opusresearch presents

2019 C3

Conversational Commerce Award (CCA)

In Recognition of Excellence & Achievement for Enterprise Deployment of Conversational Technologies for Customer Experience, Innovation, Brand Support and Business Outcomes

Pillars for CCA Criteria

Business Value: Metrics, proven ROI, growth & scalability

CX: Accuracy & consistency, multi-channel, personalization

Innovation: Superior NLU, compelling persona, advanced AI capabilities

Productivity: Digital employee efforts, analytics, improved operational efficiencies

2019 CCA Entries

- Multiple Verticals: Banking & Financial Services, IoT & Connected Cars, Retail, Restaurant Services, Software, Telecom
- Global representation
- Sign of maturity – Future innovation

And the Winner Is...

- Increase customer connections & enhance engagement for student loans and general banking

- 46% incremental sales rate

- Enabling new channels with mobile chat

Awarded to

And the Winner Is...

- Tracking & analytics for most valuable prospects

- Campaign response rates improved by 66%

- Resulting in $4 million in additional revenue

Awarded to

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Frontier™
COMMUNICATIONS

And the Winner Is...

- Leveraging messaging for customer support

- Use AI to label and categorize issues

- Expand the use of chatbots for customer service

Awarded to

xfinity home