

AI for Customer Care: Modernize Customer Experience with AI.

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Agenda

- Short presentation: IBM Customer Care Solutions
- Demonstration
- Q&A

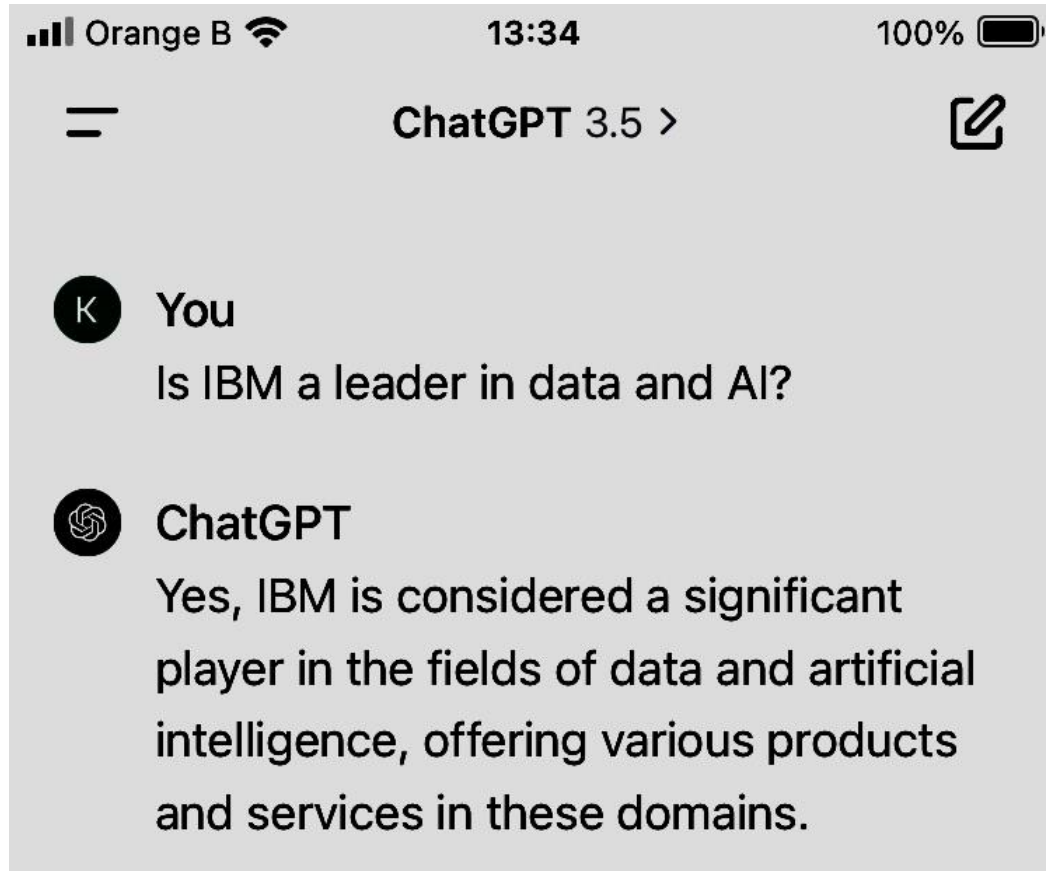
IBM?

Does that still exist???

Some Figures...

- Revenue 2022: 60,53 bn USD
- Net Income 2022: 1,64 bn USD
- Nr of Employees 2022: 300k
- Over 12k US patents in 2021-2022
- 9,5k active patents in ML & AI

But don't take our word for it...

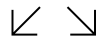
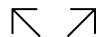


Your customers
aren't calling to chat

They want answers
and action

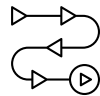


What can AI do for your contact center?



Increase

customer and
agent satisfaction.



Improve

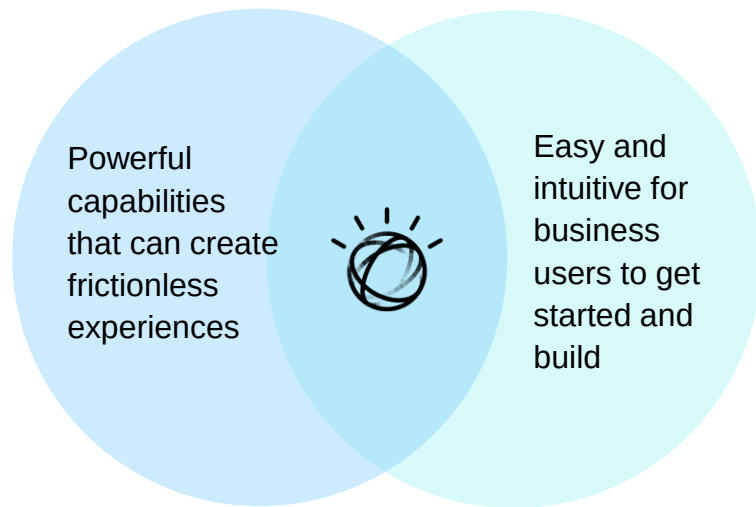
call resolution rates.



Reduce

operational costs.

Modernize your contact center with **Watson**



Improve call resolution rates.



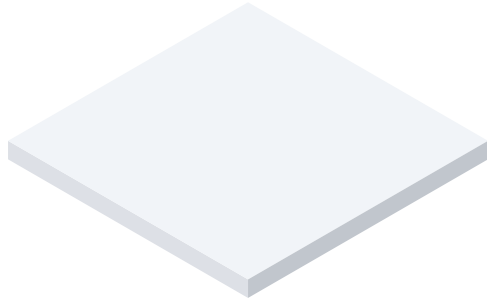
Optimize performance

Analyze call volumes, agent performance and **spot trends** in customer interactions to increase operational efficiency.

Complex phone trees: the only thing worse than hold music.



Only IBM has the capabilities to get to *level 3* conversations



Level 1

Rules based
Limited AI/ML

Only IBM has the capabilities to get to *level 3* conversations



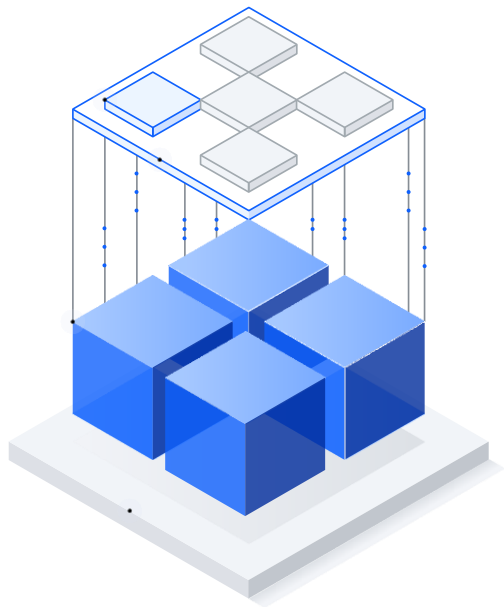
Level 1

Rules based
Limited AI/ML

Level 2

Machine learning
Intent detection
Knowledge base search
Back-end integrations
Transactions

Only IBM has the capabilities to get to *level 3* conversations



Level 1

Rules based
Limited AI/ML

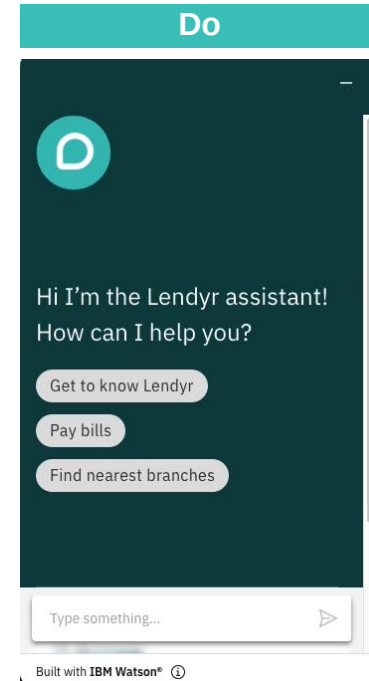
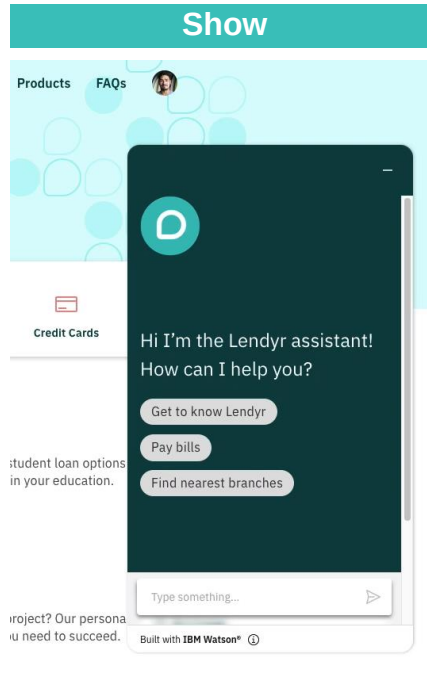
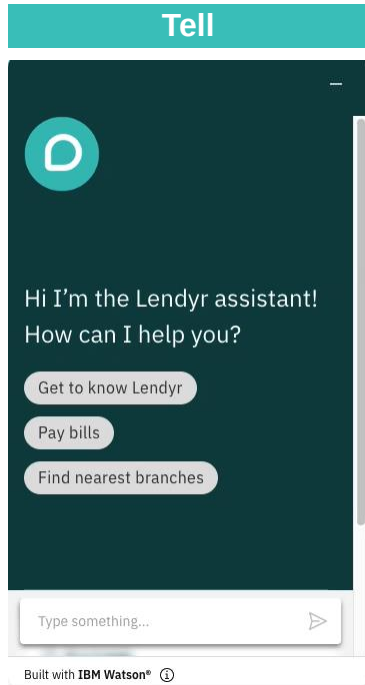
Level 2

Machine learning
Intent detection
Knowledge base search
Back-end integrations
Transactions

Level 3

Large language models
Intent detection
AI-powered search
Int. document processing
Deep integrations
Enterprise data fabric
Advanced analytics
AI-powered agent assist
Unsupervised learning
Neural net voice
Robotic process automation
Consulting

Create assistants that can *show, tell and do*



No matter where you are on your journey, IBM can help.



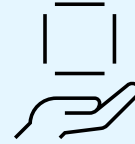
Legacy / on-
premise
telephony



Hybrid on-
premise and
cloud



Cloud /
as-a-Service
solutions



Fully managed
contact center
transformation



IBM watsonx Assistant Jumpstart

Invest and Plan

Initial Demo

1 week

- IBM Customer Care POV
- Demonstration
- Use Case Ideation

Workshops & Defined Success Criteria

1-2 weeks

- Use case prioritization
- Use case scoping
- Historical metrics analysis
- Solution Architecture
- Roadmap Buildout

Build and Execute

Build and Deploy

3-4 weeks

- Digital and/or voice
- Two 2-week sprints
- Production-ready MVP
- 1 integration max

Adopt and Expand

1 week

- Invest in solution
- Productionize
- Scale and expand

Who to sell to, where is the low hanging fruit?

- Companies with an inbound call center
 - Internal or external
- Every company that wants to:
 - Decrease customer care cost
 - While improving customer care satisfaction
 - And believes in using AI

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Use Cases by Industry (annex)

Industries included:

- Banking/Financial Markets
- Communications
- Insurance
- Distribution
- Energy
- Healthcare & Life Sciences

Demo Time!



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Use Cases by Industry

Industries included:

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watsonx.ai Use Cases

Use Case	Use Case Description
Knowledge Management	Knowledge management refers to the collection, creation, and sharing of knowledge within an organization. It is often implemented into a system that can be shared with stakeholders to learn and leverage existing organizational insights. For instance, retrieval augmented generation can help with identifying the skills needed for a job role based on internal HR documents or support a customer service chatbot to search through internal documents to answer a customer's inquiry and generate a tailored output. Classification can help with determining whether the job applicant is a good fit for the role given a specific set of skills mentioned in their resume. Text classification can be utilized to classify customer sentiment and then inform the customer service chatbot of how the customer is feeling to provide them personalized offers to better serve them. All of these knowledge-based tasks can aid in reducing manual labor and allowing employees to solve customer problems quicker.
IT Detection and Forecasting	Although IT detection and forecasting is a traditional ML use case, watsonx.ai empowers the task to be completed more efficiently and accurately. IT detection uses the AI tasks of classification and insight/fact extraction . Classification is used to classify if a call log interaction appears fraudulent, while insight/fact extraction can provide new insights as to what can be deemed as suspicious or irregular IT operations activities. Both AI tasks can help data scientists quickly learn about a potential fraud or risk instances and produce a response. Similarly, healthcare services use insight/fact extraction and classification to forecast if a patient is at the potential risk of developing a disease or disorder given their history and societal/environmental factors. Customer churn uses classification to classify a customer's sentiment and insight/fact extraction can be used to give insight to if a customer is close to churning based on their behavior. Allowing business analysts to make a quick and informed decision.
Data Automation with Synthetic Data	Watsonx.ai can be utilized to create synthetic data to achieve enterprise needs. Mimic uses content generation to produce results similar to real data, but without the ability for the data to be tracked to an individual. This helps business analysts and Chief Privacy Officers not have to worry about the enterprise being sued. Simulate uses insight/fact extraction to simulate "what-if" scenarios. Through this, Chief Risk Officers can determine if pursuing a venture is worth it for the business. Synthetic data enables data scientists to better train models through insight/fact extraction. The AI task can help scientists see themes or trends that were missed.
Technology & Content Creation	Leveraging the power of generative AI through watsonx.ai, users can generate new and creative content , visuals, and design, while improving developer productivity for generating new code and creating innovative technology. The AI task of content generation can be used to generate creative assets or ideas for marketing campaigns. This allows marketers to have a competitive edge since assets will not be recycled and new ideas can come to light. Technology generation can also be utilized to create different product prototypes therefore enabling designers to quickly go from ideation to the release of a product. By integrating with BI tools and dashboards, content creation makes it easier to generate and consume BI dashboards and analytics. Summarization can also be used to simplify market research. Through this AI task, marketers can receive a summary of the main points in market research reports and be able to spend more time generating new campaigns or other areas that may require their attention.

Banking/Financial Markets

Banking/Financial Services Use Cases with watsonx.ai Pilot Program

Service Desk Expertise

A financial services company has a large volume of complex service requests that require expert agents to research multiple long-form sources to address. This leads to an extensive backlog and high ticket re-open rate.

Result: Agents at any level of expertise can resolve issues using a natural language interface that pulls answers from API, product or technical documentation.

Amplified Customer Care

When customer care reps chat with customers, they need time to research and craft responses.

Result: An AI chatbot sits quietly in the background of customer conversations to suggest auto-generated answers for reps from an internal knowledge base. This enables more accurate responses up to 65% faster, while maintaining personal touch.

Financial Report Summarization

In order to make well-founded lending and M&A decisions, bankers must research and understand vast amounts of financial reports and publicly available information.

Result: AI generated summaries of SEC filings, i.e., 10-K reports, Public Information Books (PIBs) for bankers to leverage yields faster, better informed, and more consistent decisions.

Banking/Financial Services Use Cases with watsonx.ai Pilot Program

Assess Customer Sentiment

Self-evaluation of customer service performance can be inaccurate with self-selection bias, and difficult to navigate interactions from multiple systems.

Result: Bank using AI to read customer conversations, classify them into products, and gauge NPS/customer satisfaction for actionable insights.

Automate Workflow

Financial Services company has complex, manual processes needed to service private equity funds.

Result: Complex legal terms in partnership agreements are extracted using watsonx.ai into a structured format that supports automatic processing to save time and reduce manual labor.

Simplify Regulation Compliance

Managing risk and compliance in complex regulatory environments involves a lot of manual work, which has potential for inaccuracy.

Result: AI analyzes policies to identify gaps and inefficiencies in order to minimize obligations with public regulations, policies and controls and identify where gaps exist.

Banking/Financial Services Use Cases with watsonx.ai Pilot Program

Faster RFI/RFP Responses

Wealth Management team puts in a lot of time-consuming effort to sift through hundreds of pages of RFIs/RFPs to extract crucial details for summarization documents.

Result: Document summaries are now created with the click of a button, resulting in a substantial time reduction for senior analysts reviewing, mapping and summarizing RFI/RFP documents.

Communications

Communications Use Cases with watsonx.ai Pilot Program

Customer Service Handoff

Communications company dealt with clunky transition and lack of interaction between different customer service systems.

Result: Seamless handoff from virtual assistant (VA) to agent, providing natural language transcript summaries of interaction along with AI search capability.

Automate Workflows

A Telcom company spends time and resources processing contracts and complex documents, e.g., manually classifying and transferring information into spreadsheets, searching for content and terms, checking for ambiguity and errors.

Result: Generative AI saves time by automating the workflow with concise, informative summaries.

Leverage Community Content

Telcom provider has robust online community answering questions customer pose each day, but they don't have a way to leverage this knowledge for agents or customers.

Result: watsonx.ai can provide agent and customers the ability to search for answers in natural language using community content while retaining the context of the conversation.

Insurance

Current
Insurance Use
Cases with
watsonx.ai Pilot
Program

Claims
Classification &
Summarization

Major insurer adds AI to simplify claims processes by classifying positive/negative feedback and summarizing key information.

Result: Reduced time needed on manual reviews because agents can understand customer feedback quickly and respond quickly.

Policy Q&A for
Clients

Major insurer uses AI to bridge knowledge gap of clients about insurance policies.

Instead of reading and synthesizing, clients can ask questions (using natural language) of policy documents and get easy-to-understand answers.

Result: Increased customer satisfaction. Also, can be used to train advisors and agents for consistency.

Validating
Claims Data

Major insurer uses AI to cross validate publicly available data to identify any inconsistencies or fraudulent claims.

Result: Agents save time on investigations and fraud detection rate has improved.

Current Insurance Use Cases with watsonx.ai Pilot Program

Competitive Pricing

Clients are requesting price matching after getting multiple quotes before selecting an insurance provider. Insurance provider wants to price policies competitively and maintain a smart pricing strategy.

Result: AI used to extract information to develop consistent pricing framework to better manage price matching requests. Optimized pricing leads to improved brand image and loyalty.

Distribution

Current Distribution Use Cases with watsonx.ai Pilot Program

Faster Customer Support Response

A major grocery retailer handles approximately one million inquiries and concerns annually through its specialized customer support center, resulting in a backlog and delayed responses.

Result: watsonx.ai classifies and generates a response for agents to review in less than a second, expediting tailored answers and clearing the backlog.

Lower Learning Curve

A major retailer employs thousands of customer support agents with high attrition rates, resulting in slowed productivity with a steady influx of new, untrained agents.

Result: Using watsonx.ai, new and tenured agents can access summaries of knowledge articles for faster answers result in a 30% improvement in CP60 (calls per 60 mins).

Automate Data Management

Manufacturer has a complex process requiring a great deal of manual effort to categorize and classify important data.

Result: With Generative AI to create domain classification and business term description generation, they are able to save time for 500 data stewards and improve time to market for data projects for 10,000 end users.

Energy

Current Energy Use Cases with watsonx.ai Pilot Program

Automate Reporting

Manually-created nuclear condition reports document issues for energy utility providers. Lack of report prioritization causes inaccurate categorization, and tedious processes are subject to human error.

Result: With watsonx.ai, automation has increased productivity, accuracy, and consistency, while severity of reports has been reduced by 80%.

Healthcare & Life Sciences

Current Healthcare & Life Sciences Use Cases with watsonx.ai Pilot Program

Virtual Tutor for Children and Teens

A virtual educational tutor powered by AI needs to provide accurate content that is responsive to learning differences and contains guardrails that make it safe and governed for use by minors.

Result: With watsonx.ai, an AI-powered, conversational virtual tutor can provide accurate content without hallucinating errors. Ethical AI can ensure safety measures are in place to protect minors, and that responses are tailored for each student's individual learning needs.