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# Call Center Experience with Voice Agents

<u>Voice assistants</u> are rapidly gaining popularity. Their ability to understand voice commands, interpret intent and meaning, and deliver value to users is advancing at an impressive pace, driven by advancements in Large Language Models (LLMs). Implementing voice agents in the voice channel can address numerous challenges and offer significant benefits.
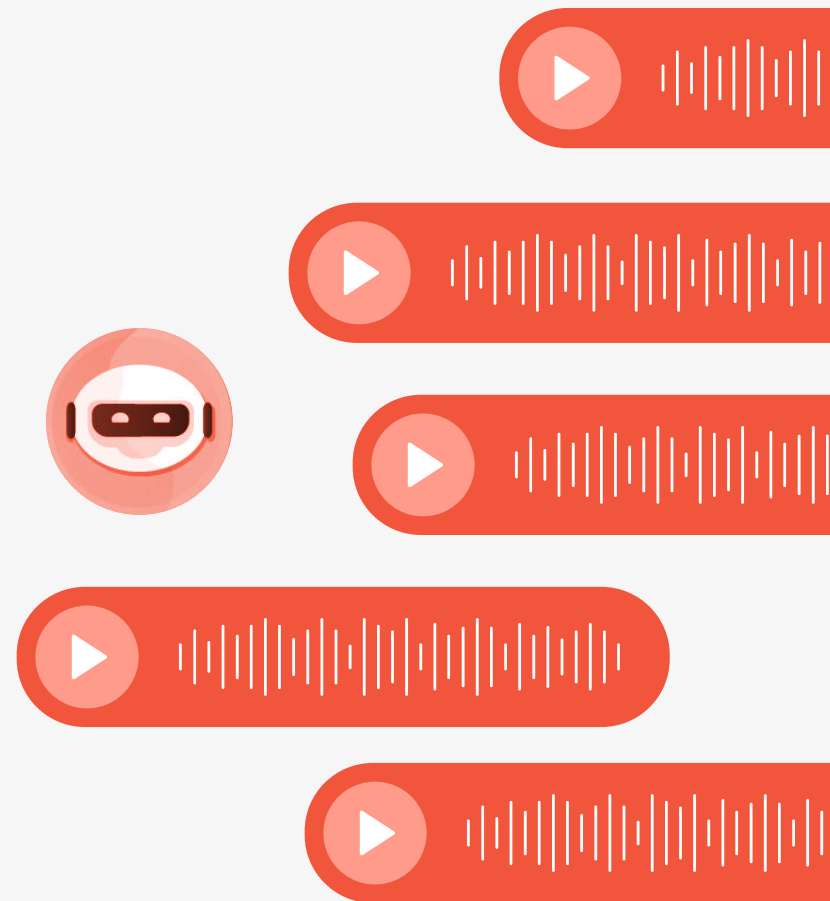
# 77%

of customer service agents say that automating routine tasks frees up their focus on more complex tasks.

– <u>Salesforce</u>

# 35-60%

of total contact centre calls could be handled by Voice AI.

- <u>IBM</u>

# Use Cases for Customer Experience with Voice Agents:

- Intent Capture & Intelligent Call Routing

- Conversation Transcription

- Handling Thousands of Calls Simultaneously, Making Them a Solution for Peak Times or Off-Hours Support

- Handling Transactions During the Call Routing Stage

- Authenticating Customers Through Natural Conversation

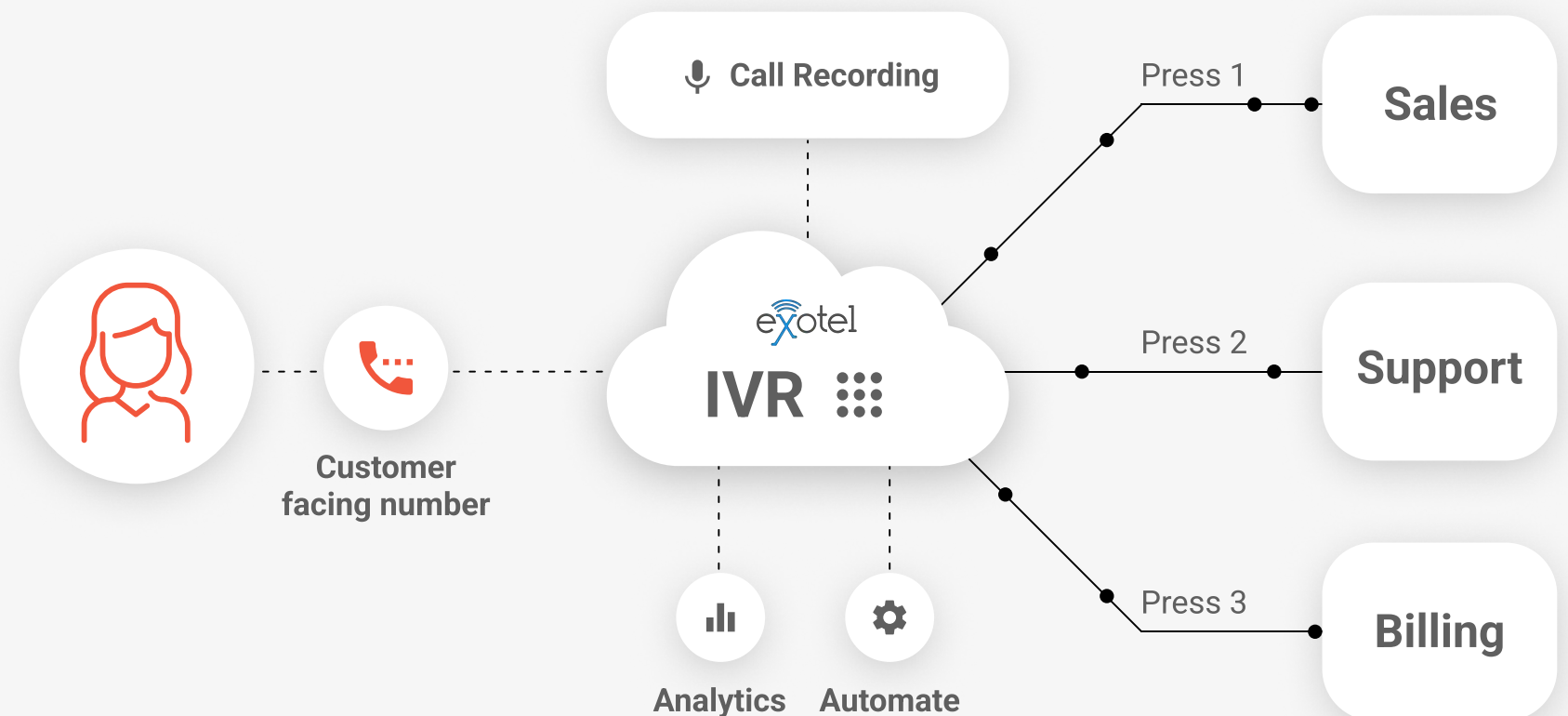- Personalized Service Based on Customer History

# Inbound Calls and Smart IVR with a Natural Language Understanding (NLU) Feature

An advanced Interactive Voice Response (IVR) and a call tracking system can significantly improve sales and customer satisfaction, and even more provide call center automation. Businesses can use an intelligent virtual agent powered by an NLP engine to answer customers' questions in real-time or create outbound calls with the click of a button.

A smart call tracking system integrated into a business' IVR lets them monitor and record every phone call from prospects or customers, creating robust data that can be used to generate outbound sales campaigns.

Customer facing number

🎤 Call Recording

exotel

**IVR**

Press 1 — **Sales**

Press 2 — **Support**

Press 3 — **Billing**

Analytics

Automate

# Challenges Addressed by Voice Agents

- Determining Customer Intent

- Customer Authentication and Verification

- Troubleshooting

- Inconsistent Customer Service

- First Contact Resolution

- Agent Engagement and Productivity

- Accurate Log Analysis and Data Collection

An automated voice agent can help mitigate these challenges. Ultimately, the voice agent's purpose is to identify the client's intent, contextualize the interaction, and offer options to provide users with the best possible experience at that moment.

**88%** of customers prefer voice calls with a live agent instead of navigating an automated phone menu

The things that annoy people about phone menus the most:

**69%** listening to irrelevant options

**43%** lack of human interaction

**15%** confusing options

**67%** inability to fully describe the issue

**33%** inefficient service

**Nevertheless, the power of virtual assistants is only as strong as their design.** That is why all of our conversational AI projects include conversation design services from a dedicated designer to consider both the user's needs and technological constraints.

# Benefits of Voice Agents for Call Centers

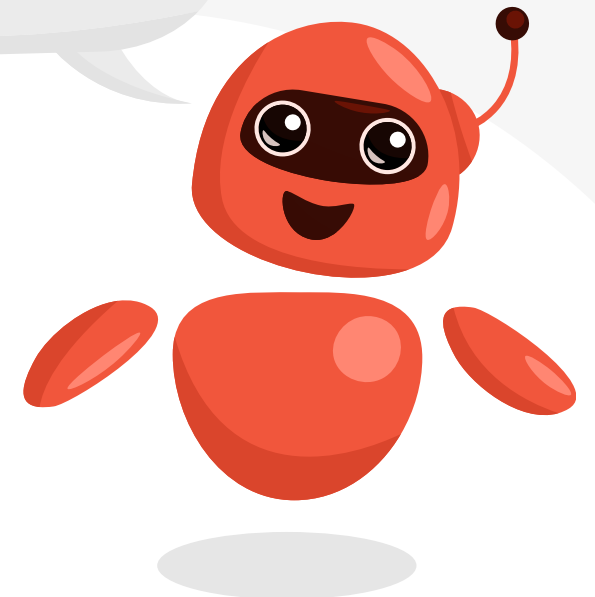Enhancing Agent Efficiency

Embracing Omnichannel Opportunities and Automation

Consistent Support During Off-Hours or Holidays

Seamless Transactions and Call Routing

Scalable Automated Service

Can I help?

# Measuring the Success of Implementing a Conversational AI Solution

To truly understand the impact and effectiveness of a Conversational AI solution, it's essential to use quantifiable metrics. Here are some key performance indicators (KPIs) to consider:

- Number of Conversations Initiated

- Conversations Handled Within the Bot

- Escalations to Live Agents

- Reduction in Wait Times for Live Agents

- Unidentified Intents

These metrics are crucial for defining success criteria. However, the ultimate measure of a Conversational AI bot's success is user satisfaction, and a method to measure that success should be part of the equation. Collect user feedback, monitor customer satisfaction scores, and ensure continuous improvement to enhance the overall user experience.
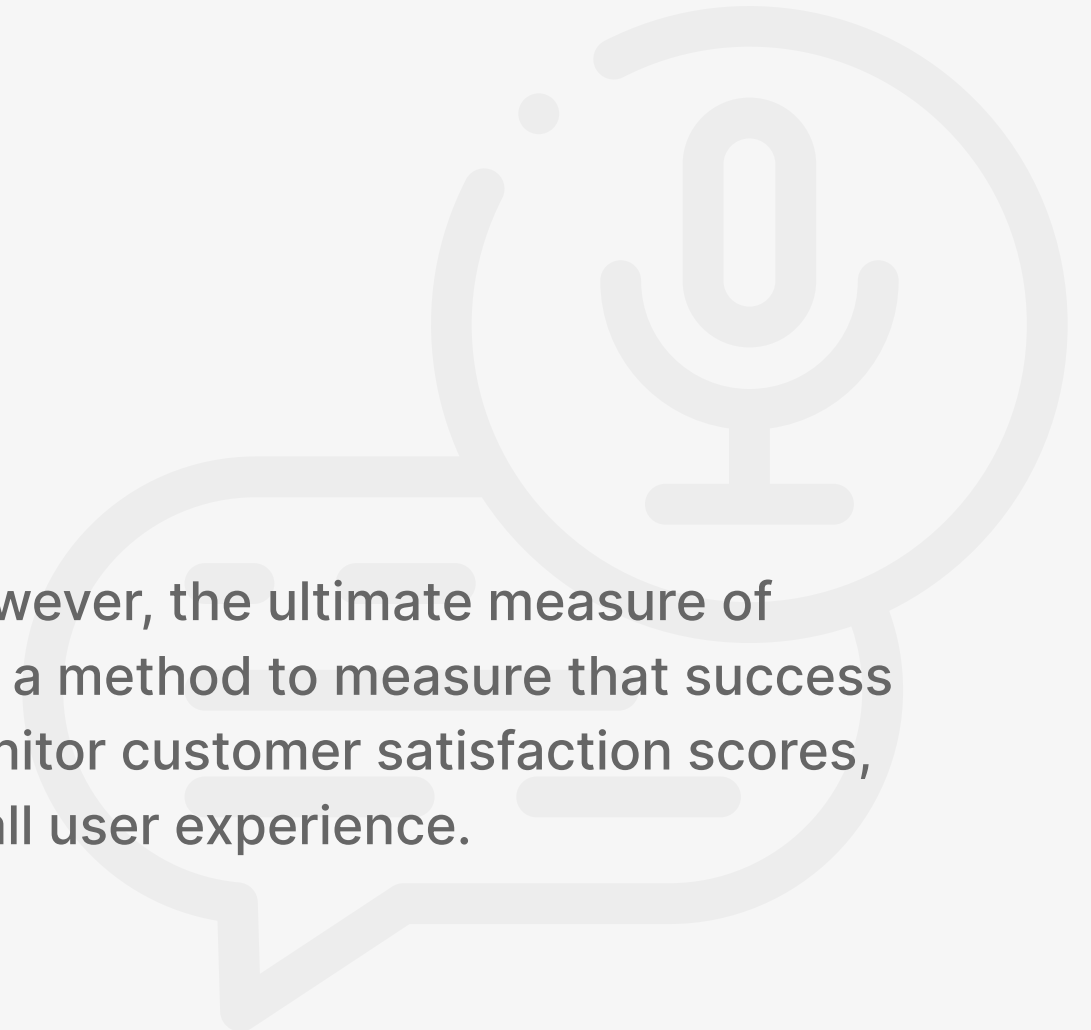
# AI Chatbot to a human agent handoff

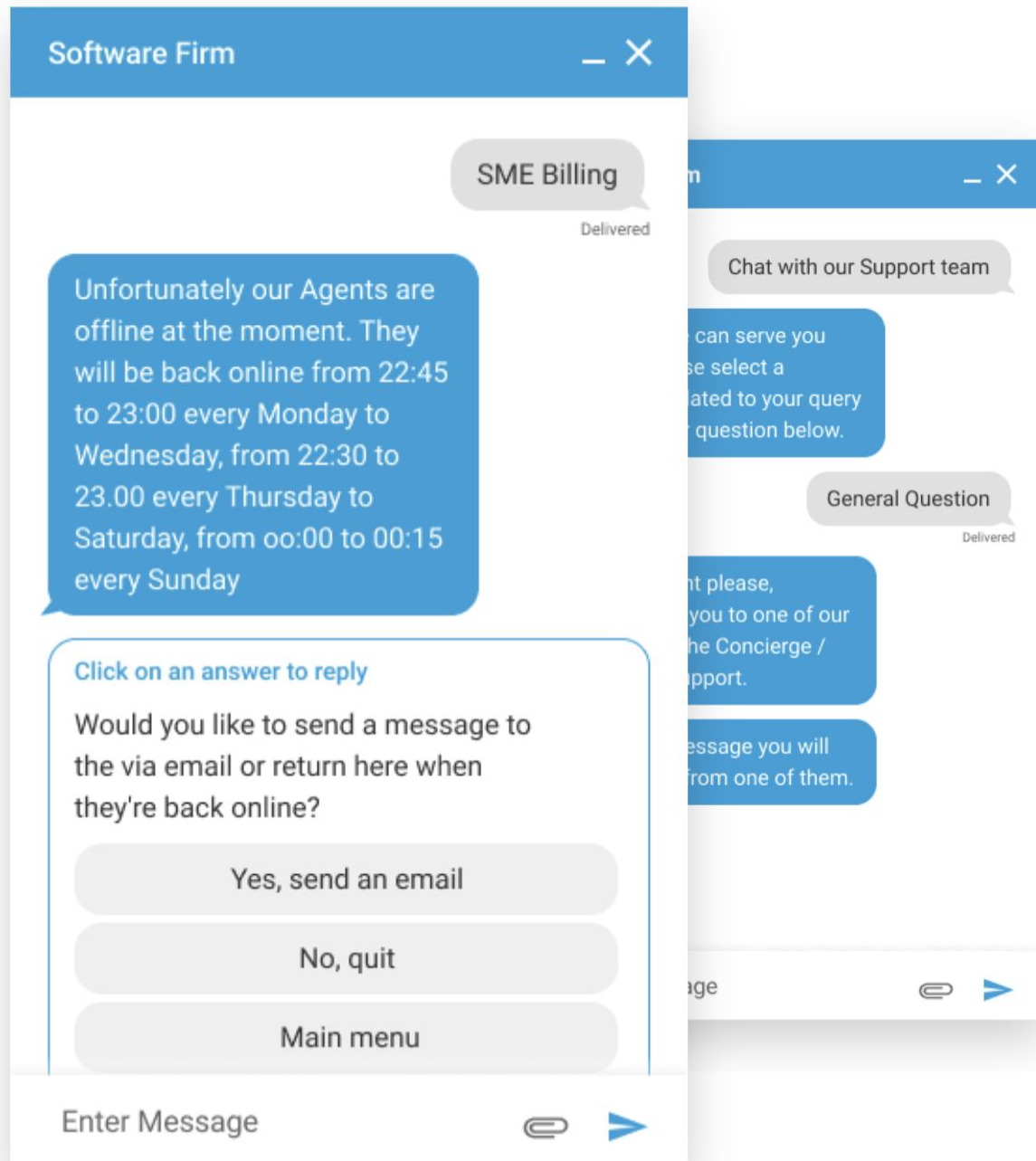## Case Study for Financial institution

Web

**80%**
Of live engagements start online

**30%**
Reduction in transfers

The chatbot was built by Master of Code on the Glia platform. The client serves financial institutions, financial planners, and broker-dealers.

**Use cases:** billing and account management FAQs and specific live agent handoff dependant on 12 topics.

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