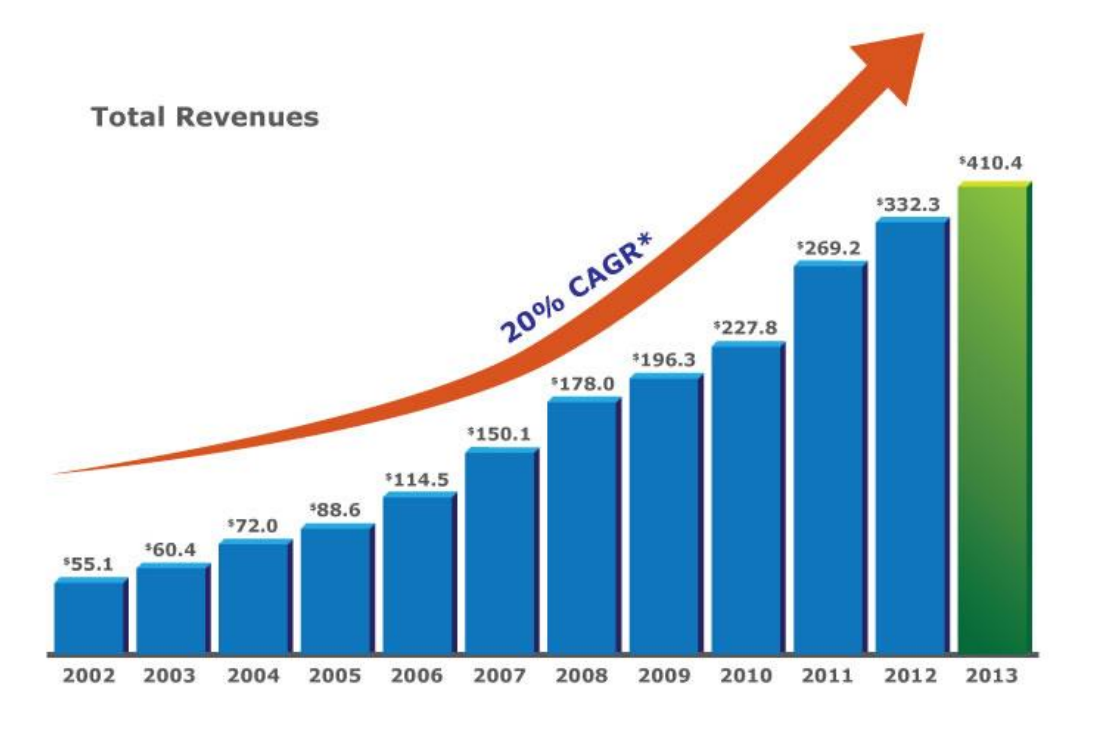
AI Solutions with a Human Focus

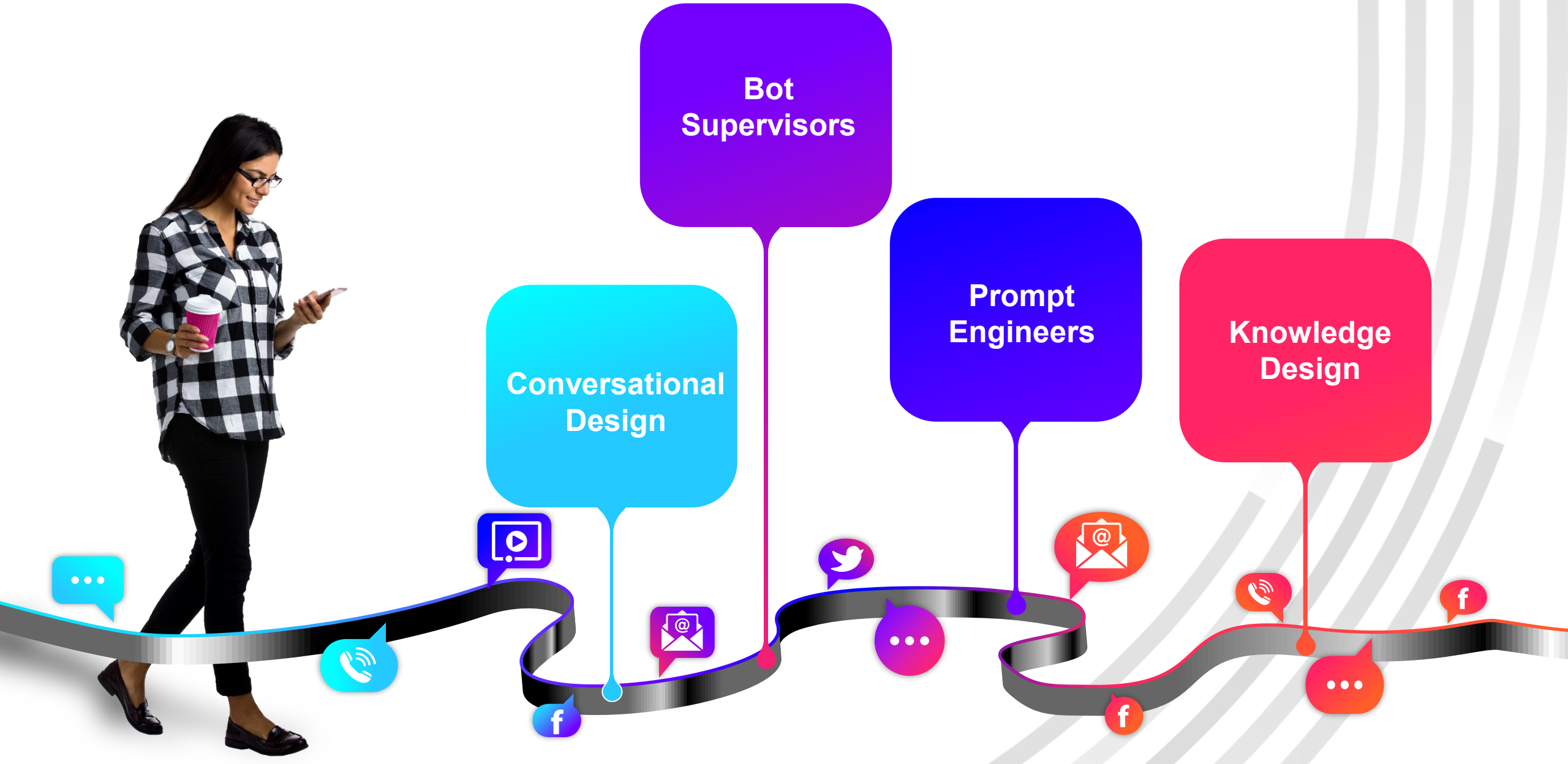
Luke Duffell – Senior Solution Consultant, Digital

Cost Centre to Profit Centre



1. **Scale revenue, not headcount**
2. **Reduce the mundane, increase the value add**
3. **Intelligently focus on revenue opportunities**

AI changes roles and career paths



Consumer Experience

Consumer Experience

Research

Purchase

Order Status

Delivery/ Service

Scheduling

Resolution

Consumer Experience

Research

Purchase

Order Status

Delivery/ Service

Scheduling

Resolution

Voice

Consumer Experience

Research

Purchase

Order Status

Delivery/ Service

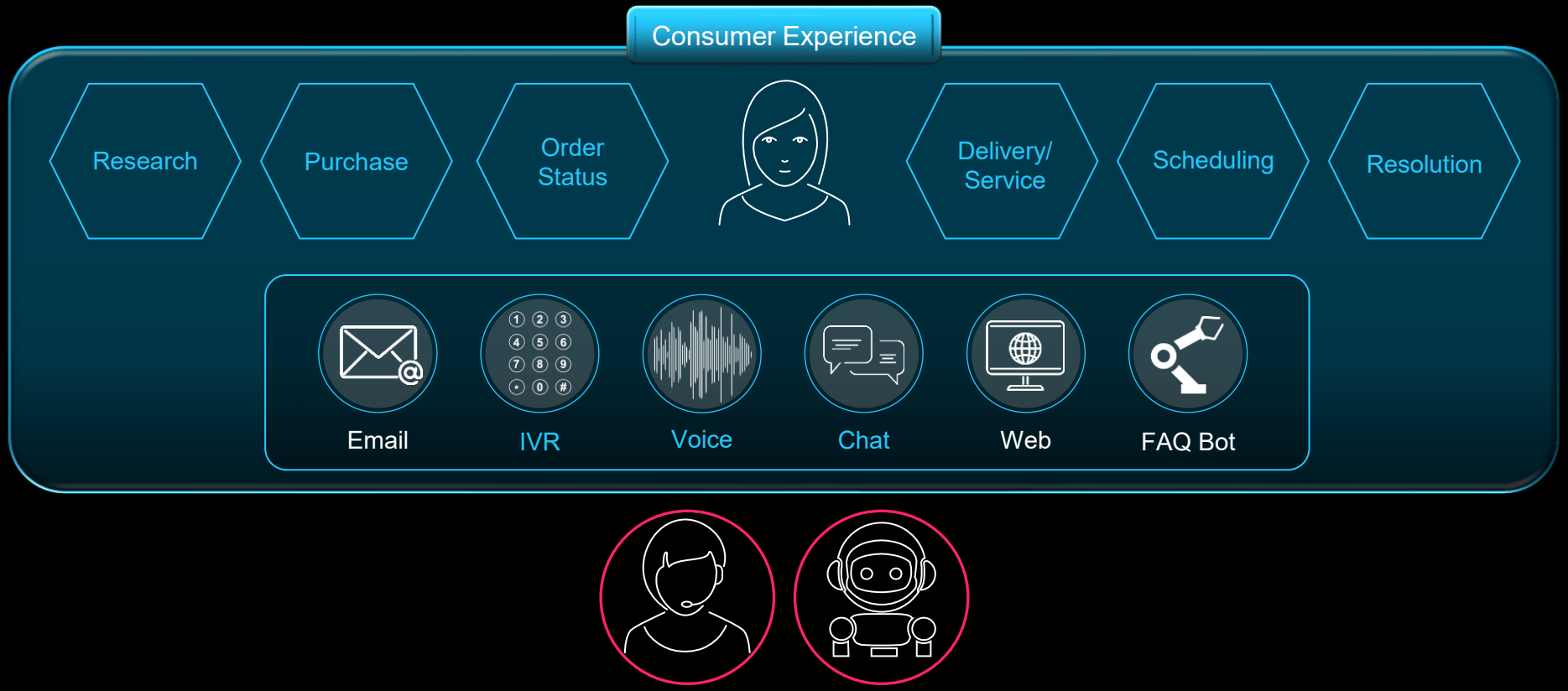
Scheduling

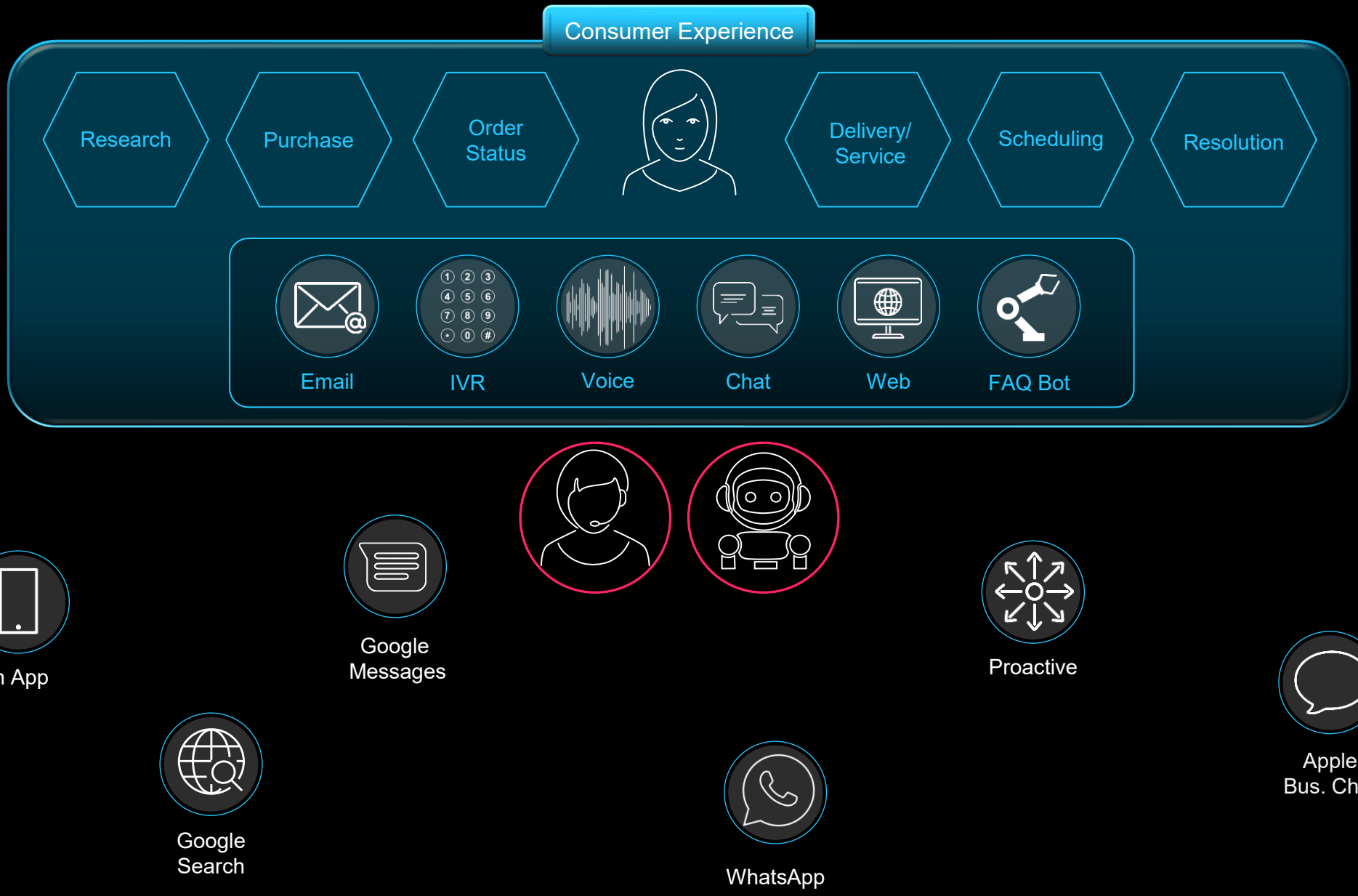
Resolution

IVR

Voice

Chat


Consumer Experience
Research
Purchase
Order Status
Delivery/ Service
Scheduling
Resolution
Email
IVR
Voice
Chat
Web
FAQ Bot


Consumer Experience
Research
Purchase
Order Status
Delivery/ Service
Scheduling
Resolution
Email
IVR
Voice
Chat
Web
FAQ Bot
In App
Google Messages
Proactive
Apple Bus. Chat
Google Search
WhatsApp

Consumer Experience

Research

Purchase

Order Status

Delivery/ Service

Scheduling

Resolution

Email

IVR

Voice

Chat

Web

FAQ Bot

In App

Google Search

Google Messages

WhatsApp

Proactive

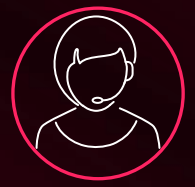
Apple Bus. Chat

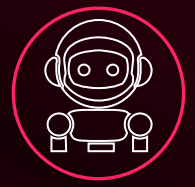
Agent Experience

Evaluations

Scheduling

Answers



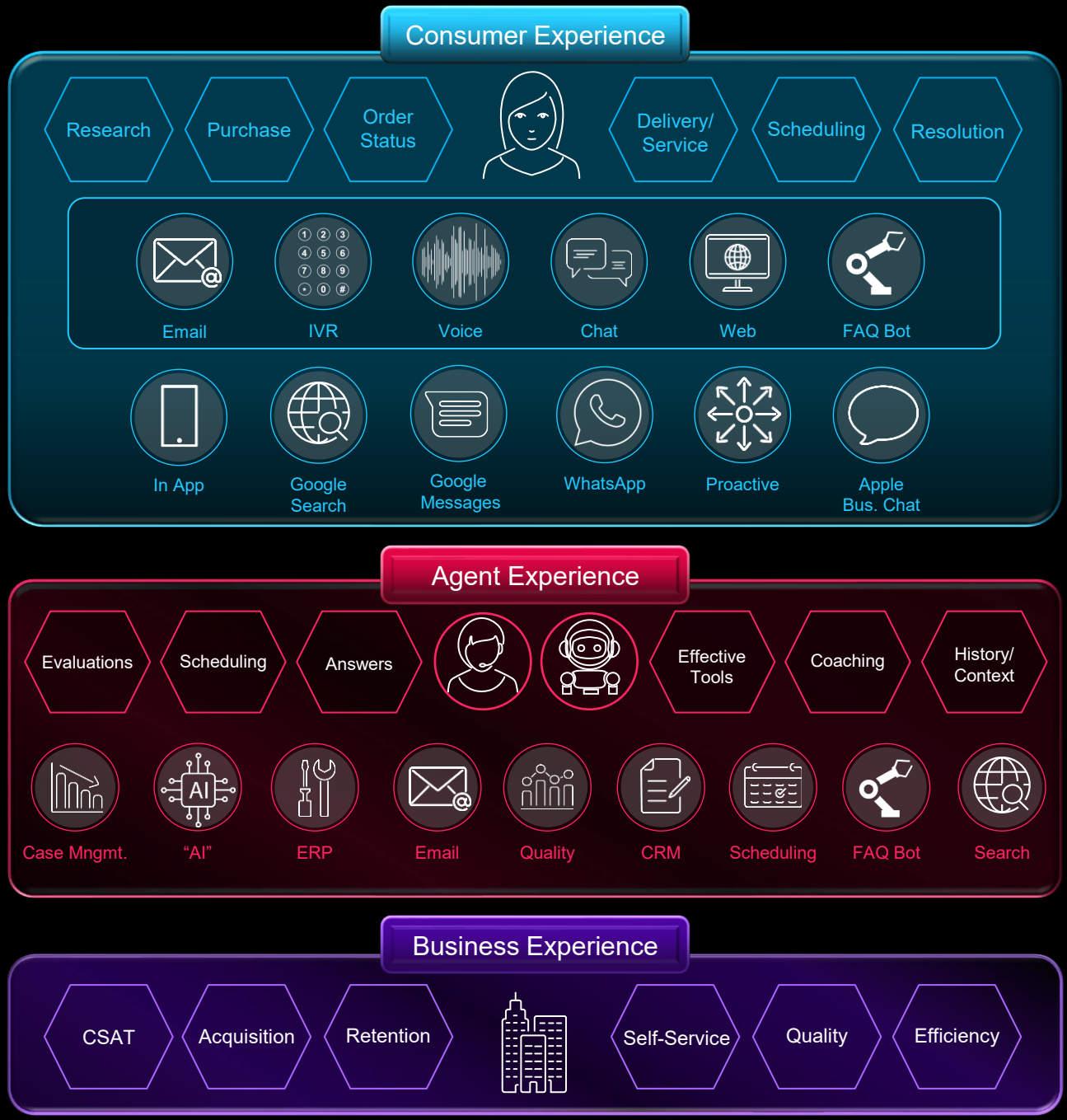


Effective Tools

Coaching

History/ Context

Consumer Experience
Research
Purchase
Order Status
Delivery/ Service
Scheduling
Resolution
Email
IVR
Voice
Chat
Web
FAQ Bot
In App
Google Search
Google Messages
WhatsApp
Proactive
Apple Bus. Chat
Agent Experience
Evaluations
Scheduling
Answers
Effective Tools
Coaching
History/ Context
AI
Case Mngmt.
"AI"
CRM
ERP
Email
Quality
Scheduling
FAQ Bot
Search


Consumer Experience
Research
Purchase
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Agent Experience
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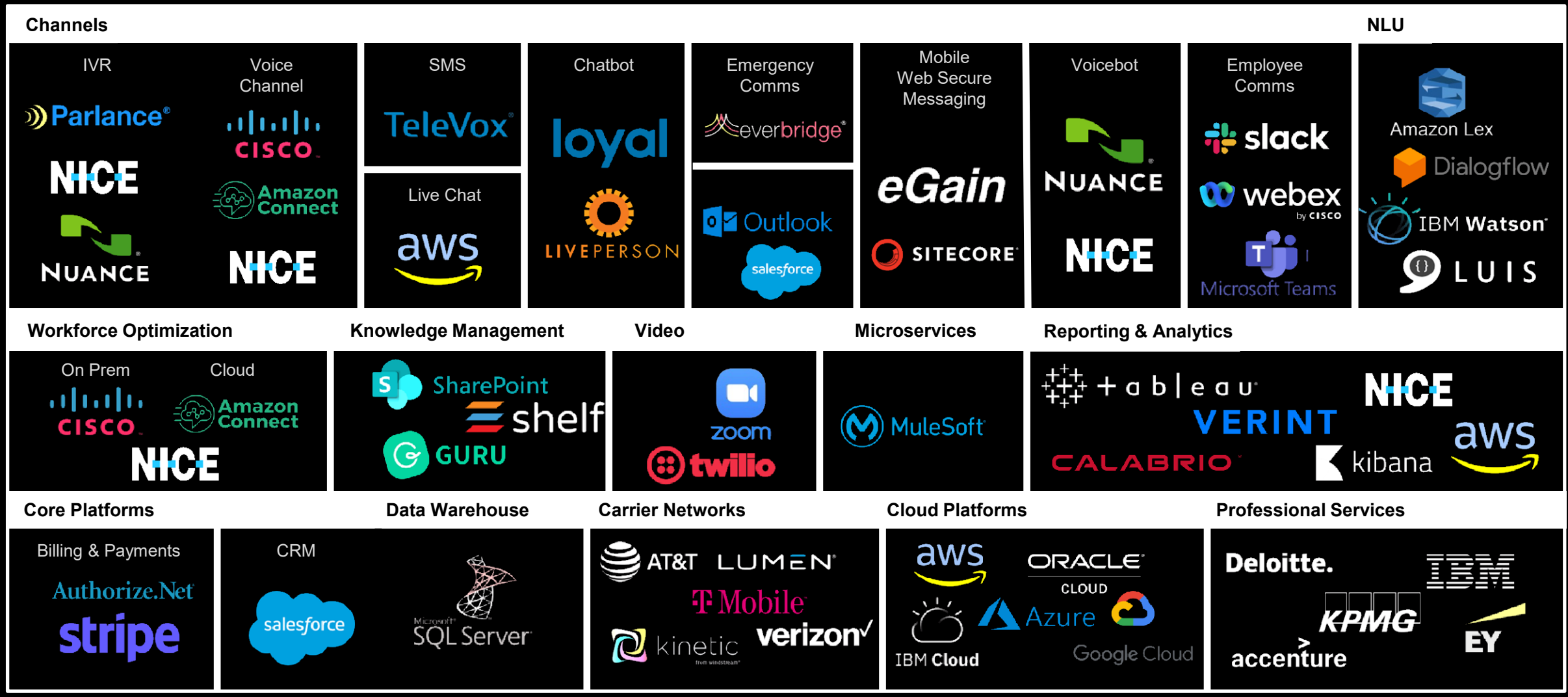
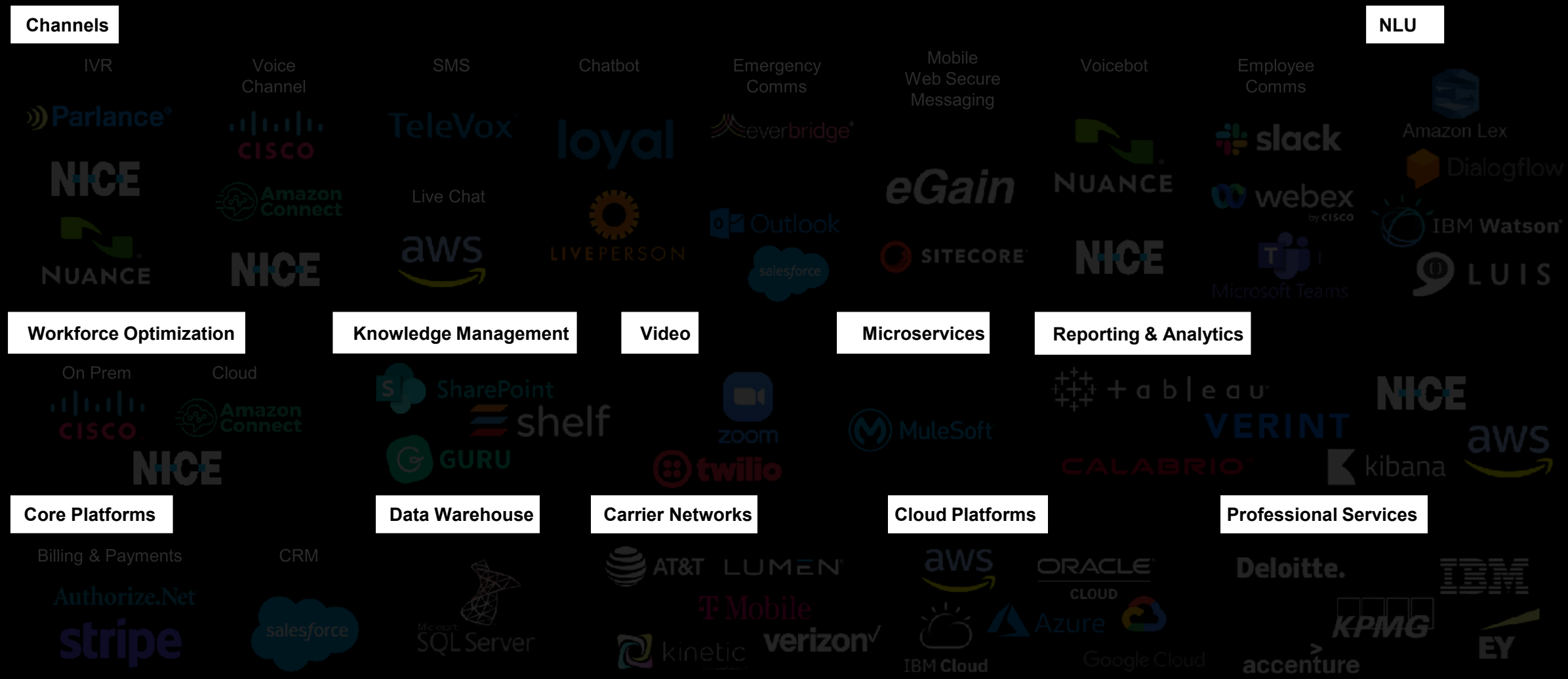
Answers
Effective Tools
Coaching
History/ Context
Case Mngmt.
"AI"
ERP
Email
Quality
CRM
Scheduling
FAQ Bot
Search
Business Experience
CSAT
Acquisition
Retention
Self-Service
Quality
Efficiency

What Has Been Built to Accomplish a Complete Business Experience



What Has Been Built to Accomplish a Complete Business Experience

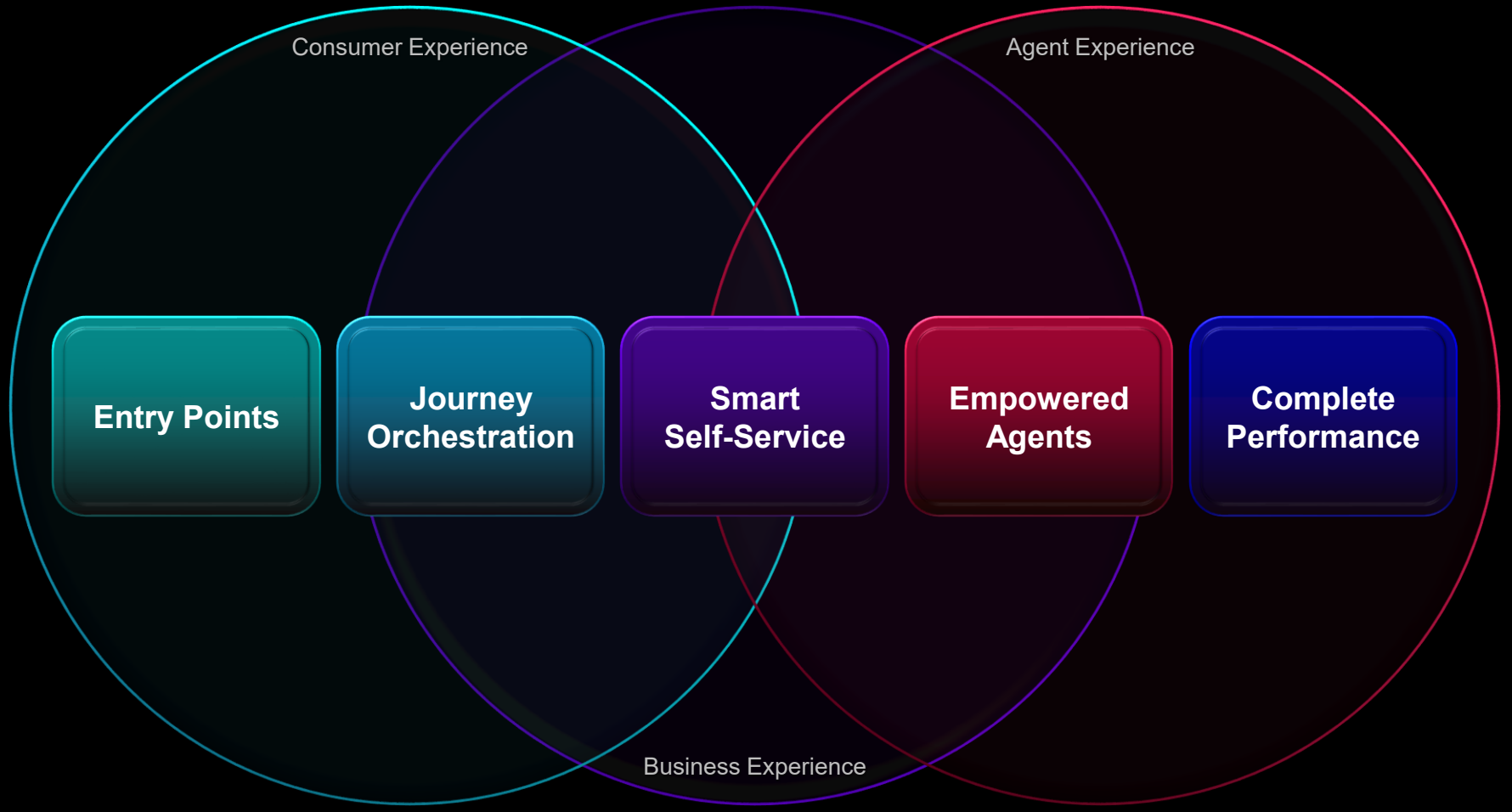


Our Answer to the Problem

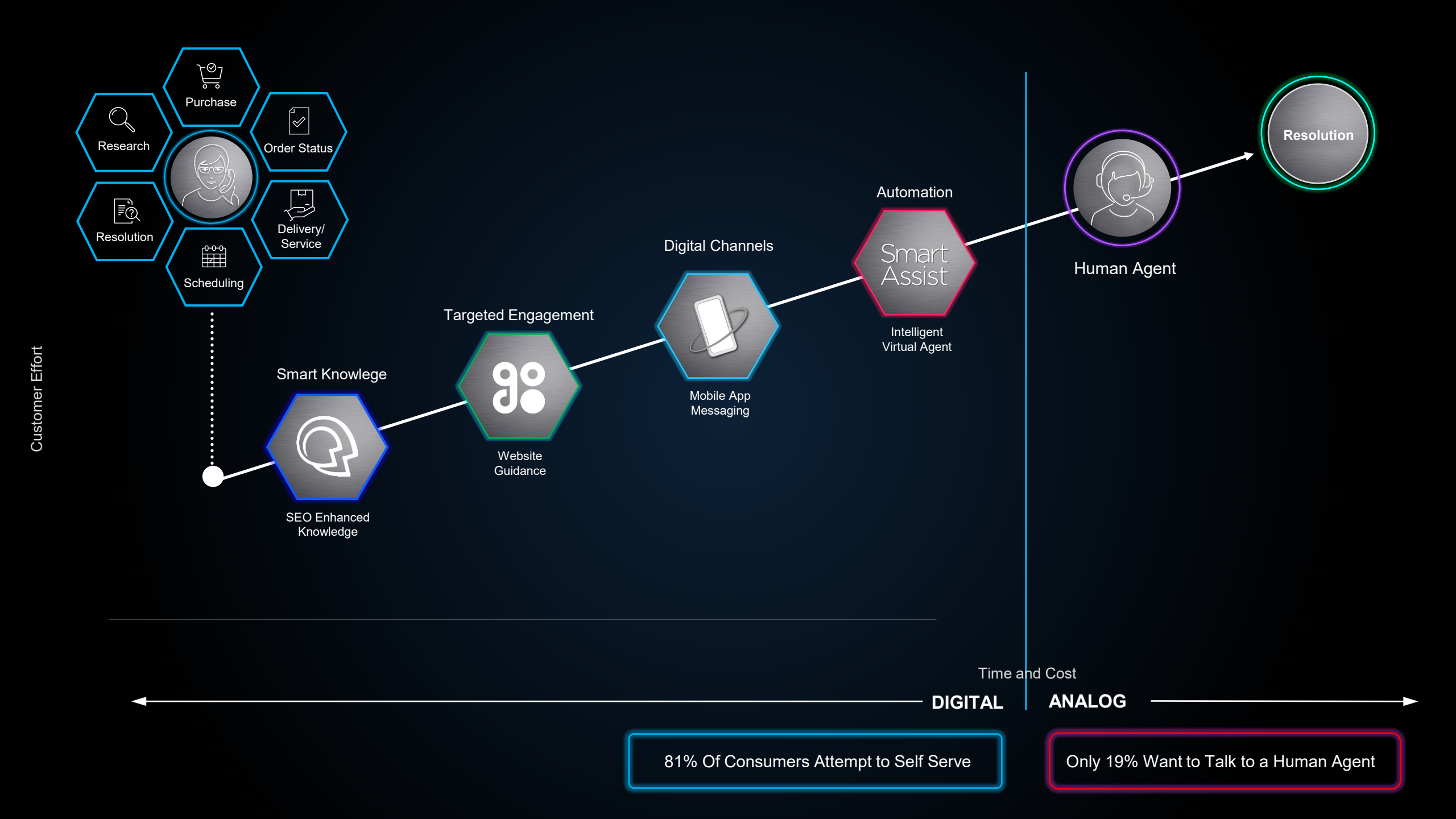
We have built one unified platform around 5 foundational needs

Our Answer to the Problem

These needs encompass the entire CX journey, consumers, agents, and businesses



Entry Points
Voice
SEO Enhanced Knowledge
Async In-app Messaging
30+ Channels
Proactive Outreach
Journey Orchestration
AI-Driven Omnichannel Routing
Contextual Knowledge
Unified Config. & Design
Smart Self-Service
Proactive Virtual Agents
Responsive Virtual Agents
Knowledge Presentation
Web & Mobile Guidance
Self-service Analytics
3rd Party Bot Integration
Empowered Agents
Unified Agent Experience
Contextual Knowledge
Knowledge Presentation
Real-Time Guidance
Task Automation
Complete Performance
AI-driven Forecast/Schedule
Analytics driven Quality Performance Mgmt.
Journey & Context Analytics
Voice of the Customer
ENLIGHTEN AI
Unified Data Layer
CXone


Purchase
Research
Order Status
Resolution
Delivery/
Service
Scheduling
Customer Effort
Smart Knowlege
SEO Enhanced
Knowledge
Targeted Engagement
Website
Guidance
Digital Channels
Mobile App
Messaging
Automation
Smart
Assist
Intelligent
Virtual Agent
Human Agent
Resolution
Time and Cost
DIGITAL
ANALOG
81% Of Consumers Attempt to Self Serve
Only 19% Want to Talk to a Human Agent

Why Bots Fail

The Way It Is Today

Your Best Guess

- Workshops
- Design Thinking
- Journey Mapping

Not Purpose-Built

```
function loadDoc() {
  var xhttp = new XMLHttpRequest();
  xhttp.onreadystatechange = functio
n() {
    if (this.readyState == 4 && this
.status == 200) {
    myFunction(this);
    }
  };
  xhttp.open("GET", "cd_catalog.xml"
, true);
  xhttp.send();
```

- Developer Platforms
- Cobbled Technologies
- Not Data Based
- Hand Coded

Limited Chat Bot

How much are plans?

For customers who are deaf or hearing-impaired, we have several accessibility features available.

How much are service plans?

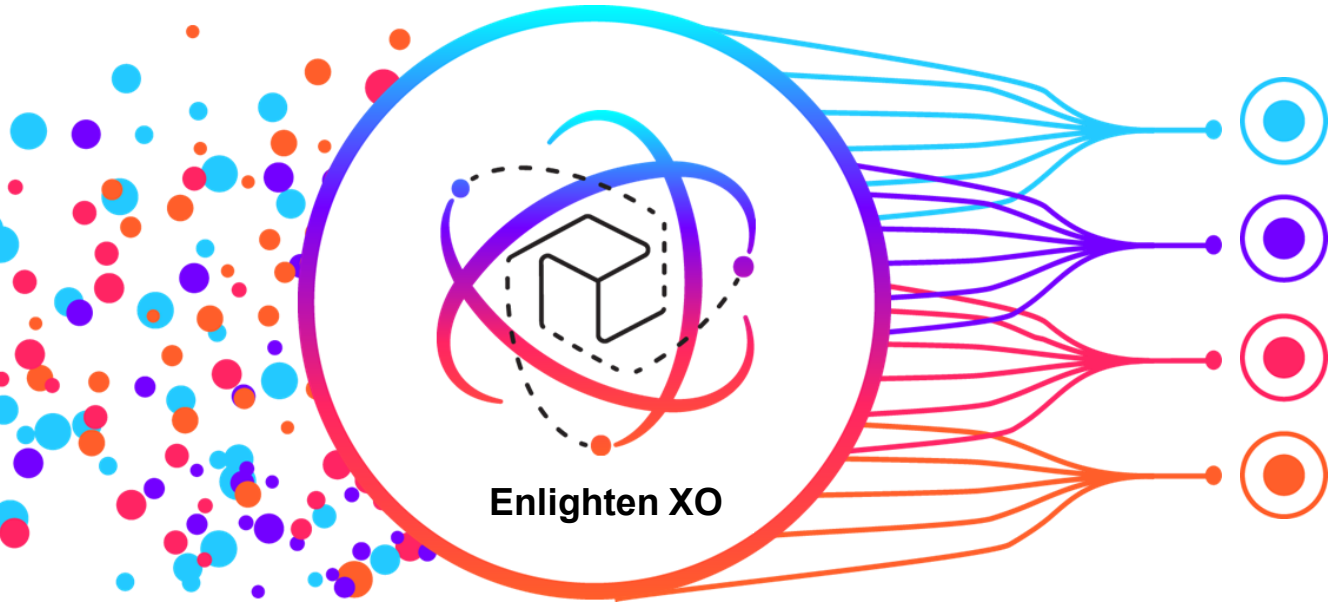
OK, got it.
Do you want to know about Domestic plans or International plans?

Build Better, Faster, Smarter Self-Service with Enlighten XO

Harness conversational data across all channels

Apply purpose-built AI to derive insights

Optimize every digital solution



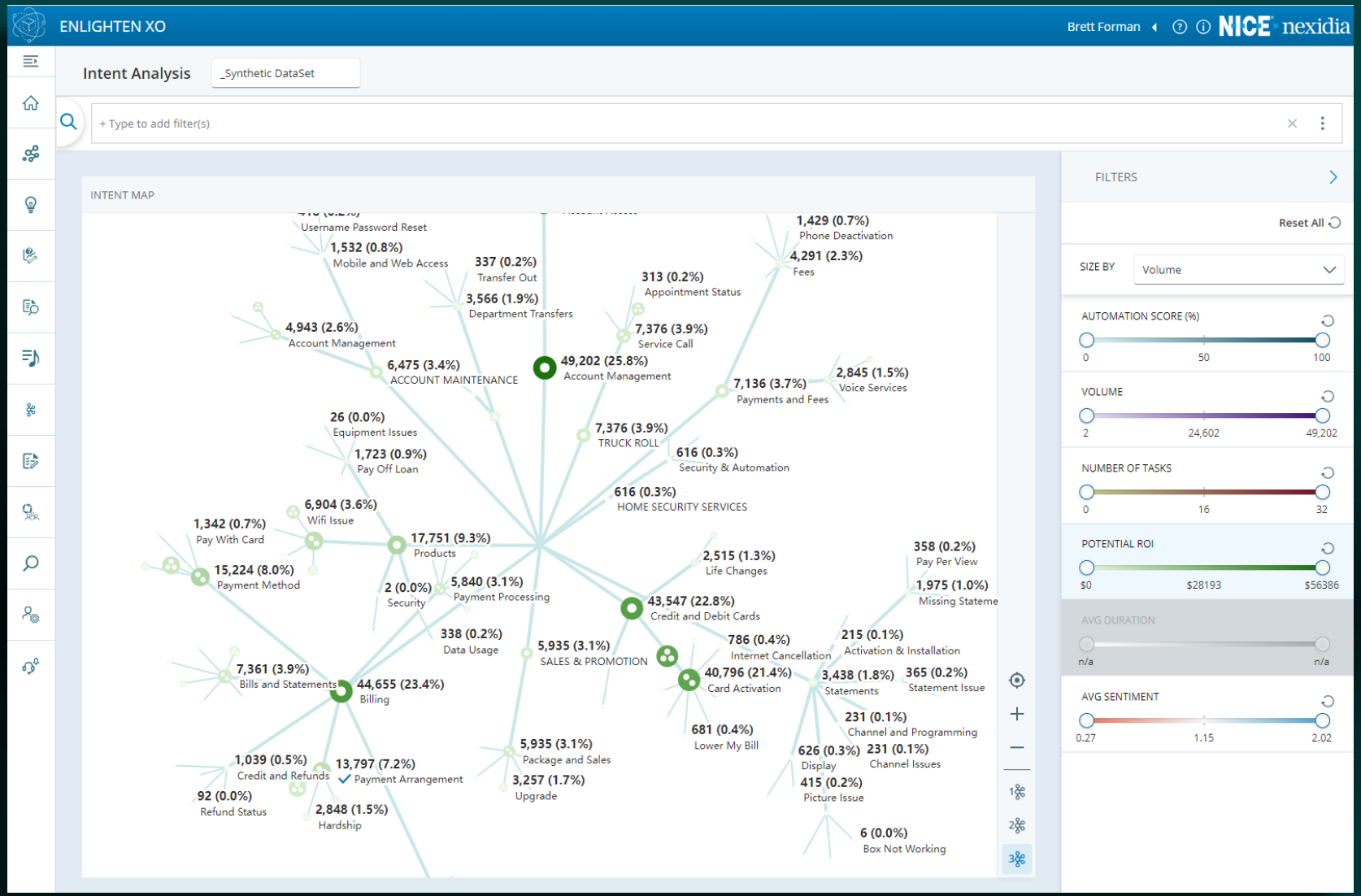
Understand Customer Intents

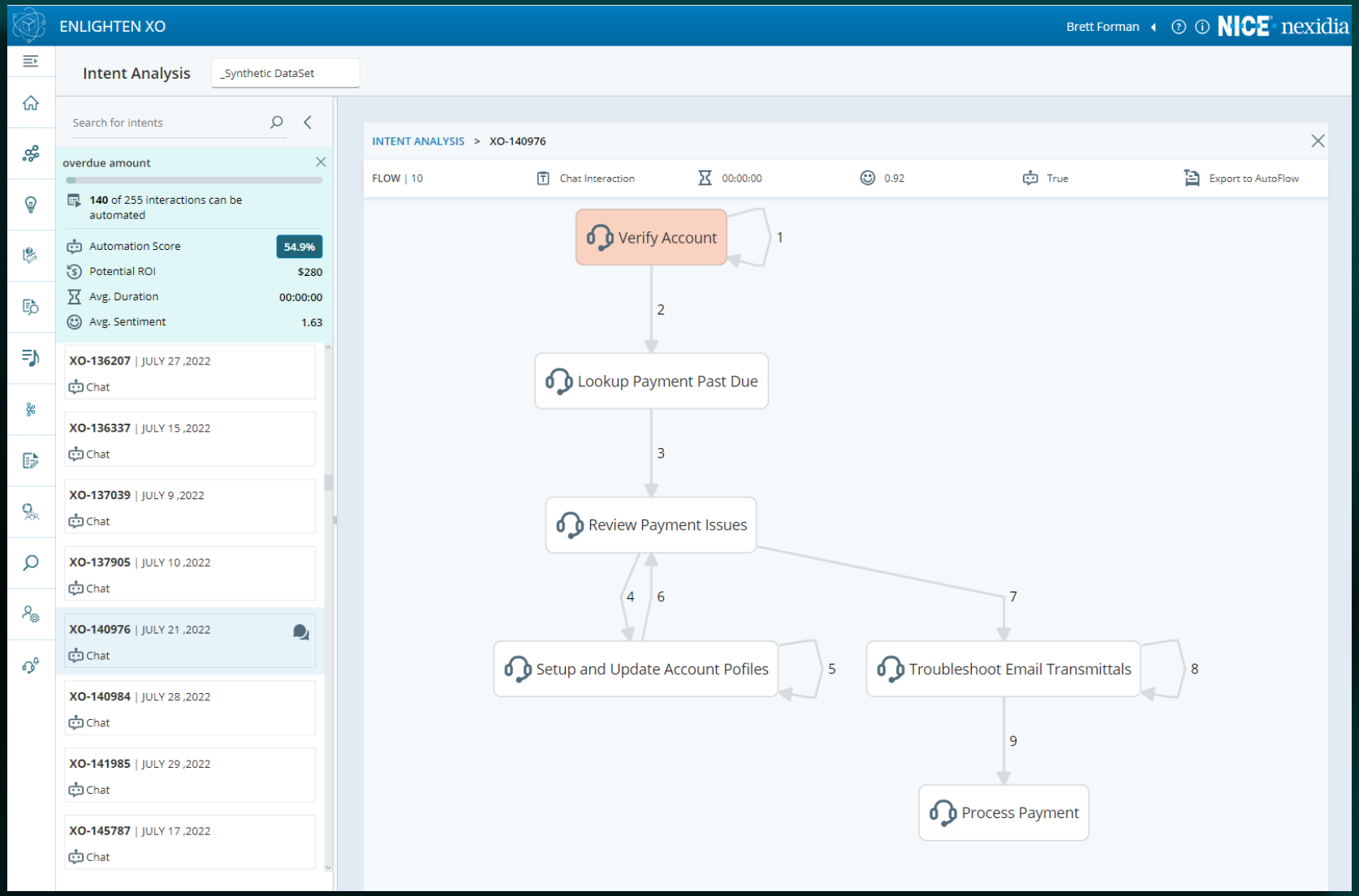
Identify the Best Automation Opportunities

Optimize Agent Tasks

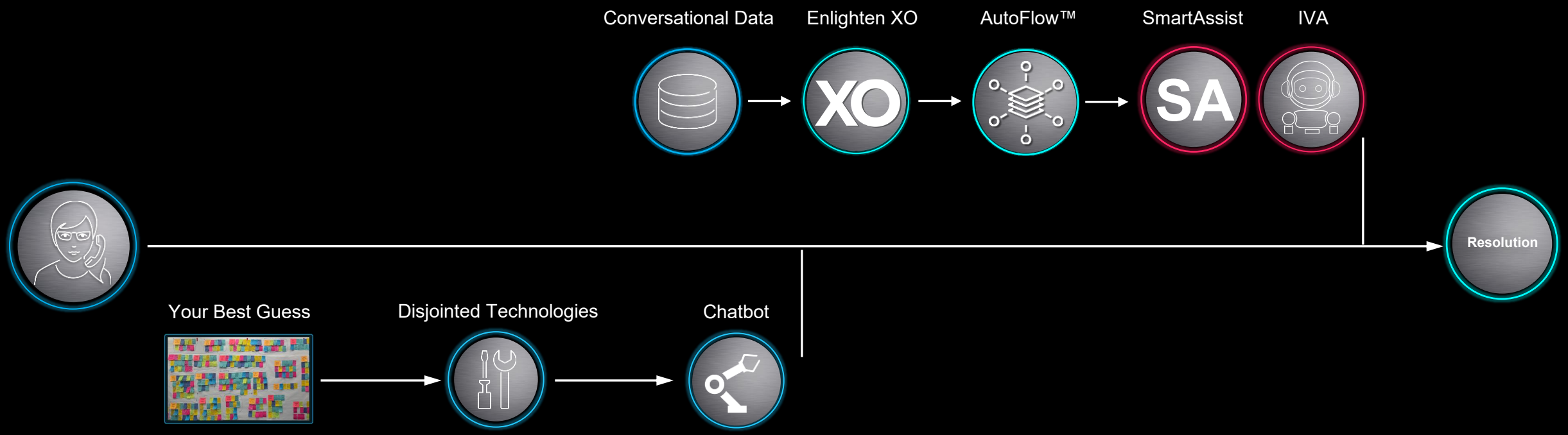
Design Ideal Conversational Flows

NICE


ENLIGHTEN XO
Brett Forman
NICE nexidia
Intent Analysis
_Synthetic DataSet
+ Type to add filter(s)
INTENT MAP
Username Password Reset
1,532 (0.8%)
Mobile and Web Access
337 (0.2%)
Transfer Out
3,566 (1.9%)
Department Transfers
313 (0.2%)
Appointment Status
1,429 (0.7%)
Phone Deactivation
4,291 (2.3%)
Fees
4,943 (2.6%)
Account Management
7,376 (3.9%)
Service Call
6,475 (3.4%)
ACCOUNT MAINTENANCE
49,202 (25.8%)
Account Management
7,136 (3.7%)
Payments and Fees
2,845 (1.5%)
Voice Services
26 (0.0%)
Equipment Issues
1,723 (0.9%)
Pay Off Loan
7,376 (3.9%)
TRUCK ROLL
616 (0.3%)
Security & Automation
616 (0.3%)
HOME SECURITY SERVICES
6,904 (3.6%)
Wifi Issue
1,342 (0.7%)
Pay With Card
17,751 (9.3%)
Products
15,224 (8.0%)
Payment Method
2 (0.0%)
Security
5,840 (3.1%)
Payment Processing
2,515 (1.3%)
Life Changes
358 (0.2%)
Pay Per View
1,975 (1.0%)
Missing Stateme
43,547 (22.8%)
Credit and Debit Cards
338 (0.2%)
Data Usage
5,935 (3.1%)
SALES & PROMOTION
786 (0.4%)
Internet Cancellation
215 (0.1%)
Activation & Installation
7,361 (3.9%)
Bills and Statements
44,655 (23.4%)
Billing
40,796 (21.4%)
Card Activation
3,438 (1.8%)
Statements
365 (0.2%)
Statement Issue
231 (0.1%)
Channel and Programming
681 (0.4%)
Lower My Bill
626 (0.3%)
Display
231 (0.1%)
Channel Issues
415 (0.2%)
Picture Issue
5,935 (3.1%)
Package and Sales
3,257 (1.7%)
Upgrade
1,039 (0.5%)
Credit and Refunds
13,797 (7.2%)
Payment Arrangement
92 (0.0%)
Refund Status
2,848 (1.5%)
Hardship
6 (0.0%)
Box Not Working
FILTERS
Reset All
SIZE BY
Volume
AUTOMATION SCORE (%)
0
50
100
VOLUME
2
24,602
49,202
NUMBER OF TASKS
0
16
32
POTENTIAL ROI
$0
$28193
$56386
AVG DURATION
n/a
n/a
AVG SENTIMENT
0.27
1.15
2.02


ENLIGHTEN XO
Brett Forman
NICE nexidia
Intent Analysis
_Synthetic DataSet
Search for intents
overdue amount
140 of 255 interactions can be automated
Automation Score 54.9%
Potential ROI $280
Avg. Duration 00:00:00
Avg. Sentiment 1.63
XO-136207 | JULY 27 ,2022
Chat
XO-136337 | JULY 15 ,2022
Chat
XO-137039 | JULY 9 ,2022
Chat
XO-137905 | JULY 10 ,2022
Chat
XO-140976 | JULY 21 ,2022
Chat
XO-140984 | JULY 28 ,2022
Chat
XO-141985 | JULY 29 ,2022
Chat
XO-145787 | JULY 17 ,2022
Chat
INTENT ANALYSIS > XO-140976
FLOW | 10
Chat Interaction
00:00:00
0.92
True
Export to AutoFlow
Verify Account
1
2
Lookup Payment Past Due
3
Review Payment Issues
4
6
7
Setup and Update Account Pofiles
5
Troubleshoot Email Transmittals
8
9
Process Payment

Better, Faster, Smarter

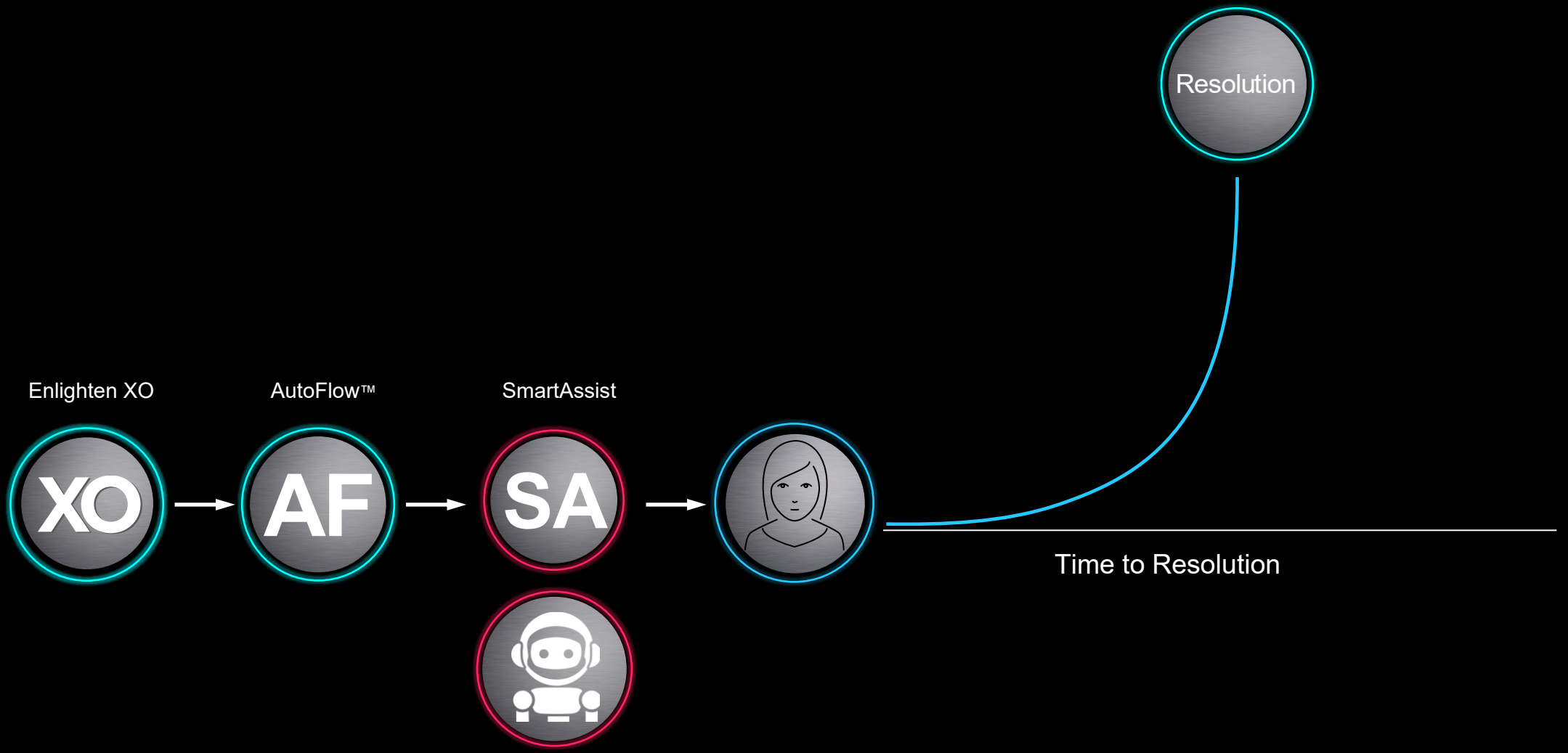


DIGITAL

81% Of Consumers Attempt to Self Serve

Enlighten XO is the Rocket Fuel for SmartAssist

SmartAssist's Time to Resolution is Remarkably Accelerated



Why SmartAssist is Better

The Future of Customer Experience

- Human Level of Comprehension
- Tracks and Understands Sentiment
- Improvement Analytics
- Connects to Enterprise Systems
- No-Code Digital Employee Builder
- Handling Human Variance
- Pre-built Vertical Skills
- Supports Rich Media Types
- Continuous Self-Learning
- Collaborates with Human Colleagues

Why SmartAssist is Better

The Future of Customer Experience

Human Level of Comprehension

Understanding Variance, Context & Intent

Continuous Self-Learning

Optimized Business Processes

No-Code Digital Employee Builder

Accelerating Time-to-Value

Omnichannel, Affective Connection

Driving User Satisfaction

Enlighten AI Built for **CX**

Brand-Aligned
Enforcing company's business goals

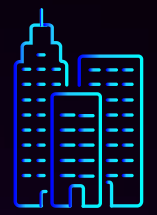
Precise
Based on billions of customer interaction data

Operationalized
Embedded in core CX processes

Secured & Compliant
AI with transparency for business

AI for Individuals

AI for Businesses



Conversational Generative AI

Publicly Available Data

Reactive

Everyday Actions

Public-Domain Security Level

Specialized Business Data

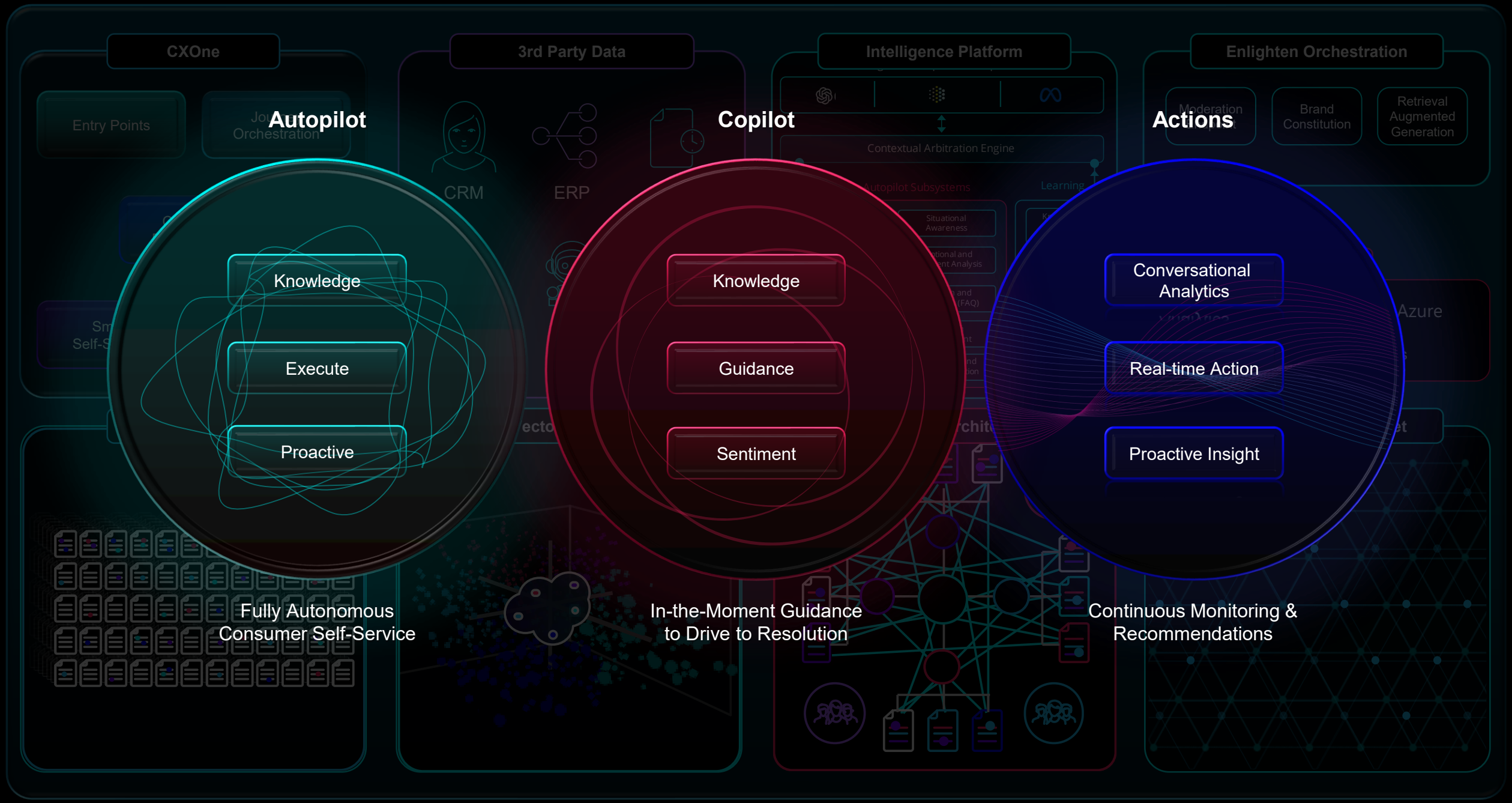
Highly Precise Responses

Top Compliance, Security & Privacy

Aligned with Brand Goals

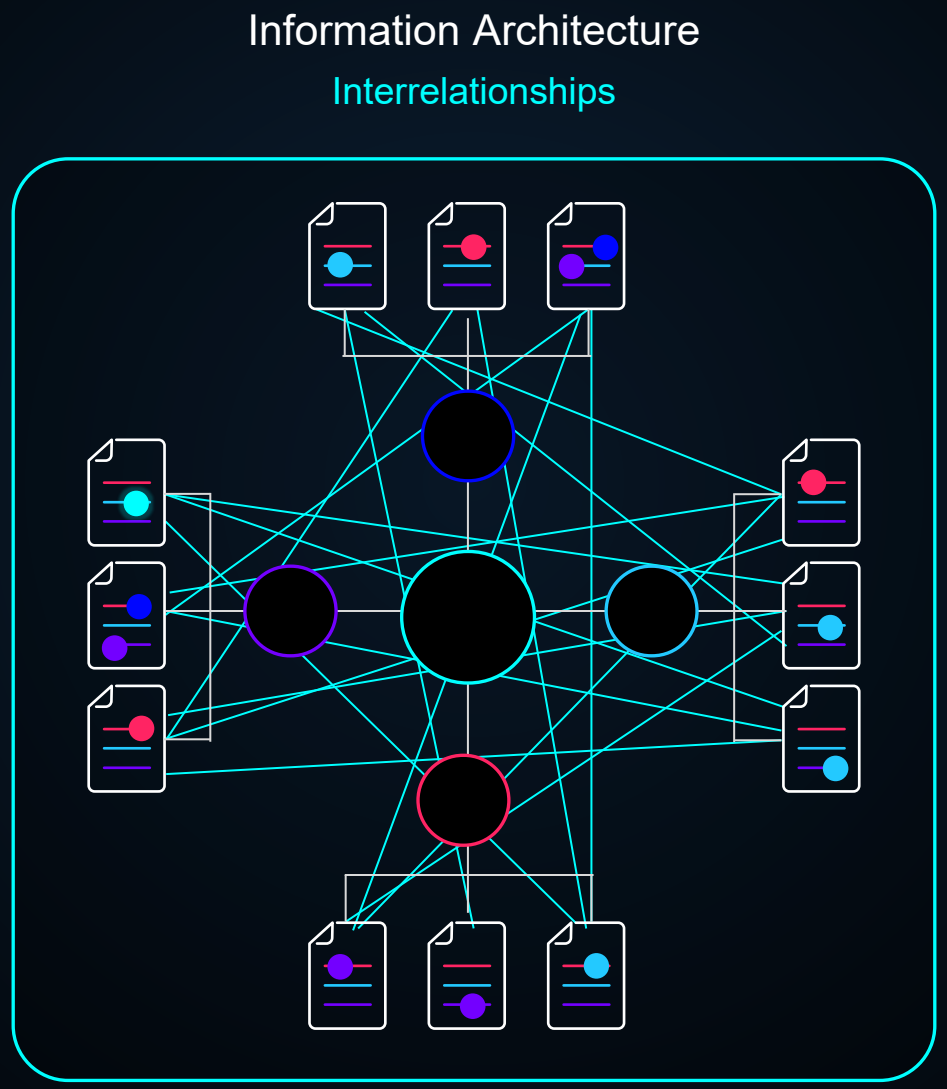
Fully Integrated with Enterprise Infrastructure & Applications

NICE

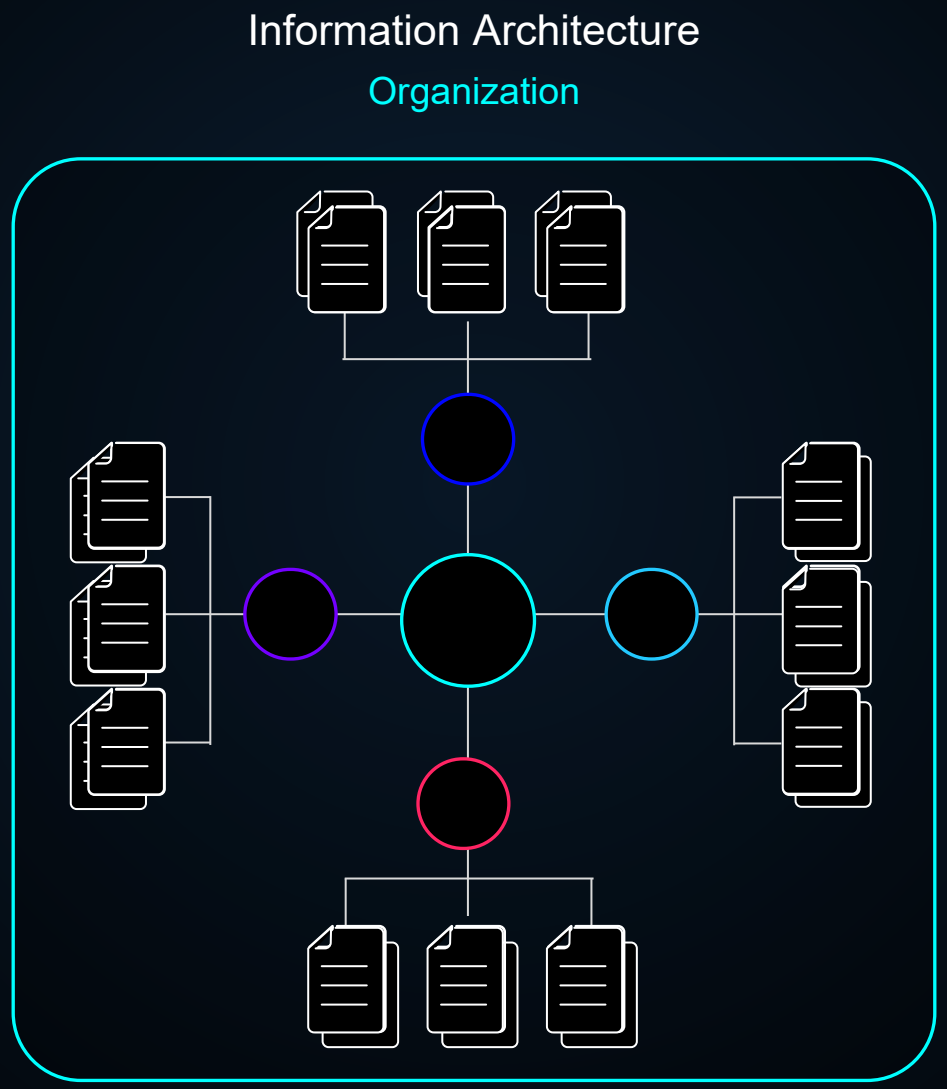

CXOne
Entry Points
3rd Party Data
CRM
ERP
Intelligence Platform
Contextual Arbitration Engine
Enlighten Orchestration
Moderation
Brand Constitution
Retrieval Augmented Generation
Azure
Autopilot
Knowledge
Execute
Proactive
Copilot
Knowledge
Guidance
Sentiment
Actions
Conversational Analytics
Real-time Action
Proactive Insight
Fully Autonomous Consumer Self-Service
In-the-Moment Guidance to Drive to Resolution
Continuous Monitoring & Recommendations

LLM’s Guardrails Defined by Businesses Corpus of Knowledge

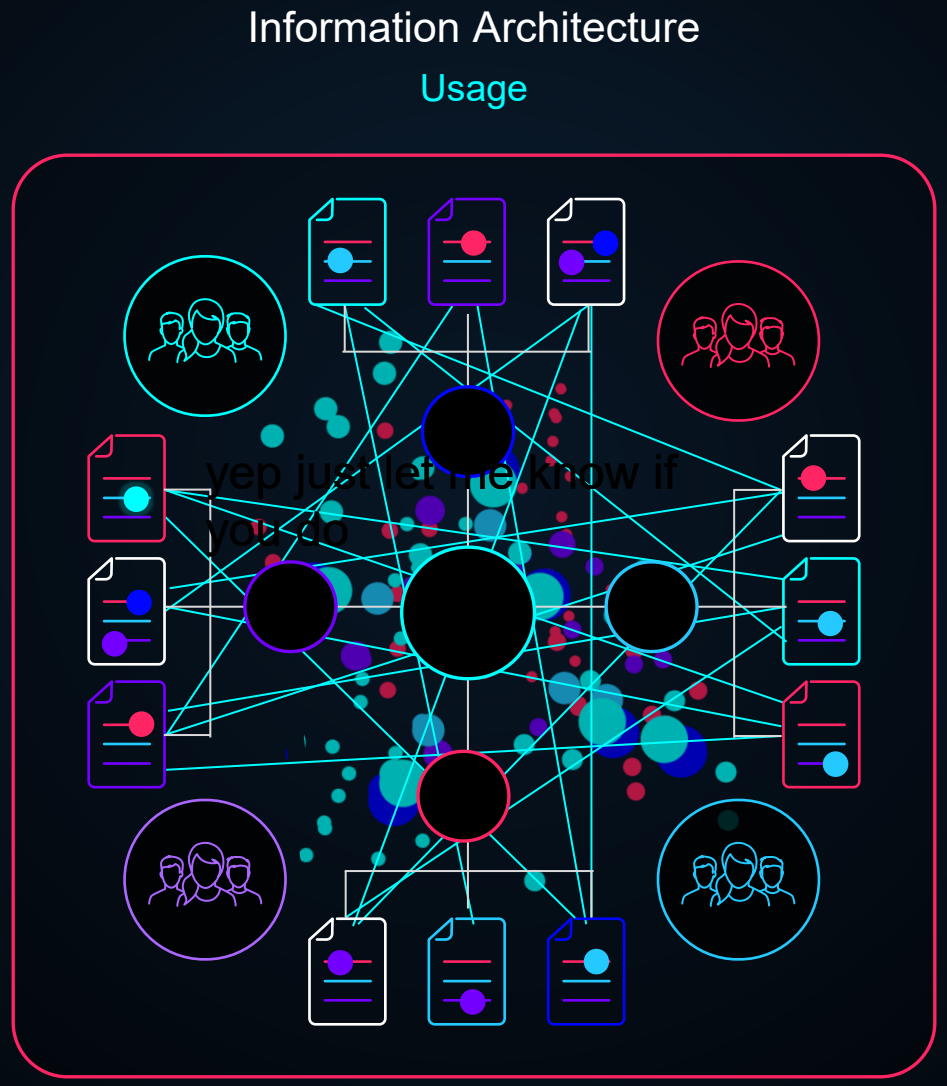
Expert Finds the Interrelationships of the Knowledge



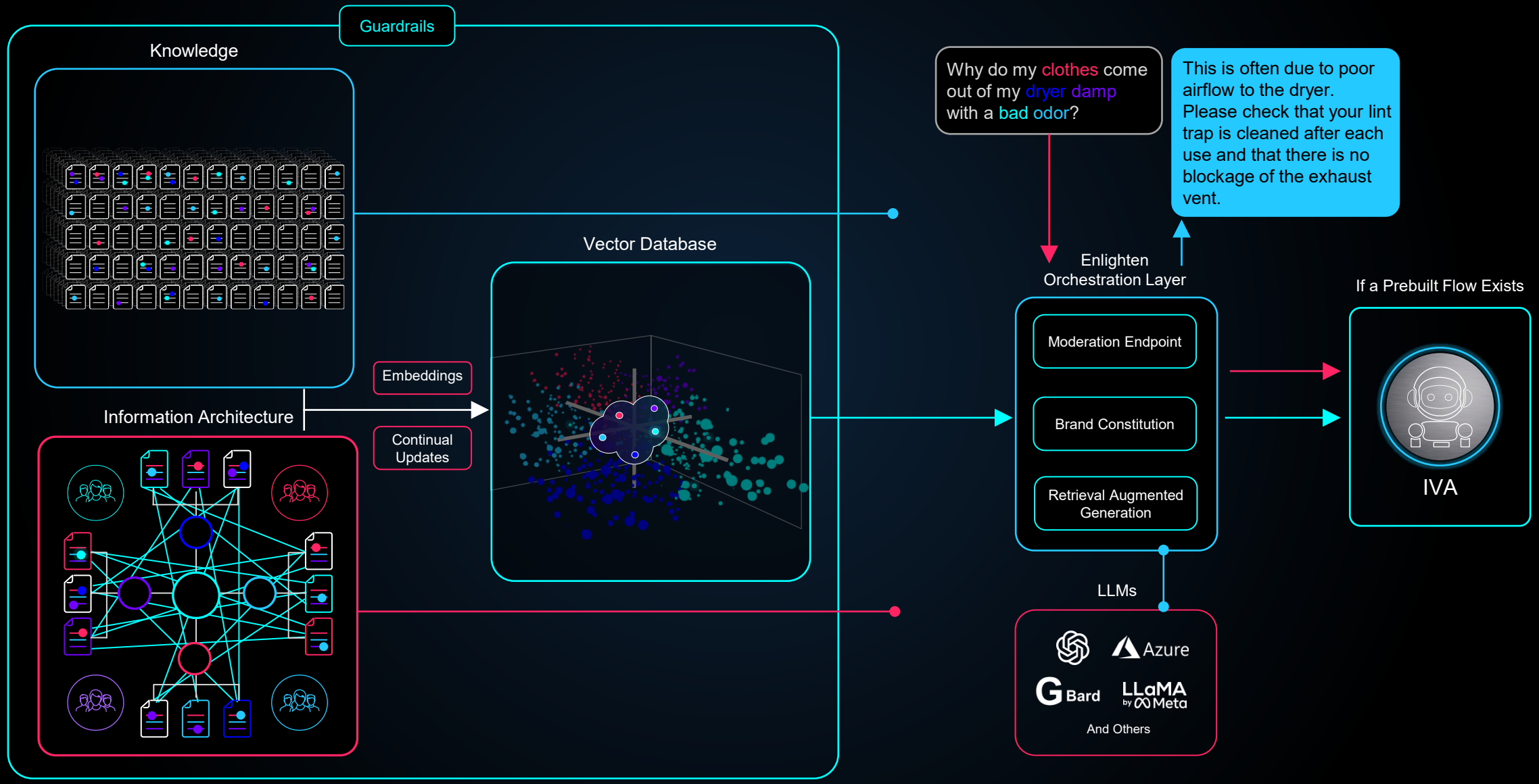
Expert Knowledge is Optimally Structured

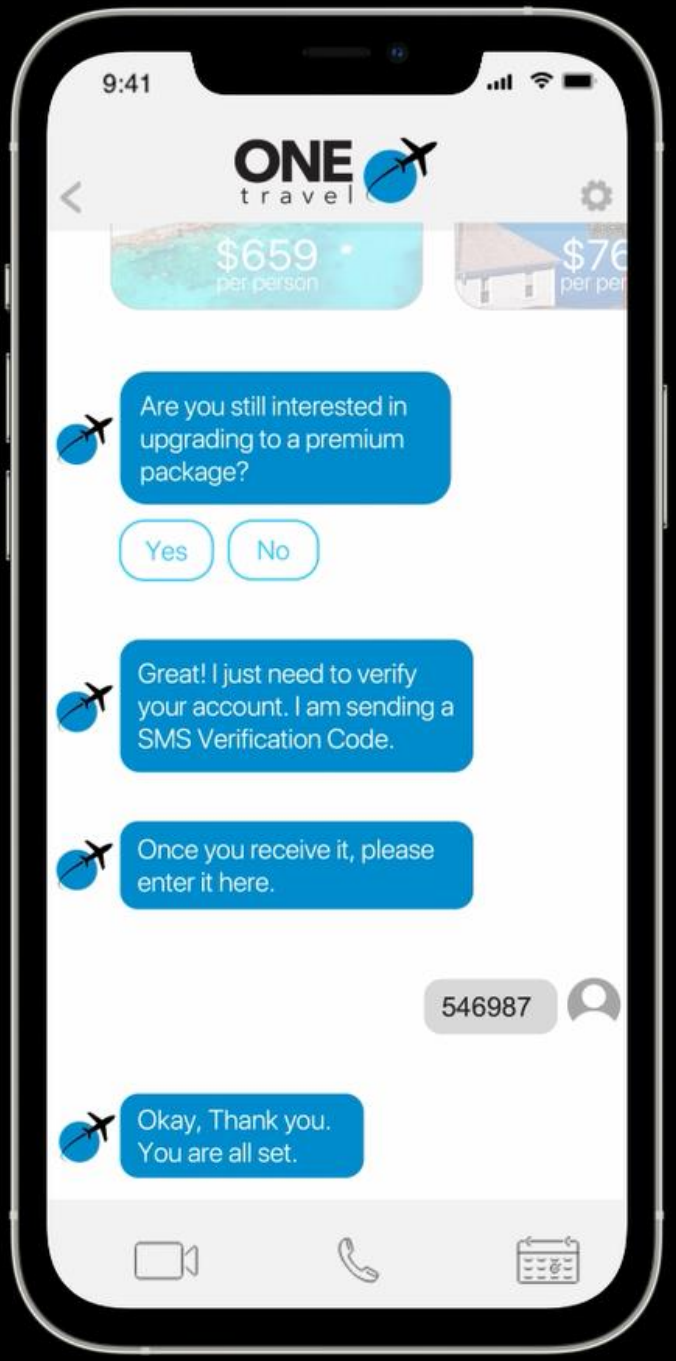


Usage of the Knowledge Provides Additional Context



The Right Generative Answers at the Right Time

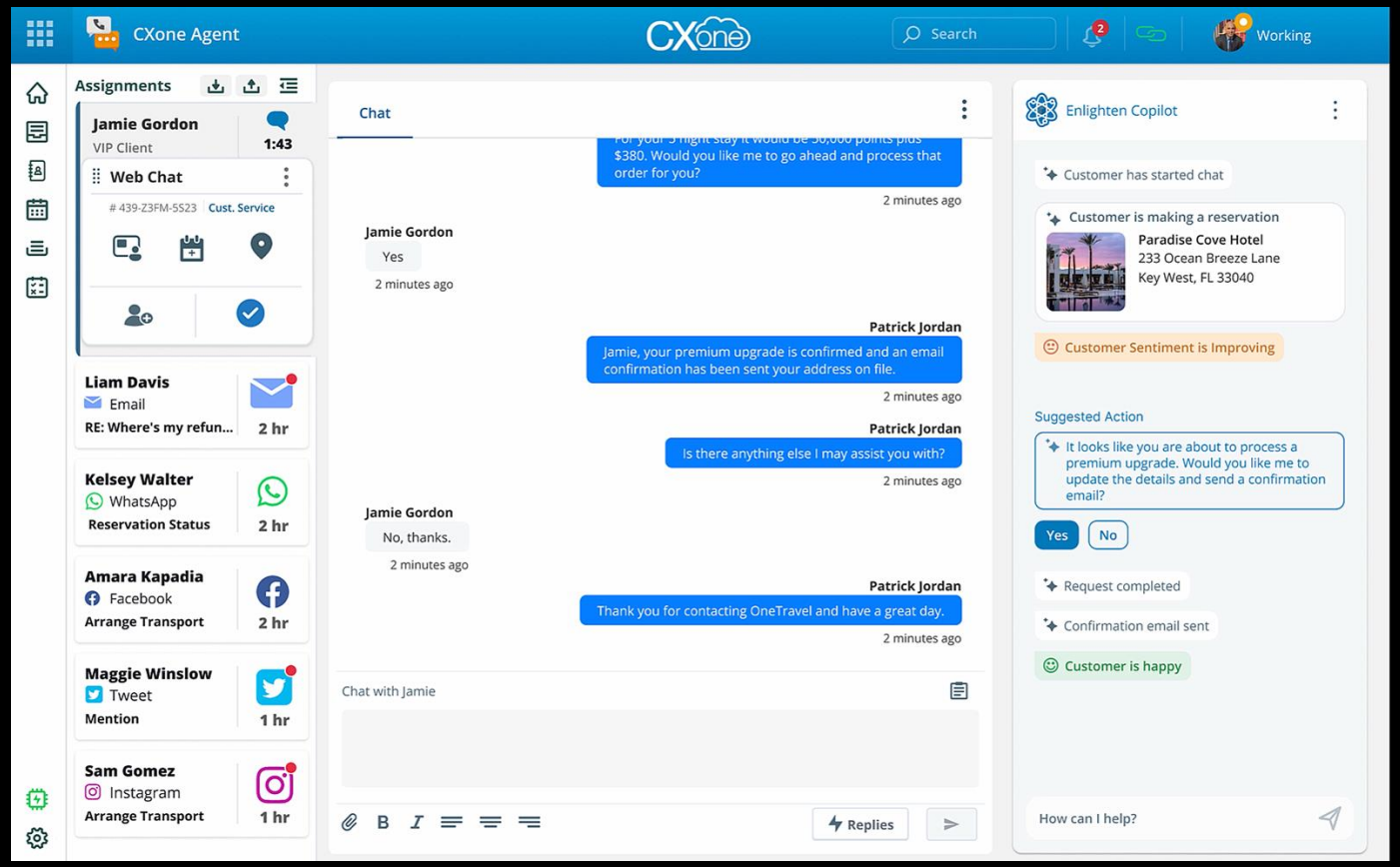




Enlighten **Autopilot**

Consumer-facing conversational AI based on trusted company knowledge, aligning responses with business goals, creating fully personalized experiences.

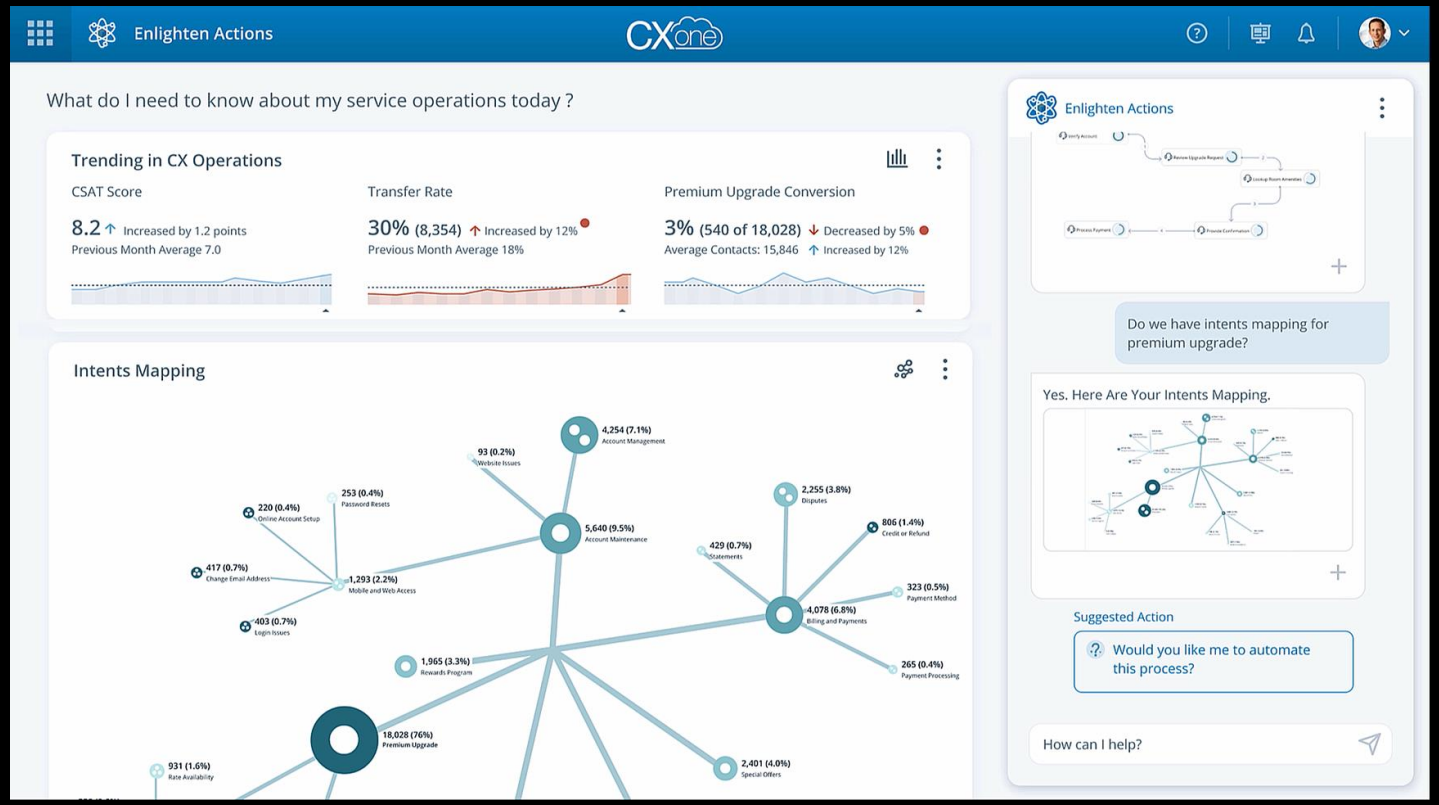
- Conversational Knowledge
- Web & Mobile Guidance
- AI-Driven Proactive Virtual Agents



Enlighten **Copilot**

Centralized conversational AI employee assistance that promotes smarter guided interactions, AI-driven personalized coaching and task automation, creating better agent and supervisor experiences.

- Conversational Knowledge
- Real-Time Guidance
- Task Automation



Enlighten **Actions**

Unleashes unprecedented power to orchestrate your CX business, proactively uncovering areas for AI-driven optimization and carrying out complex automation to accelerate execution for all CX leaders.

- Conversational Knowledge
- Journey Routing & Orchestration
- Scheduling & Performance Automation
- CX Benchmarks

RESHAPING THE
FUTURE OF CX