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Google CCAI Readiness Assessment

from rSTAR Technologies

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Executive Summary

This report evaluates the readiness of Acme, Inc. to undergo an assessment for the implementation of Customer Care AI (CCAI). The CCAI framework aims to enhance customer service operations through the integration of artificial intelligence, improved efficiency, and customer satisfaction.

Key Findings

- Current Customer Care Environment: Acme has a fantastic reputation for customer satisfaction, due to its excellent standard for customer service, a rich knowledge base, and well documented processes. However, Acme has struggled to meet growing demands as Acme's customer base has grown - challenged to quickly resolving issues when service disruptions occur, especially when new products & services are released. Also, getting customer answers often takes longer than customers would like.

- Technology and Tools: Acme has robust CRM and ERP systems, capturing all relevant customer data. However, Acme's current automated PBX menu system receives poor reviews due to its limited flexibility, confusing navigation, and difficulty to speak with an agent.

- Personnel and Training: Acme has both Tier 1 and Tier 2 support centers, and have maintained consistent ability to resolve routine inquiries. However, Acme often struggles with less common situations, and agents often have to take hours to days to research complex cases. These complex cases are the most critical problem, according to Acme executives.

Recommendations

- Create an AI Pilot, to cover Top 2-3 use cases, especially an application enabling rapid research for complex customer situations. Show that complex issues can be resolved in minutes, not days.

- Expand chatbot capabilities on Acme's public website, to support a wider range of customer inquiries.

- Create a CSR training program, to ensure agents know how to look up uncommon or complex situations efficiently, using Acme's existing systems.

- Replace the maze of PBX numbered options, with a more intuitive, voice-response Natural Language Understanding for automatically finding customer information and routing calls appropriately.

Current State

Business

What's Going Well

Strong Brand Presence: Acme Inc. has a strong and recognizable brand in the market, contributing to high customer loyalty and repeat purchases.

Effective Distribution Network: The company has an efficient distribution network that ensures products are available in key markets, reducing stockouts and increasing sales.

Innovative Product Development: Acme Inc. consistently introduces new and innovative products, keeping up with market trends and consumer preferences.

What's Held Up

- **Legacy IVR System Limitations:** The existing IVR system is outdated, leading to inefficiencies and longer call handling times, which affects customer experience.
- **Data Silos:** Data from different departments and systems are not integrated, making it difficult to gain comprehensive insights and improve decision-making.
- **Manual Processes:** Many processes within the call center are still manual, which increases the risk of errors and reduces overall productivity.
- **Limited Scalability:** The current system struggles to scale effectively with peak demand periods, resulting in longer wait times and potential customer dissatisfaction.

Top Risks

- **Technology Obsolescence:** The risk of the current IVR system becoming obsolete and unable to support new functionalities or integrate with modern technologies.
- **Customer Dissatisfaction:** Prolonged use of an inefficient call handling system could lead to increased customer frustration and a potential decline in customer loyalty.
- **Competitive Pressure:** Competitors adopting advanced AI-driven customer service solutions might gain a significant edge, potentially leading to a loss of market share.
- **Operational Costs:** High operational costs due to inefficiencies and the need for constant maintenance of the outdated IVR system could strain the company's budget and affect profitability.

Operational Metrics Insights

- 25 Agents
- Total calls Received for Month of June 2024: **8,078**
  - Voice: **5073** - Chat: **2486** - SMS: **519**
- Average Call Duration: **5 mins 20 seconds**

Performance Metrics (last 12 months)

- Average Handle Time (AHT) – **5 min 43 sec (Industry average 4 min 30 sec)**
- First Call Resolution (FCR) – **61% (Industry average 78%)**
- Call Abandonment Rate – **7.6% (Industry average 6%)**
- Call Deflection Rate – **11.3% (Industry average 22%)**

Customer Satisfaction

- CSAT Score – **60%, Average Rating 3.64**
- Positive Feedback : **100**
- Negative Feedback received : **89**
- NPS **+11**

Top Call Reasons

- Billing Issues
- App Login Issues
- Order Status

AI Readiness

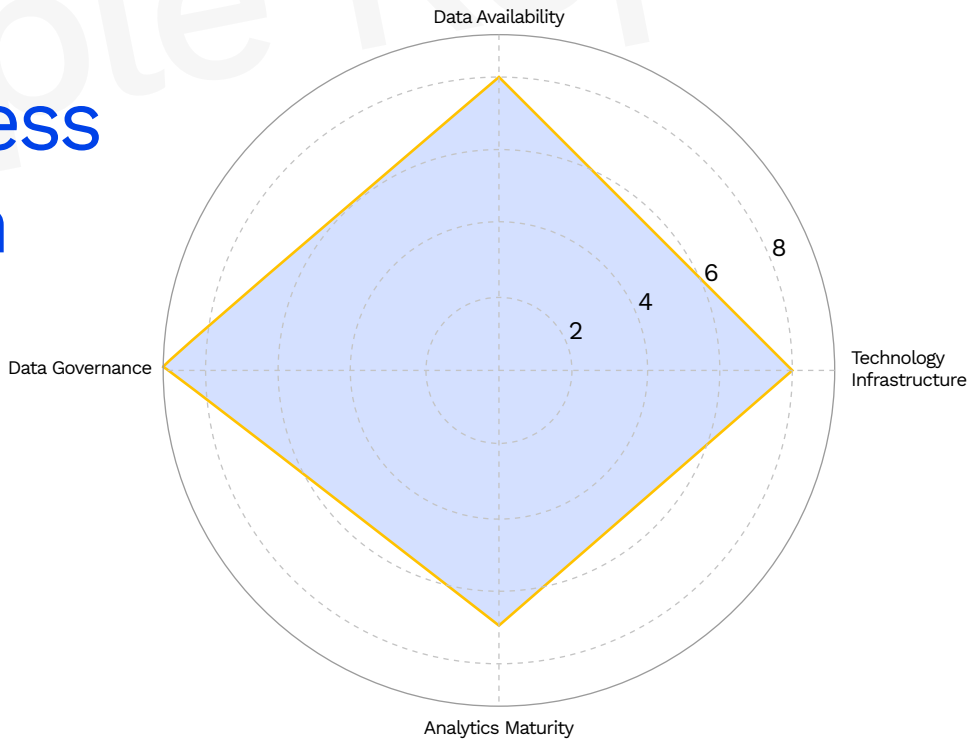
AI Solutions Tried and POCs

AI Solution	Description	Outcome
Chatbot	Customer service chatbot using AWS Lex.	Reduced response times by 30%, increased customer satisfaction by 20%.
Predictive Maintenance	Machine learning models for equipment maintenance.	Reduced unplanned downtime by 25%, maintenance costs by 15%.
Sales Forecasting	Predictive analytics for sales and inventory.	Improved sales forecasting accuracy by 18%, optimized inventory levels by 10%.

AI Readiness Evaluation

Readiness Aspect	Current State	Assessment
Technology Infrastructure	Scalable and capable of supporting AI workloads.	Ready for AI implementation.
Data Availability	Relevant data is readily available.	Ready for AI applications.
Data Governance	Strong practices ensuring data privacy and security.	Ready for AI applications.

AI Readiness Evaluation



Acme's Current AI footprint

3.1 AI Solutions Tried

3.1.1 Chatbot for Customer Support

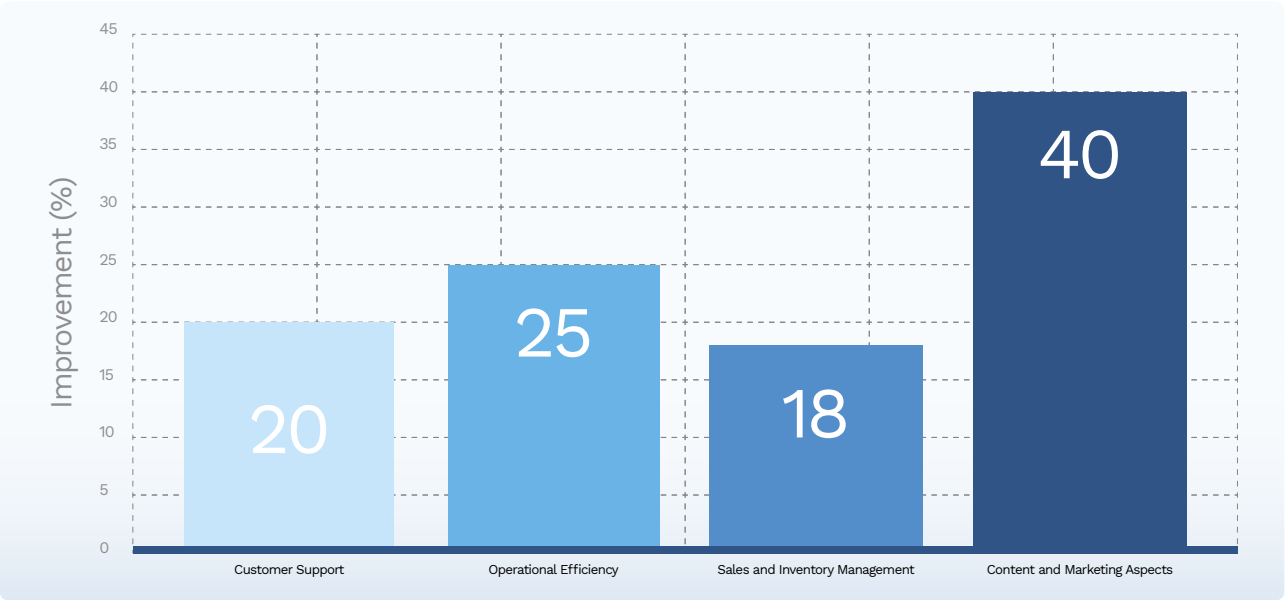
Implementation:	Capabilities:	Impact:
• Leveraged OpenAI GPT-3 via Microsoft Azure to develop a highly intelligent chatbot. • The chatbot was integrated into the company's customer service platform, providing instant responses to customer inquiries.	• Understands and responds to natural language queries. • Provides personalized assistance and troubleshooting. • Escalates complex issues to human agents when necessary.	• **Efficiency:** Reduced average response times by 30%. • **Customer Satisfaction:** Increased satisfaction ratings by 20%. • **Cost Savings:** Reduced the need for human agents for routine inquiries.

3.1.2 Predictive Maintenance

Implementation:	Capabilities:	Impact:
• Utilized Google AI's machine learning tools to create predictive models for equipment maintenance. • Integrated with the company's existing manufacturing systems to collect and analyze data in real-time.	• Predicts equipment failures before they occur. • Schedules maintenance during non-peak hours to minimize disruptions.	• **Downtime Reduction:** Decreased unplanned downtime by 25%. • **Cost Efficiency:** Reduced maintenance costs by 15% through optimized scheduling and resource allocation. • **Operational Continuity:** Improved overall equipment efficiency and reliability.

3.1.3 Sales Forecasting

Implementation:	Capabilities:	Impact:
• Implemented advanced predictive analytics using Google AI to enhance sales forecasting. • Models are integrated with the ERP system to provide real-time insights.	• Analyzes historical sales data and external market factors. • Provides accurate short-term and long-term sales forecasts.	• **Forecast Accuracy:** Improved accuracy of sales forecasts by 18%. • **Inventory Optimization:** Optimized inventory levels by 10%, reducing excess stock and stockouts. • **Revenue Growth:** Enabled more strategic decision-making and better resource allocation.



Infrastructure Findings

Current Systems

CRM system: Salesforce

IVR System: Avaya

Ticketing System: ServiceNow

Channels: Voice, Chat and SMS

Opportunities

1. Intelligent Call Routing (IVR System: Avaya)

- Auto assist using AI-driven call routing based on caller intent.
- Reduce wait times with self-service options through natural language processing (NLP).

2. Chatbots and Virtual Assistants (Channels: Voice,Chat, SMS)

- Handle common inquiries and escalate to human agents when necessary.
- Provide 24/7 support and instant responses through chat and SMS.

3. Ticket Classification and Routing (Ticketing System: ServiceNow)

- Automatically categorize and prioritize tickets using NLP.
- Route tickets to the appropriate team based on the issue's nature and available resources.

4. Case Management Automation (CRM System: Salesforce)

- Automated case creation from emails, chat, or voice interactions.
- AI-driven case routing and escalation based on severity and customer history.

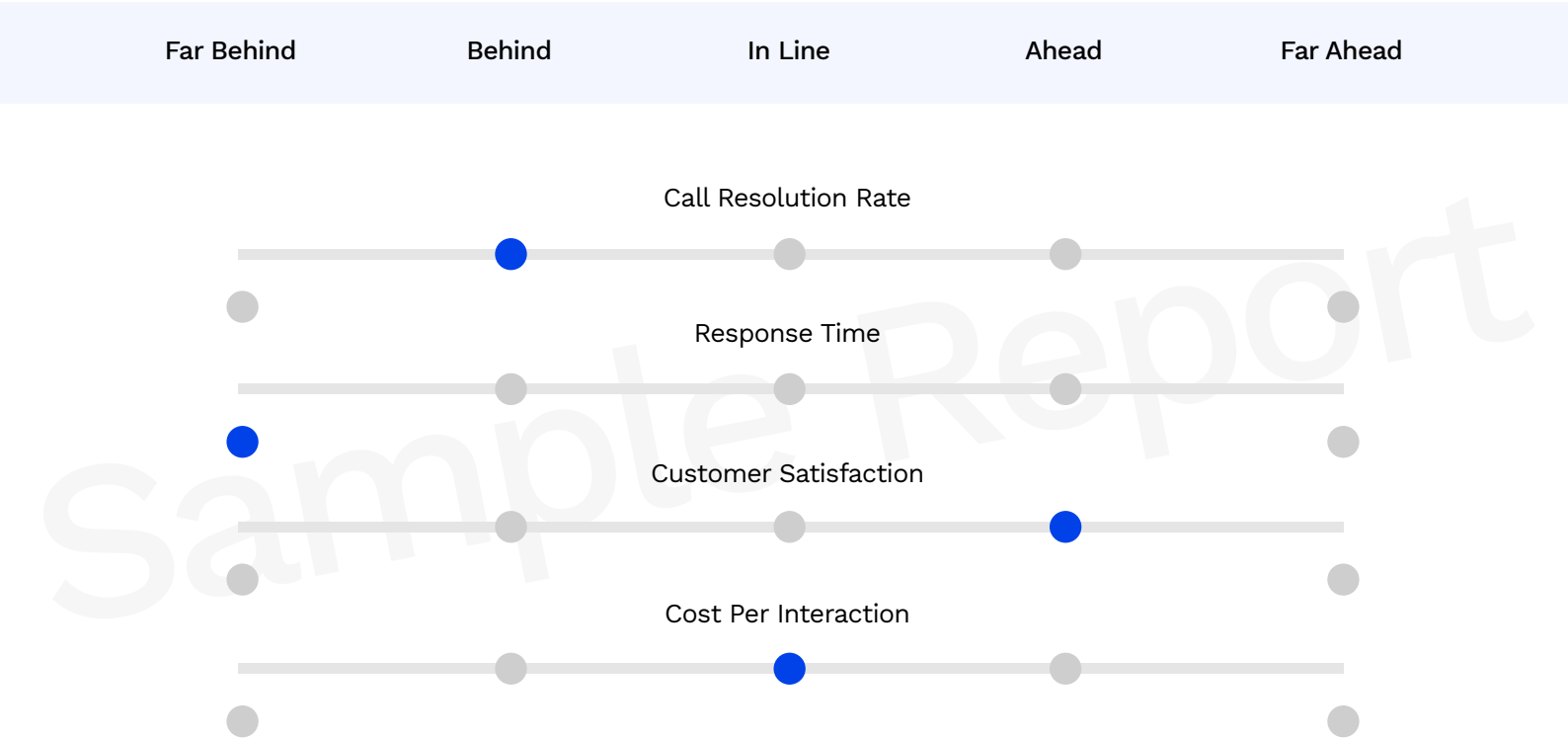
5. Sentiment Analysis (Channels: Voice, Chat, SMS)

- Real-time sentiment tracking to adjust responses and escalate as needed.
- Improve customer satisfaction by addressing negative sentiment promptly.

Industry Comparison

Acme vs Industry Chart

After speaking with Acme's leaders, and assessing basic call center metrics, here is a chart showing how Acme performs versus its industry competitors:



We feel that Customer Care AI will go a long way toward improving Response Times, and early Call Resolution rates. This will further enhance Acme's strength of excellent customer satisfaction scores.

Target State

Based on our findings, there are several things that can be done to bring Acme Inc. into thought leadership.

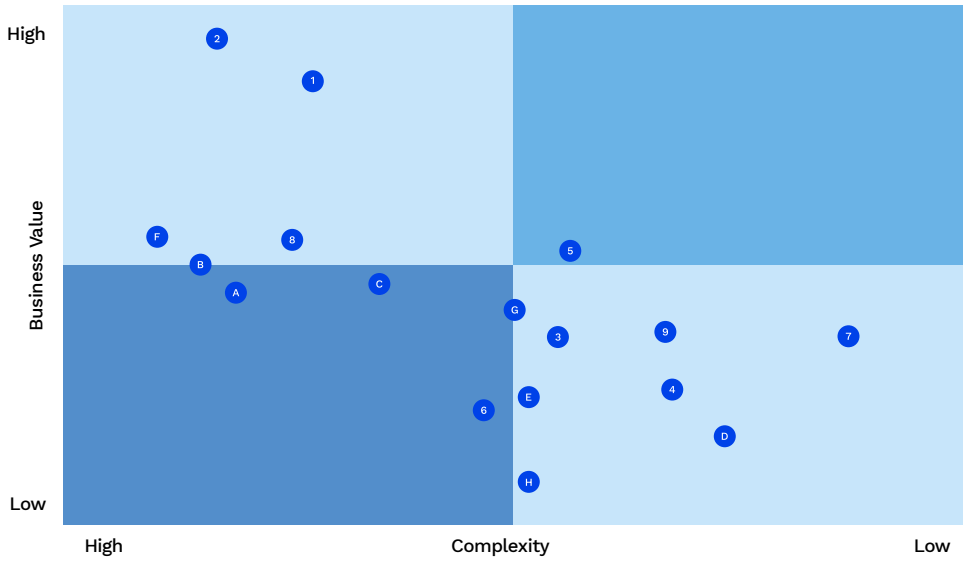
Recommendations

Recommendation	Description
Expand Chatbot Capabilities	Enhance chatbot to handle complex queries and integrate with support systems.
Scale Predictive Maintenance	Roll out models to more equipment and manufacturing lines.
Optimize Sales Forecasting	Integrate forecasting models with ERP systems for real-time management
AI-Driven Customer Insights	Implement AI for deeper insights into customer behavior and preferences.
AI-Powered Process Automation	Automate repetitive processes such as invoice processing.
Continuous Learning and Development	Upskill employees on AI and data science.

Implementation Roadmap

Phase	Duration	Key Actions
Foundation	0 - 6 Months	Finalize AI strategy, set up AI team, pilot POCs.
Expansion	6 - 12 Months	Scale POCs, integrate AI solutions, establish data governance.
Optimization	12 - 24 Months	Optimize AI models, monitor AI impact, refine strategy.

Use Cases



Use Case

1. Automated Support: Chatbot
2. Automated Support: Voice Assistant
3. Customer Recommendation Engine
4. CSR Dynamic Scripting
5. Real-Time Sentiment Monitoring
6. Post - Call Analysis
7. Call Transcription Analysis
8. CSR Performance Metrics
9. Predictive Call Routing

A. Automated Customer Follow-Ups
B. Fraud Anomaly Detection
C. Fraud Voice Biometrics
D. Customer Feedback Analysis
E. Operational Workforce Management
F. Operational Process Automation
G. CSR Agent Training
H. CSR Agenct Coaching

Thank you for downloading this sample report. For the full report and any other questions, please reach out to **marketing@rstartec.com**