customer Care

“Help me service customers at a lower cost”

- Reduce operational costs
- Provide convenient customer service
- Deliver brand differentiated customer experience

“Pay Becky Morton £20 tomorrow”

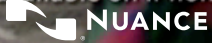
Shall I continue?

“Yes”

Please confirm

“Send”

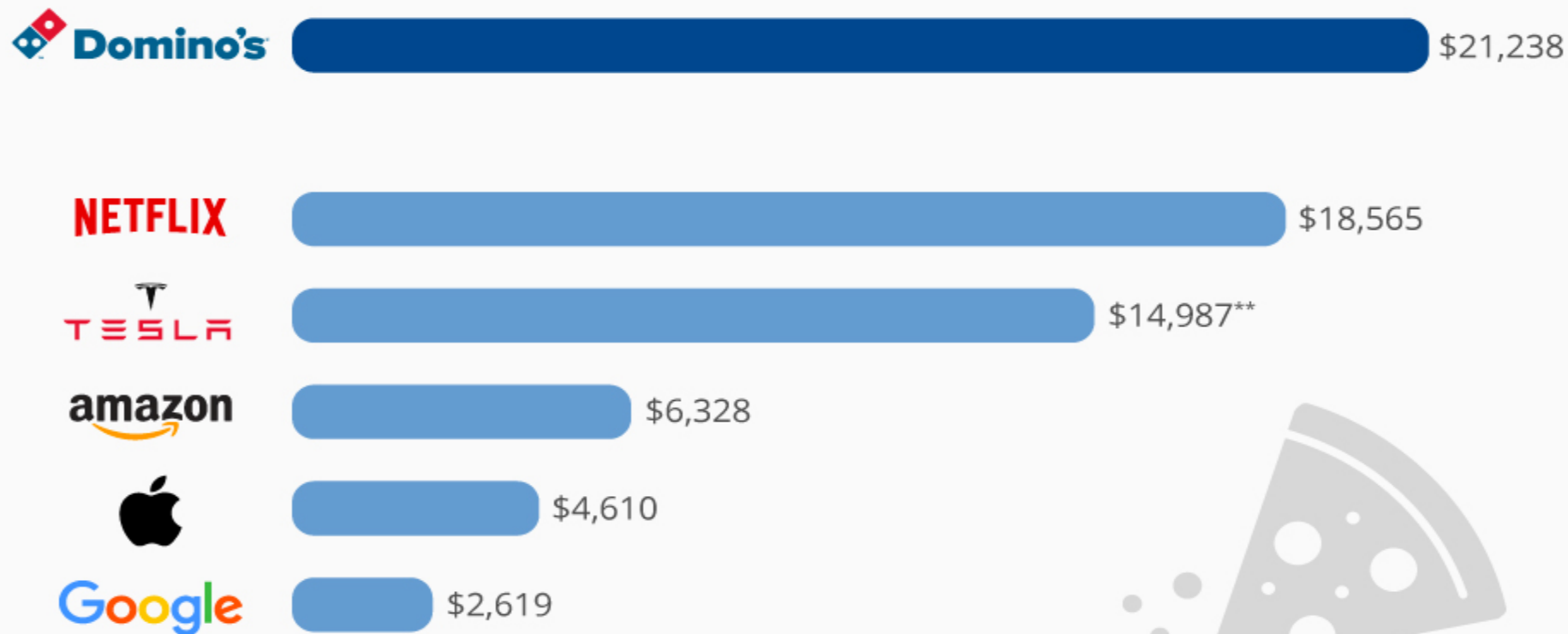
To use SmartBank, you need to have a personal Santander current account or Santander credit card and sign up and log on to Online Banking at least once. You can only make voice activated payments to existing payees listed on your online and mobile banking. Voice assistant is only available on iPhone and iPad. iPhone and iPad are trademarks of Apple Inc., registered in the U.S. and other countries.





Put Your Money Where Your Mouth Is

Present value of \$1,000 invested in the following U.S. stocks in January 2010*



Sources: Statista, Yahoo! Finance March 2017





INDEPENDENT



INDY/TECH

SKY Q VOICE SEARCH HANDS-ON

REVIEW: TALKING TO YOUR TV HAS

NEVER BEEN MORE FUN AND USEFUL

Growing up fast..

Intelligent Assistants & Authentication Value-Maturity

maturity ↑

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- >30,000 chats a month
- ~10% call centre traffic for the bank
- +60% increase in call deflection
- +84% first contact resolution



98% of VA users are repeat users



+33% NPS Improvement



41% reduction in call volumes

Self-service *needs* Assisted-service!

- Measure and optimize KPIs along the funnel
- Reduce agent handle time by training the virtual assistant engine using transcripts from live chats
- Increase sales conversion of leads by live agents due to improved qualification



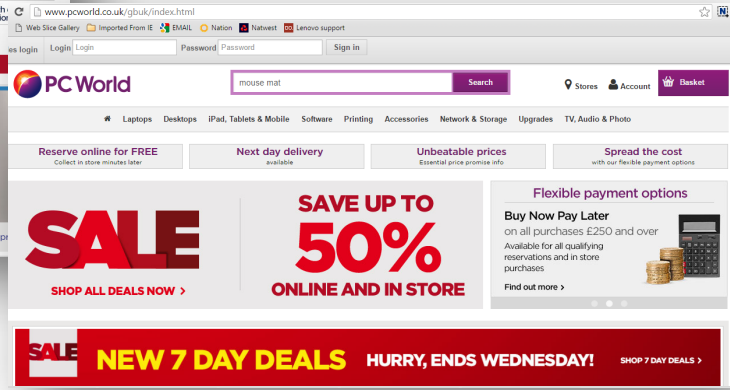
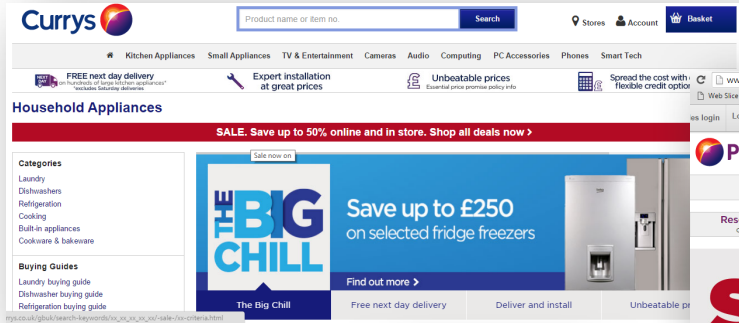
Angela Read Downes

Web Chat Channel Manager, Online Trading

Live chat – What's it all about?

Is it worth it?

I LIKE IT.
WHAT IS IT?



Live chat & Dixons Carphone

15k Chats PW



Conversion & AOV

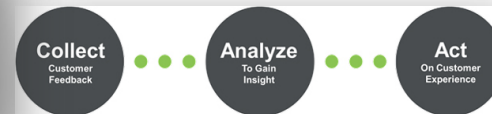


- Strong governance
- Platform optimisation
- Agent optimisation
- VOC

NPS



Listening to our customers



Increasing chat demand = increasing challenges

- HR challenges
- Scheduling challenges
- Product and soft skill training
- More people are expecting web chat / frustrated when not available
- 68% missed opportunity over 24 hours



Where to now?

**Make it easy for your customers
And efficient for your business**



**LIVE
CHAT /
MESSA
GING**



AI



**Customer acquisition
& retention**

**Drive incremental
sales**

Increase NPS & CSAT

**Reduce operational
costs (FTE, CPC, FCR)**



The future is now

"THE SECRET OF
CHANGE IS TO FOCUS
ALL OF YOUR ENERGY,
NOT ON FIGHTING THE
OLD, BUT ON BUILDING
THE NEW."

— *SOCRATES*

Extending the value...



- 140,000 chats a month
- 20% reduction in phone calls
- 67% reduction in service chats
- 2x increase in conversion rates
- 24% increase in cart value



3% increase in completed orders
2.5% increase in purchase value



200,000 orders whilst in beta



44% reduction in live chat volume

Stay focused on the results you want.

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Angela Read Downes

Web Chat Channel Manager, Online Trading, Dixons Carphone

Sebastian Reeve

Director Product Strategy EMEA & CALA, Nuance

+44 7501458876 | sebastian.reeve@nuance.com | @rrreevo