

The era of conversational business

Consumers are rapidly adopting text- and voice-activated technology in their interactions with business. The challenge for companies is how to innovate effectively with intelligent automation to transform the customer and employee experience by entering the conversational business era.



Smart speaker market growth within first five years

Source: State of Chatbots reports



Consumers who want to use messaging to talk to businesses

Source: Twilio Global Messaging Consumer Report



Companies that already use or plan to use chatbots by 2020

Source: Business Insider

Six benefits of technology to CSCs

For many companies, the primary interface with their customers is via a customer service center (CSC). The service experience via a CSC is a cornerstone of customer satisfaction, loyalty and retention, and can greatly improve a company's operational efficiency. EY-Parthenon teams experience of working with the clients identifies six benefits of effective customer operation transformation of the technology and processes in their CSCs.

1 Efficiency
Improve cost management performance

4 Quality
Improve overall quality and avoid human errors

2 Satisfaction
Improve clients' and employees' convenience and enhance their user experience

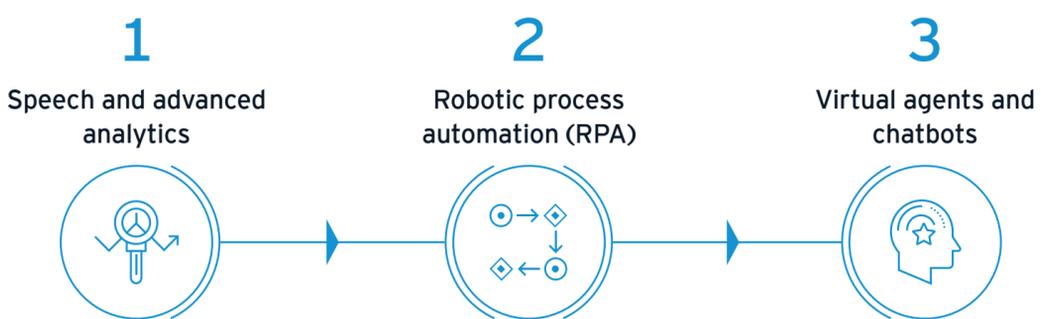
5 Control
Achieve process control through intermediate KPIs

3 Optimization
Deploy lean processes and optimize the operating model

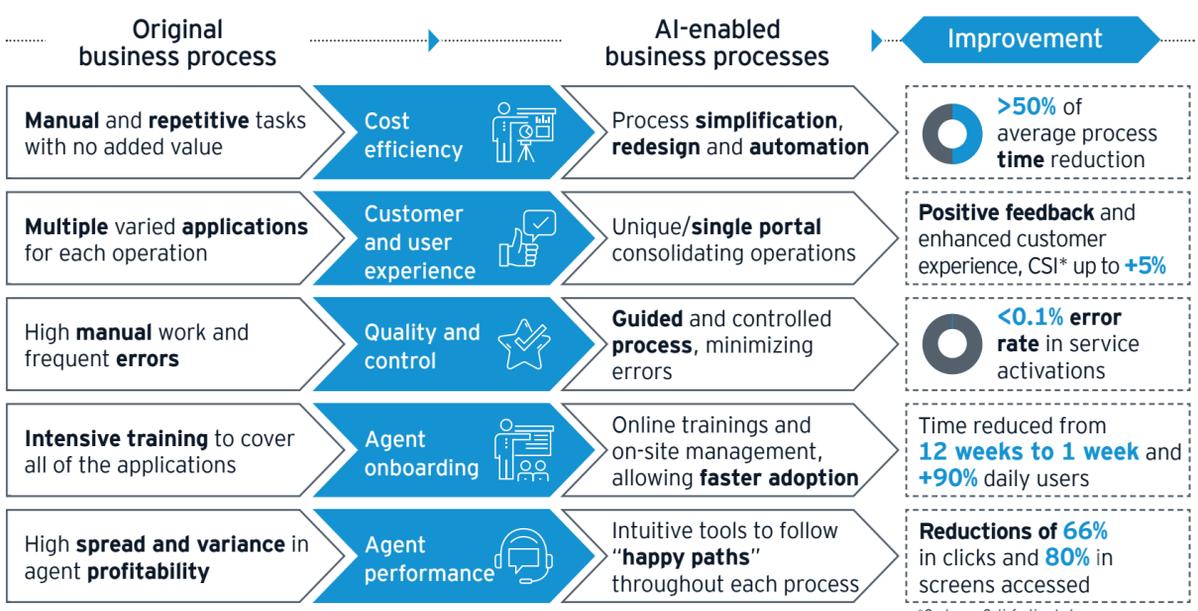
6 Scalability
Simplify training and adoption for agents and adapt workforce to high-demand situations

Strategy first

The intelligent automation of CSCs involves the digital transformation of the operating model through the artificial intelligence (AI) enablement of a highly integrated approach to the implementation of technology.



EY-Parthenon teams experience in defining the strategy and supporting implementation using leading technologies, such as advanced and cognitive RPA and machine learning, indicates that digitally supported business transformation can help deliver tangible results in terms of measurable business impact and the customer and agent experience.



Summary

The era of conversational business, initiated by the rapid consumer adoption of smart speakers and the use of interactive chatbots and conversational bots to engage with companies online is here, now. Companies can embrace this radical transformation of their business and operating models with the implementation of highly integrated intelligent automation to their core customer relationship and internal business processes.