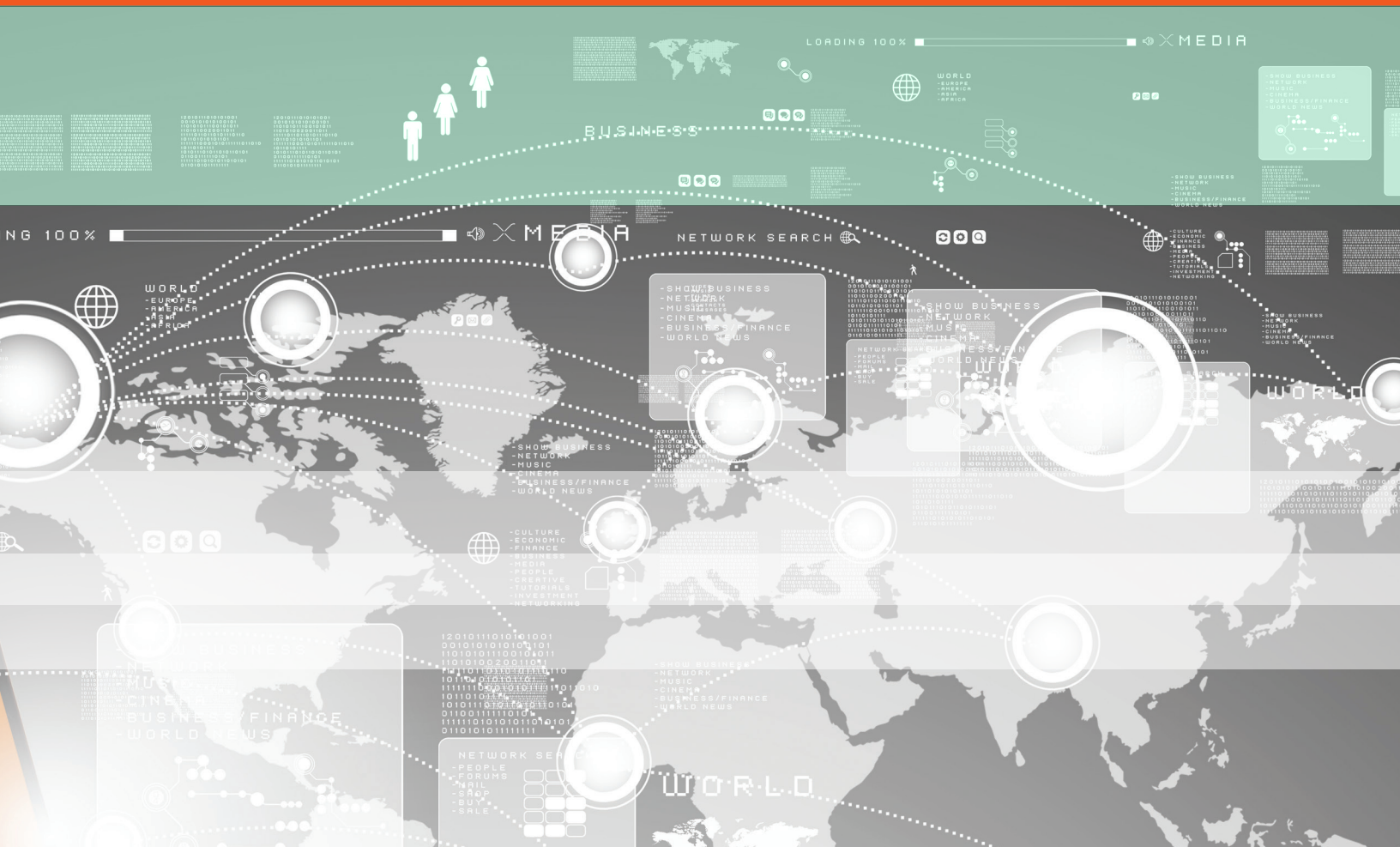


New KPIs and Metrics for Intelligent Assistants



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New KPIs and Metrics for Intelligent Assistants



The implementation of chatbots and intelligent assistants has created profound changes around contact center and customer care operational metrics, employee productivity, and, ultimately, the bottom line. These prevailing metrics and benchmarks are evolving to define the norms for performance levels. In this report, Opus Research presents and analyzes core metrics that have proven useful both to justify procurement and implementation of intelligent assistants, as well as introducing emerging performance measures and benchmarks for ongoing operation and continuous improvement of existing solutions.



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Summary of Findings

- Managing chatbots and Intelligent Assistance initiatives requires new performance metrics and benchmarks to capture the power of applying conversational engagement models to improve customer satisfaction, employee productivity and bottom-line financial results.

- Initial vendor selection focused on system performance, especially the ability to categorize input correctly, identify intents quickly and provide appropriate responses or suggested actions.

- Today, evaluation takes place in three domains: system performance, contact center operations and customer experience.

- In each of the three categories, classic measurements like word-error rates, call deflection and Net Promoter Scores (NPS), respectively, are giving way to more relevant measures to capture outcomes like speed-to-value (in terms of system operations), task completion and other measurements of outcome and lifetime value of engaged customers.

- Next up are emerging metrics for evaluation-based support of conversational customer engagement models judged on speed in adding new use cases or supporting new languages and support of lengthy, multi-turn and multi-threaded conversations.



A Word on our Methodology and Framework

Opus Research has canvassed executives from a wide range of companies that have deployed intelligent assistants to support customer care across their digital, mobile and contact center infrastructures. We've also gathered case studies and references from solution providers who offer technology platforms for design, deployment and ongoing administration of intelligent assistants.

Our initial interest was to determine the factors used to evaluate solutions providers and support a compelling business plan. Early-stage, first-order measurements revolved around:

- **System accuracy, robustness and tools**
- **Contact center operations and personnel**
- **Customer experience and satisfaction**

Because these topical areas remain the prime interest of decision makers, this report is organized to describe the prevailing metrics and the benchmarks that are evolving to define the norms for performance levels.

Learning from Experience

Many implementations of Intelligent Assistance date back to the early 2000s. During that time, classic performance measures like “capture rates” and “time to complete a task” have given way to more appropriate and relevant measures of efficiency, productivity and return on investment for both brands and their customers. Managers see themselves overseeing digital employees and set standards for their performance. Customers regard their digital experience with brands more like a video game than a shopping or self-service experience and have new expectations of their own, defining new norms for satisfaction built around task completion and engagement levels.

CLASSIC PERFORMANCE MEASURES LIKE “CAPTURE RATES” AND “TIME TO COMPLETE A TASK” HAVE GIVEN WAY TO MORE APPROPRIATE AND RELEVANT MEASURES OF EFFICIENCY, PRODUCTIVITY, AND RETURN ON INVESTMENT.

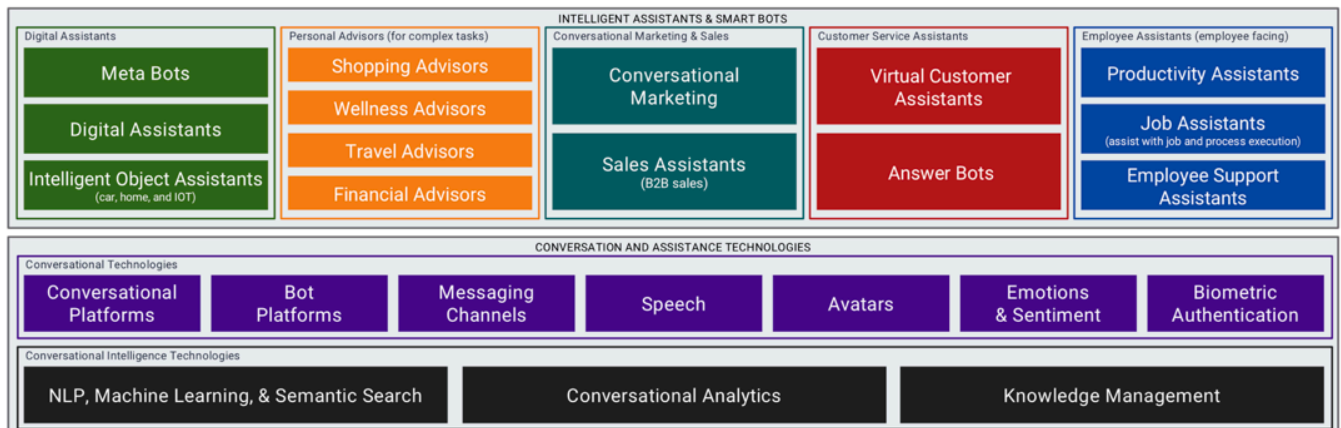
Profound changes are occurring around contact center operational metrics, which have impact on employee productivity and, ultimately, bottom line results. Experienced managers no longer define “success” in terms of high automation rates. “Zeroing out” from an IVR to a live agent had been regarded as a failure. But that is no longer the case if a successful “intelligent” transfer (or escalation) from a chatbot to live agent leads to a positive outcome, like closing a sale or resolving a complex issue.

Opus Research has compiled an industry landscape to help give insight into the firms shaping the intelligent assistant and smart bot space. The technology stack (see Figure 1 below) includes a fundamental layer of backend technologies such as natural language processing, machine learning, knowledge management,



analytics, and (dare we say) “AI” that help facilitate conversational experiences for digital assistants, sales and marketing, employee productivity assistants, and enterprise intelligent assistants for customer care and customer service.

Figure 1: Intelligent Assistance Technology Blueprint



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To prepare this report we’ve reviewed case studies and interviewed key executives from more than two dozen firms. We’ve also surveyed an equal number of solution providers to learn what they are seeing as emerging metrics that clients and prospects put into use or plan to use to gauge the return on investing in Conversational AI.

In doing so we had two overall objectives:

- Aggregate, normalize and present core metrics that have proven useful both to justify procurement and implementation of intelligent assistants.
- Surface emerging performance measures and benchmarks that are proving useful for ongoing operation and continuous improvement of existing solutions.



For more information about purchasing this report ("New KPIs and Metrics for Intelligent Assistants") or becoming an Opus Research client, please contact:

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About Opus Research

Opus Research is a diversified advisory and analysis firm providing critical insight on software and services that support multimodal customer care. Opus Research is focused on “Conversational Commerce,” the merging of intelligent assistant technologies, conversational intelligence, intelligent authentication, enterprise collaboration and digital commerce. www.opusresearch.net

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