



Concentrix Bot Optimization



Contact centers are faced with many challenges today, including rising costs, labor shortages, and the need to provide customers with fast and efficient information through multiple channels. To meet these needs, brands must embrace intelligent automation to drive efficiencies and customer satisfaction. Intelligent automation such as conversational AI drives bot technology and provides the automation you need to improve the customer experience and eliminate repetitive tasks for staff.

Bots can be used in any channel to automate tasks, provide basic information, or assist customers with requests (such as checking on an order status). While the tasks bots perform may appear simple, building the bot is complex and requires in-depth knowledge to ensure pitfalls are identified, customers aren't caught in loops from which they can't exit, and critical customer information isn't missed.

Do you know how well your bot is performing?
Do you have a team that is constantly reviewing production logs and data to determine areas of improvement?

Optimizing bots to create a personal and friendly customer experience takes a new set of skills—that not all brands possess. Our team of natural language understanding (NLU) experts understand what it takes to create exceptional CX. We evaluate your current environment, using your data to glean actionable insights on how to optimize your bot and deliver the results you desire.





CX Optimization with NLU

- **Dialog & NLU:** Based on your production data, we look at how customers are behaving, what they're saying, and identify the recurring intents to determine how the NLU is performing and reacting to the customer's interactions with the bot. Maybe there are new phrases and intents that weren't expected, or there could be phrases that are going to the incorrect intent. In the case where there are new phrases and intents that weren't expected, these could be use cases for additional self-service.
- **Experience:** We follow the customer journey to understand how well customers interact with the bot. For example, do they find the prompts confusing, are there phrases that are being missed, or what additional areas of self-service can we identify?
- **Customer Profile:** By identifying your brand's distinct customer groups, we can advise on the best bot opportunities to make the biggest impact on customer experience and satisfaction. We analyze behavior for each group to determine if there are any patterns impacting performance and task completion.
- **Task & KPI:** We also measure performance by analyzing the bot's key performance indicators (KPIs), which are critical to determine where the bot is and isn't performing as expected. We examine metrics such as containment, usage, and task success rates to determine pain points and areas of improvement.



Once your application is in production, the Bot Optimization process starts. We use production logs, data, and reporting to analyze the data from many points of view to identify enhancement opportunities.



What You Get – Recommendations

Engaging the Concentrix team for Bot Optimization can be a one-time effort or a continuous improvement service. Ongoing evaluations are a cyclical process; findings go into your release schedule and then the cycle starts again.

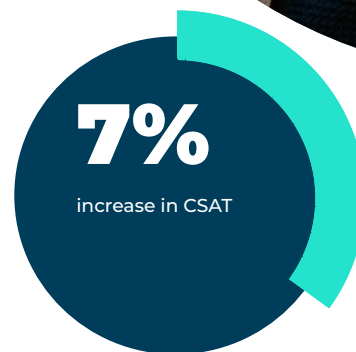
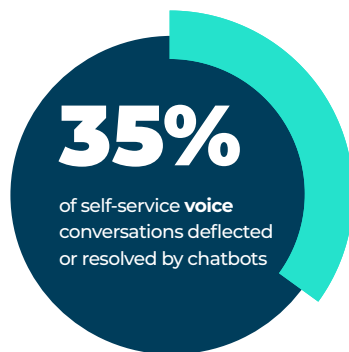
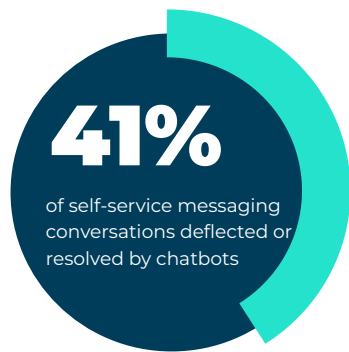
As technology and the market changes, customer behavior can change. Seasonal shifts can also bring about behavioral changes that need to be evaluated and addressed to ensure customers continue to experience the easy and friendly interactions they expect from your brand.

After evaluating your current performance metrics (KPIs), customer behavior, and assessing the NLU technology responses, we'll present optimization opportunities with recommendations that align with your brand priorities, including best practices, to improve the customer experience.



Potential Outcomes

Bot Optimization leads to better efficiencies and improved customer satisfaction. Work we've done for clients has resulted in:



Optimizing your conversational AI bot technology, in all channels, will result in measurable improvements and increased customer satisfaction.

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