Customer Service

Voicebots create a new user experience and customer proximity

Irfan Ali

Director – Digital, Automation & Innovation

Bosch Service Solutions

Bosch Service Solutions

Our services make life safer, more convenient and more efficient

Customer Experience Services

We **take care of end customers** during their customer journey

Mobility Services

We **increase safety and convenience** in- and outside of vehicles with our digitalized services
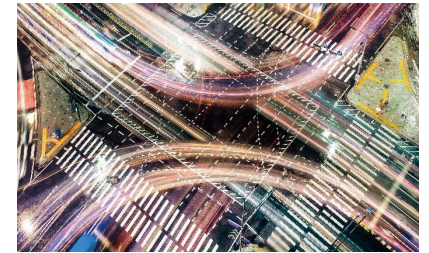
Monitoring Services

We **minimize downtimes and service costs**, and offer predictive maintenance services

Business Services

We take care of **secondary internal business processes**

OUR CLIENTS

vodafone

Eurowings

MICHELIN
A BETTER WAY FORWARD

IBERDROLA

DAIMLER

VOLVO

HONDA

VW

Deutsche Post DHL Group

KONE

Gebrüder Weiss
Transport und Logistik

ISARKLINIKUM
MEHR ALS EINE KLINIK

SAMSUNG SDS Cello

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Bosch Service Solutions

Our services make life safer, more convenient and more efficient

Solved
>12,000
customers requests per hour (>25m p.a.)

Helped
~45,000

Handled
~3.5m

1 out of **14**

of Operations Associates is

a Digital Automation Worker

Connected to
~54,000
elevators

>15m

Rescued
~14,000
persons out of stuck elevators

Awards – CX & Technology
Industry Appreciation & Recognition

Gartner

"The Bosch brand is strong, however the **CX offering is the 'best kept secret'**"

Brian Manusama, Analyst Gartner, 2020

2020 STEVIE GOLD WINNER

Team of the year in customer service
Best **strategy & implementation**
Best business technology solution:
PaaS, cloud platform/applications/services

German Stevie Awards, 2020

HFS Research

Top 15 Internet of Things (IoT) service providers worldwide with strong industrial IoT footprint & automotive client portfolio

HFS Research, 2021

deutscher digital award
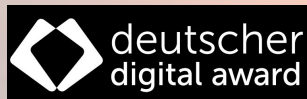
Silver in the Category '**Digital transformation**' for Innovation incl. AI
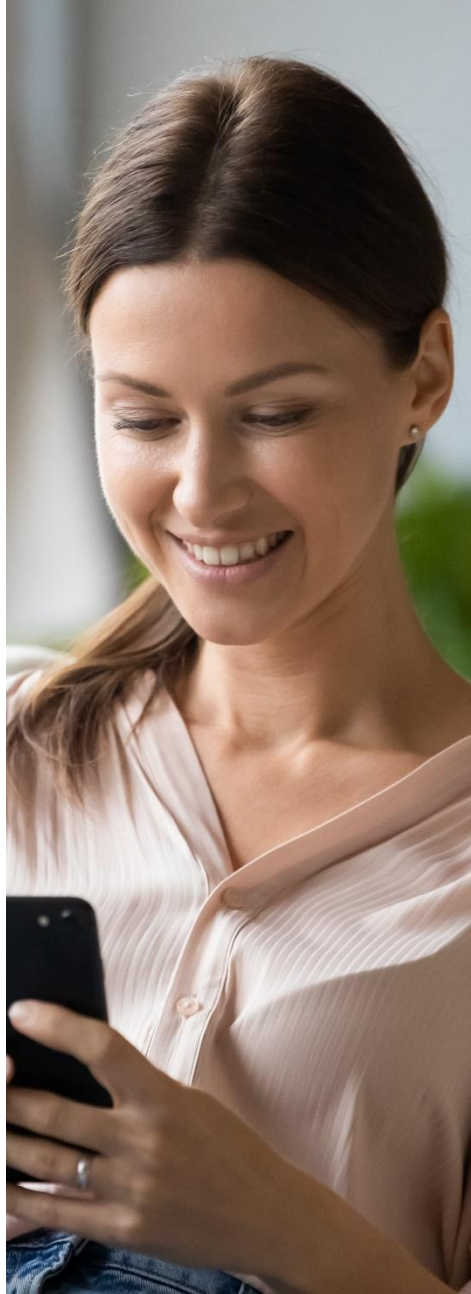
Deutscher digital award, 2022

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Voicebots in Customer Service, with inspiring demos outlining the efficiency & value delivered, and the horizon technology

1 **Why?**

2 **What?**

3 **How?**

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Market Trends
Customer Expectations

82%

choose Phone as the preferred channel for engaging with a Brand or Organization

Statistic Source: Microsoft 'State of Global Customer Service Report'

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61%

of customers feel that IVRs make for a poor experience

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Market Trends
Customer Expectations

79%

expect a customer service agent to know their contact, product & service info/history

Statistic Source: Microsoft 'State of Global Customer Service Report'

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Market Trends
Customer Expectations

3x

Customer-Service Wait Times Triple as Staff Shortage vex Call Centers

Statistic Source: https://www.bloomberg.com/news/articles/2022-06-07/customer-service-wait-times-triple-a...-agencies-vex-call-centers

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Call Journey
From Dial-call to End-Call 1.0

Happy 😊 Unsure 😐 Angry 😠

1 Why? — *We are here*
2 What?
3 How?

Sentiment Index

Dials/Places Call

Call answered on 2nd ring

Faces IVR

Wait Time

Connects to Live Agent

Caller Verification / Authentification

Conversation about the issue

Agent gathers required info

Puts the call on hold

Provides the resolution

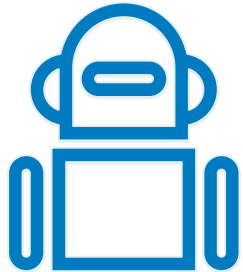End Call & Closure

Call Flow

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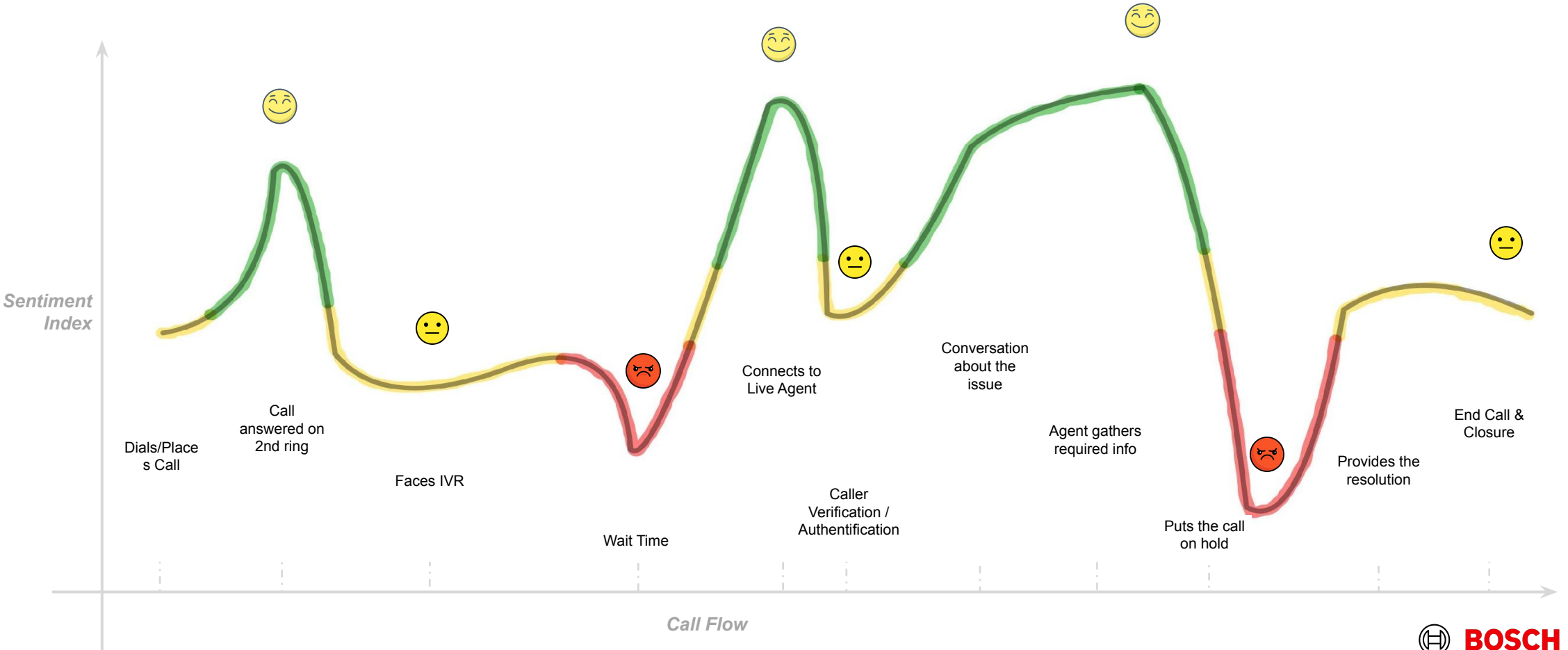
What is Automation?
Slicing the Tech by use cases & capabilities

Systems that
DO

Shift tasks from humans to bots

- Structured data
- Repetitive tasks
- Simple and rule-based process

Type of Automation: Robotic Process Automation, Workflow Automation
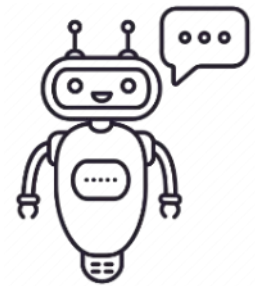
Systems that
THINK & SUPPORT

Assist humans

- Unstructured data
- Repetitive tasks
- More complex, rule-based process
- "Next-best-action" Recommendation

Type of Automation: Natural Language Processing, ML, Computer Vision

Systems that
DECIDE & INTERACT

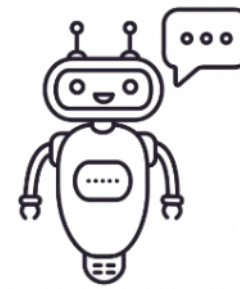### Mimic Humans

- Unstructured data
- Voice / Text processing
- Analyzes, categorizes & responds to customers

Type of Automation: Conversational AI

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Systems that Decide & Interact
Automate processes requiring advanced language & speech (Conversations)

Key Features

- Conversational capabilities, with voice and text

- Language Understanding Complex/multi-queries

- Unstructured data & Semi-/Un-supervised training

Benefits

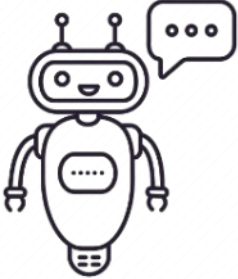- Higher customer experience due to on-demand info and enhanced interactions

- Deflection of 1st and 2nd level customer support

- 'Design to Live': within months

Typical Use cases

- Digital Assistants for Self Service

- Agent Workforce Scheduling

- Post-call Wrap Up & Analytics

- Real-Time Agent Coaching

- Intelligent Contact Routing

- Voice Biometrics, Customer Validation

- Live V2V Translation

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Systems that Decide & Interact
Meet the Voicebot

Caller — Welcome Message & info for warm-transfer — Technical FAQ confirmation — Intent Understanding — Caller Authentication based on Intent — Specific intent information — Out of Scope, Deflection to Webform — In scope, Data Updation into Account — Handover to Agent

Service card #

Voice input fail

PIN Input

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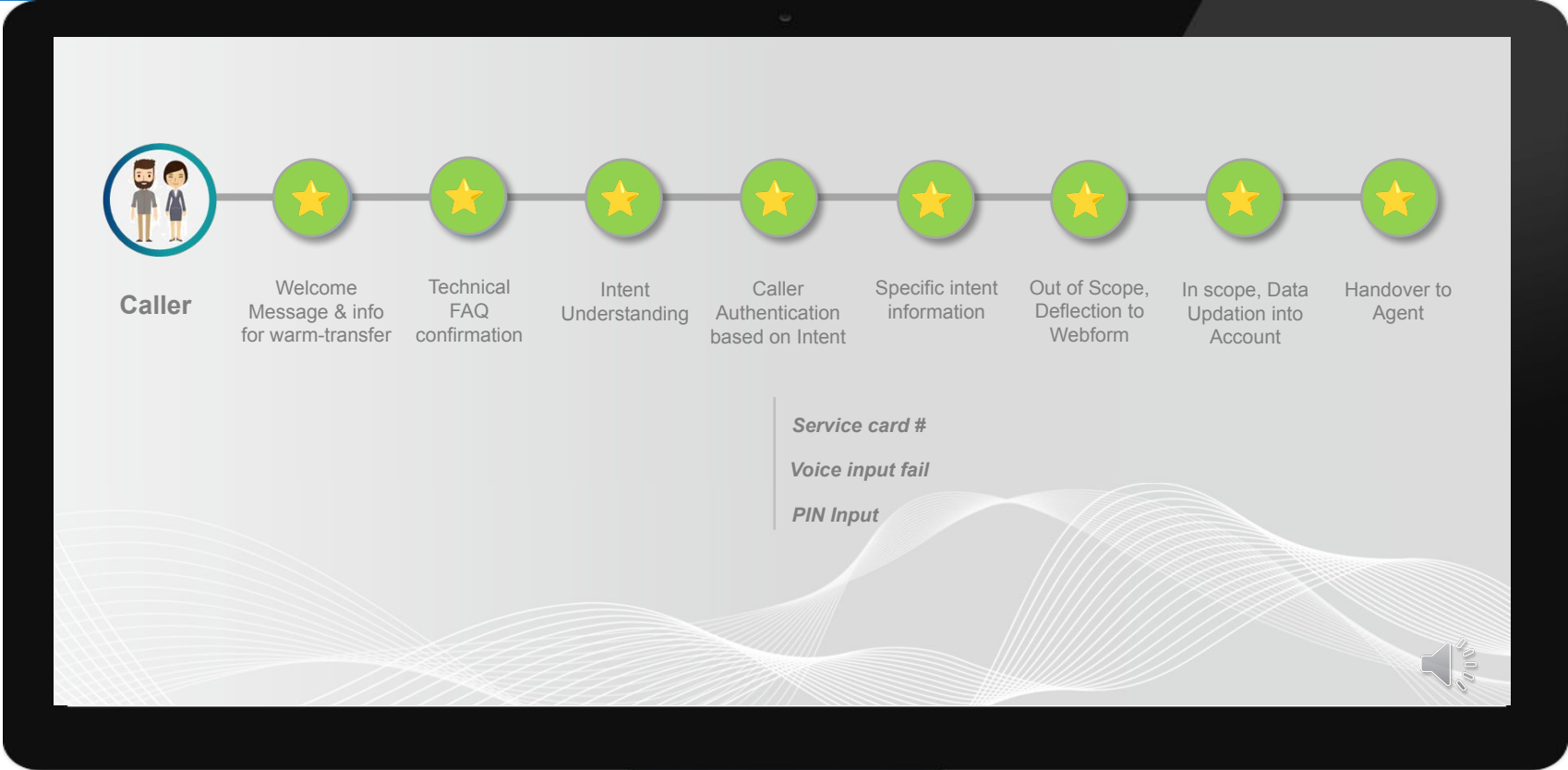
Call Journey
From Dial-call to End-Call 2.0

Happy Unsure Angry

1 Why? **2** What? **3** How?

We are here

Sentiment Index

Dials/Places Call

Call answered on 2nd ring

Voicebot

Voicebot enquires about the issue

Gathers relevant info and validates/authenticates caller

Voicebot provides Resolution

Resolution not OK

Transfer the call to Agent

Agent aware of the issue

Agent gathers relevant information

Faster Resolution with Agent Assist

End Call & Closure

Call Flow

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Use Case: German OEM
Project won due to realizable cost savings with Automation & superior service design capabilities

~1 Million
Interactions per year

18 Services
across mail, telephone and chat

12 million
Automation minutes to be realized over contract period

Phase 3

Live Text Translation | Multi-Channel Deflection | Agent Assist

Phase 2

Response Generation | Voice Bots | Computer Vision

Response Generation | Voice Bots | Computer Vision

Phase 3

salesforce CRM | Telephony | RPA Text AI

salesforce CRM | Telephony | RPA Text AI

salesforce CRM | Telephony | RPA Text AI

DCC 1.0 | DCC 2.0 | DCC 3.0

RESULTS*

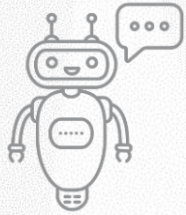| **20%** headcount reduction | Up to **35%** handling time reduction | Up to **90%** AHT reduction in Text-based processes |

*services where automation was deployed
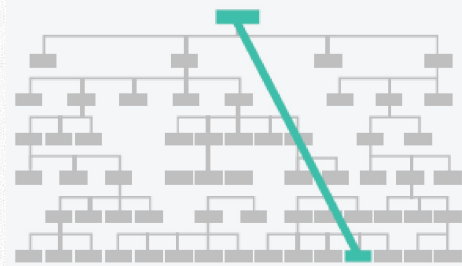
Use Case: German OEM
Benefits delivered with the Voicebot solution

47%

calls handled end-to-end by Voicebot

Calls transferred to third parties and/or resolved with info provided by the bot; Bot currently handles over 1500 intents

50%

Time saved in the Voicebot message

Due to the workflow redesign and the use of open questions, we were able to reduce the time that the caller spends talking to the bot

99%

Accuracy on Workshop Assignment

Based on a custom model, which derives the Workshop assignment with 5 variable inputs from the caller
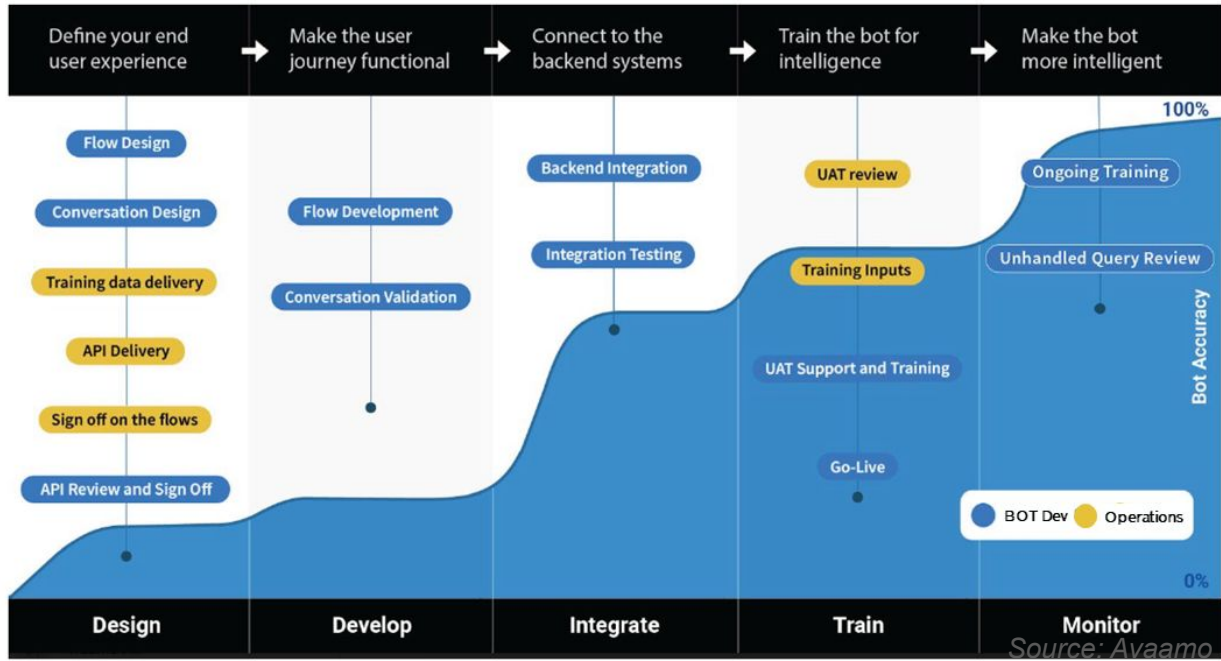
NPS target achieved & exceeded since the 2nd month of operations start

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Key Takeaways
Learnings & To-Do's while building Voicebots

Define your end user experience	Make the user journey functional	Connect to the backend systems	Train the bot for intelligence	Make the bot more intelligent
Flow Design	Flow Development	Backend Integration	UAT review	Ongoing Training
Conversation Design	Conversation Validation	Integration Testing	Training Inputs	Unhandled Query Review
Training data delivery			UAT Support and Training	
API Delivery			Go-Live	
Sign off on the flows				
API Review and Sign Off				
Design	**Develop**	**Integrate**	**Train**	**Monitor**

100% ... 0% Bot Accuracy

BOT Dev Operations

Source: Avaamo

Your secret recipe to improve your conversational design are in the error logs

Build for continuous human-in-loop intent training

Remember "same thing can be said in thousand ways"! Bring variety to your intent training

´Replicate End User experience as closely as possible during testing

Put your prompts at the end of your response, rather to burying them in the middle

Carefully craft your prompts to be short and enable caller to navigate your voice system

Conversation design doesn't end with Launch, your gold mine for ideas are your logs!

Never under-estimate dialects!

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On the Horizon
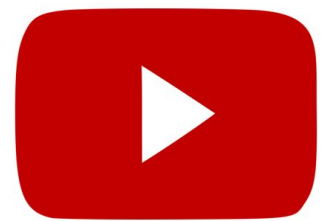## Amplify Customer Experience with the New Normal

Channel Deflection

Agent Assist

Live Translation

- Re... ...annel
ap...

- Le... **...nels**
ca... ...t upload,
FA... ...ons &
co...

Sie haben uns am 09.11.2022 angerufen. Haben wir Ihr Anliegen gelöst oder haben Sie alle Informationen erhalten, die Sie benötigen? Bitte geben Sie uns Ihr Feedback, damit wir Ihre Anfrage oder Ihren Vertrag mit uns bestmöglich erfüllen können.

https://wa.me/4915254664879?text=_Bitte%20abschicken:_Technischer%20Kundenservice

From the Digital Labs
Demo – Agent Assist & Live V2V Demo

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LET'S CONNECT

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