

NAVIGATING THE CX FRONTIER:

Creating Authentic Experiences in a Tech Driven World

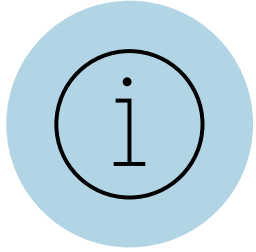
Richard Simpson

HEAD OF SOLUTION ENGINEERING,
ROUTE 101



Route101

Agenda



slido



Where does AI sit as part of your CX strategy? (Select the one that applies the MOST)

Common CX Challenges Today:

Demand for self-service is increasing.

42% of 1,000 customers would
“rather clean a toilet than call customer service”

(Aspect/Forbes)

~81% of customers seek to self-serve.

As few as 9% report completing that journey fully, without human assistance.

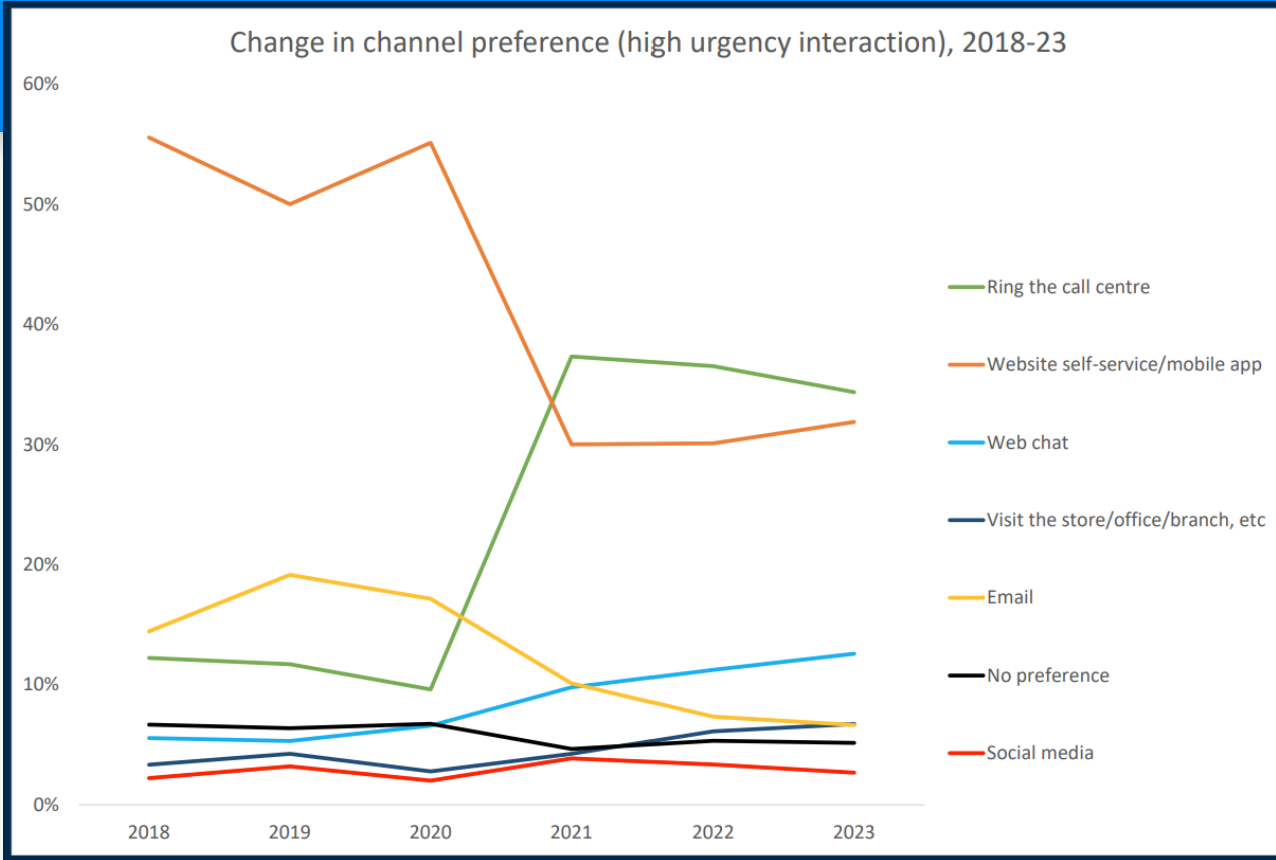
(HBR, Gartner)

Increased regulation and expectations surrounding customer engagement

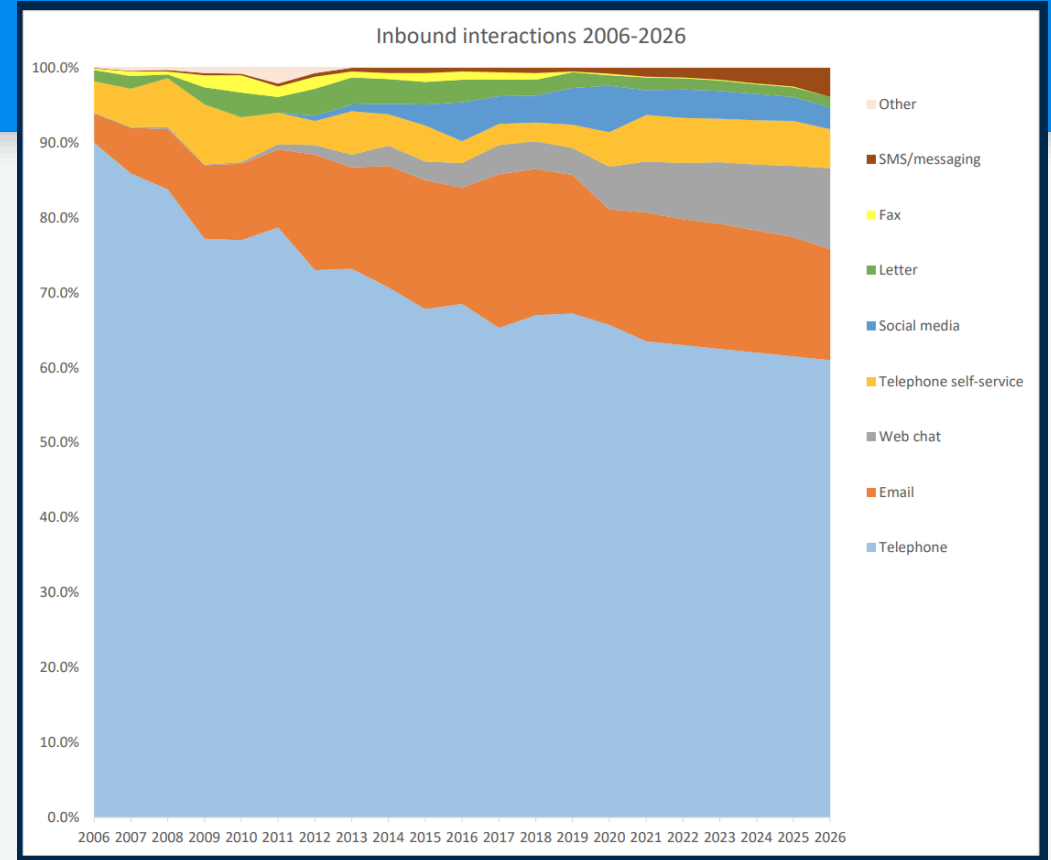
e.g., Consumer Duty,
July 2023

Agent efficiency -
higher volumes,
longer conversations,
aka, how do I read
and type faster?

Customer Contact Trends

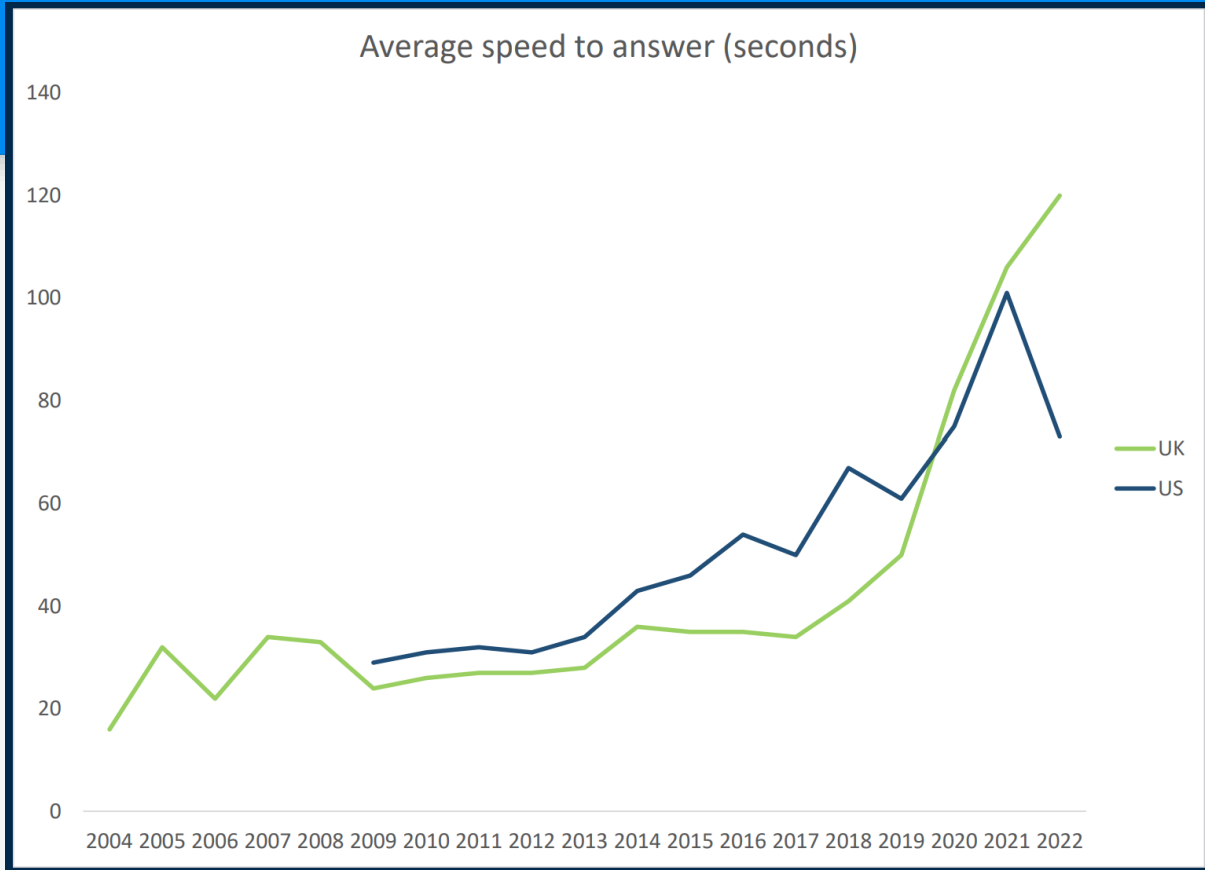


Channel Preference

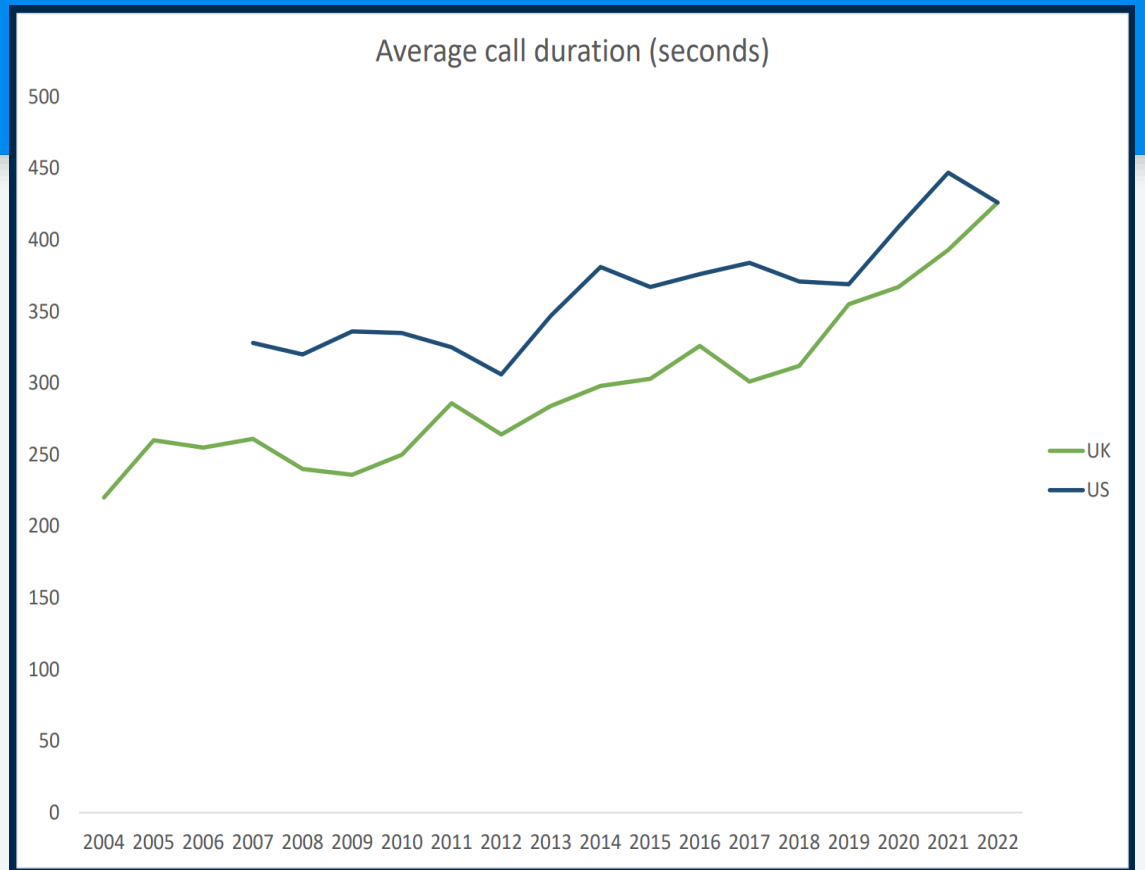


Channel Usage

Customer Contact Trends



Speed to Answer x 6



Call Duration x 2



A Balancing Act:

Automation



Experience



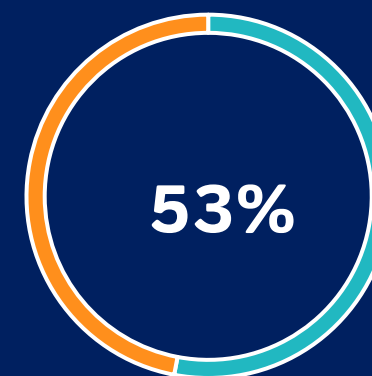
So:

**How can AI help with that
- and how do we find the
balance?**



Vulnerable Customers

- Consumer Duty has been in force since end of July for FCA regulated companies.
- Outside of the FCA, vulnerable customer identification and agent guidance is still valid and essential in providing personalised and meaningful interactions
- AI can facilitate this identification and provide agent guidance in real-time. Scoring based on: Health, Life Events, Resilience, Capability.



of UK adults surveyed in Oct 2020 exhibited vulnerability characteristics.

[FCA]

Navigation sidebar with icons for Agents, Contacts, and other features.

CONTACT	DURATION	SKILL	AGENT	STATE	CAMPAIGN
Liam Davis Contact ID :180295	31:46	Customer Service OB	Hank Medhurst Team: Customer Service	Outbound Contact (31:46)	Fall Team
Amara Kapadia Contact ID :180296	05:21	Customer Service Inbound	Hank Medhurst Team: Customer Service	Inbound Contact (05:21)	Fall Team
Maggie Whitmore Contact ID :180297	11:58	Mention	Hank Medhurst Team: Customer Service	Inbound Contact (11:58)	Fall Team
Anne Thuriem Contact ID :180298	08:09	Customer Service Inbound	Hank Medhurst Team: Customer Service	Inbound Contact (08:09)	Fall Team
Karen Lingren Contact ID :180299	4:02	Customer Service OB	Hank Medhurst Team: Customer Service	Outbound Contact (4:02)	Fall Team
Amy Jones Contact ID :180300	13:46	Customer Service Inbound	Hank Medhurst Team: Customer Service	Inbound Contact (13:46)	Fall Team
Kody Smith Contact ID :180301	10:37	Customer Service Inbound	Hank Medhurst Team: Customer Service	Inbound Contact (10:37)	Fall Team
James Jacobs Contact ID :180302	01:31	Customer Service SMS	Hank Medhurst Team: Customer Service	Inbound Contact (01:31)	Fall Team
Taylor Bales Contact ID :180303	10:28	Customer Service OB	Lynn Walker Team: Customer Service	Outbound Contact (10:28)	Fall Team

Right sidebar containing sentiment analysis and guidance information.

Contact ID : 180298

Sentiment
Last updated Nov 21, 02:22 PM C

Suggestion Summary

You don't have any new suggestions.

Your Guidance Score

- Thank For Loyalty
- Be Empathetic
- Active Listening
- Empower Client
- Speech Velocity
- Ask Questions
- Set Expectations
- No Interruptions
- Take Ownership
- Build Rapport
- Identify Solution

Being Human

- [Vulnerable Caller](#)
- [Citizens Advice](#)
- [NS&I](#)



Agent Efficiency

- More complex queries
- On avg. **32%** of high emotion interactions via email
- = Lots of reading and typing!



Default (GPT-3.5)

R

Write a strongly worded email to my software provider based on the following text. Use British English and make it at least 1,000 words long:

Dear Route 101 Support, I am very frustrated, the licence for my accounting software has expired and I need to do my annual report! I have tried to renew online but I keep getting an error message. I have been a loyal customer for years and this is really impacting my ability to operate.

What can be done about this? I am using Accounting Pro v3.6 on Windows 10. My original order reference was abc12345fgh.

Please help.

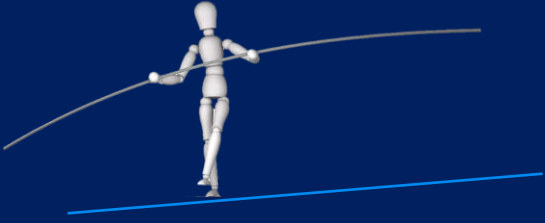
Bob Jones



Subject: Urgent Resolution Required for Expired Accounting Software License



Dear Route 101 Support,



Key Considerations:

What personality do you want your AI to exhibit? Does it need more than one?

Beware the “**uncanny valley effect**”.

Don't expect your customers to adopt robotic behaviour for the solution to work

Will customers be prepared to pay more or wait longer for a human experience?
(e.g. Chase Bank)

Data is key (but not the only thing):
Access, Context, Hygiene

Voucher Time!

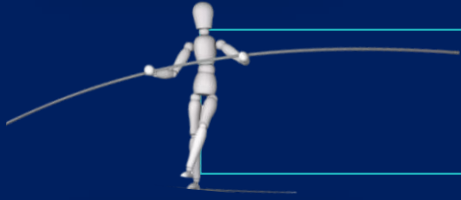


- **What percentage** of customers reported full self-service resolution?
- By the end of **which month** did Consumer Duty come into force?
- By approx. **how many seconds** has the avg. time to answer increased since 2004?

Conclusions & Next Steps



Self-Service Demand | Being Human | Agent Efficiency



Find The Right Balance



Speak to us here today or visit Route101.com to find out more

QUESTIONS?



Route101



ChatGPT can be used effectively for certain aspects of customer service, but there are some considerations to keep in mind. Here are the key points:

1. Language understanding: ChatGPT is designed to understand and generate human-like text based on the input it receives. It can comprehend a wide range of customer queries and respond in a conversational manner.

"In summary, generative AI can be a valuable tool for customer service, but it should be used in conjunction with human oversight and guidance.

Combining the strengths of AI with human expertise can enhance customer interactions and provide effective support."

Thank You

Richard Simpson
HEAD OF SOLUTION ENGINEERING,
ROUTE 101





COFFEE BREAK
Regroup 3.30pm