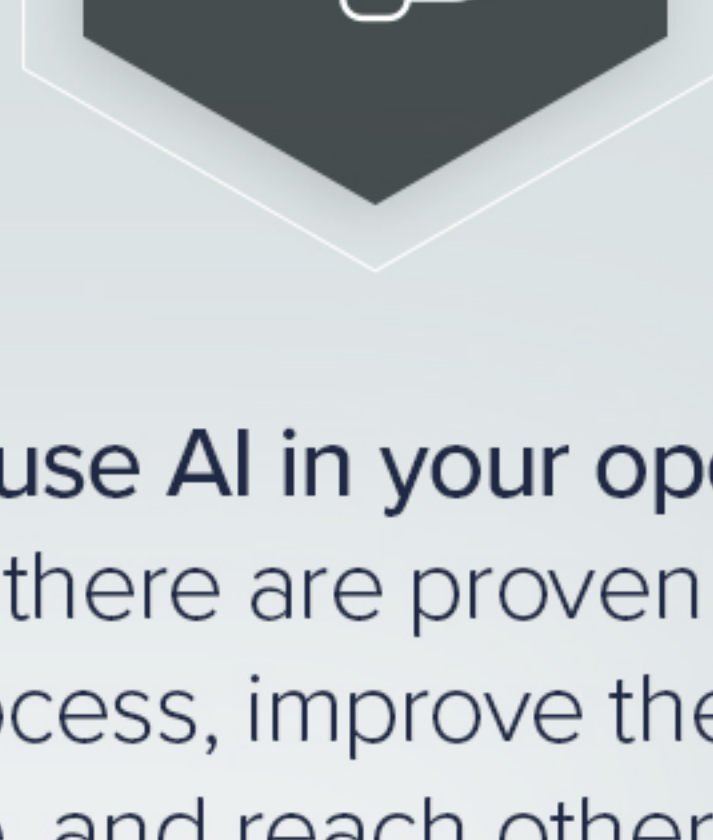


GET STARTED WITH ARTIFICIAL INTELLIGENCE

LiveVox's Step-by-Step Guide to Implementing AI in Your Contact Center



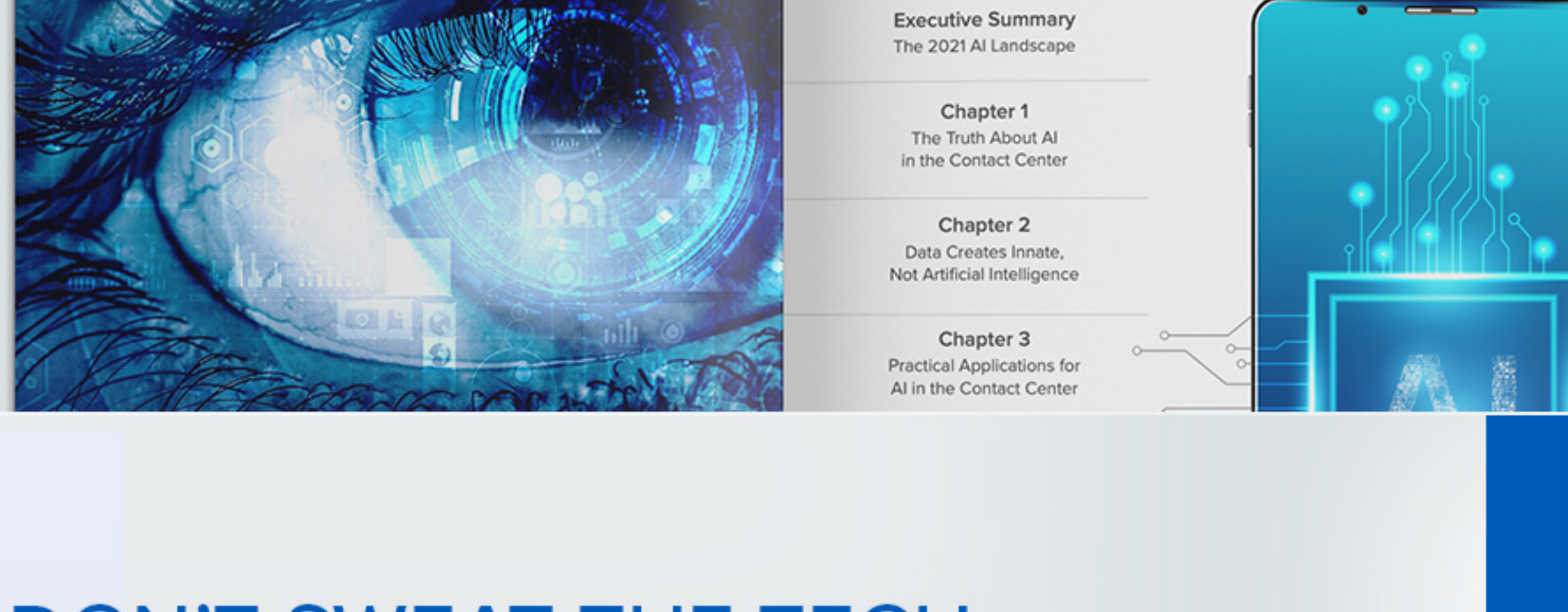
Knowing how to use AI in your operations can seem complicated. But there are proven steps you can use to simplify the process, improve the customer and agent experience, and reach other key metrics at the same time.

EDUCATE YOURSELF



- ✓ An AI solution should deliver measurable value to your top and bottom lines
- ✓ Deploy virtual and live agents together, but use virtual agents to deliver a human touch
- ✓ AI enhances your human agents—handling routine tasks and surfacing data
- ✓ It can automate tasks, drive down costs, and serve customers faster and more efficiently
- ✓ Be wary of pie-in-the-sky promises, such as completely replacing skilled human agents

[Read our free AI eBook to learn more](#)



DON'T SWEAT THE TECH



- ✓ Fewer than 10% of companies are deploying AI in their operations*
- ✓ That's because AI seems more complicated than it really is
- ✓ Keep it simple—use AI to automate manual tasks performed by live agents
- ✓ Take advantage of fast and seamless access to customer data
- ✓ Access to customer data is the foundation of successful CX automation

*<https://www.itprotoday.com/artificial-intelligence/census-data-finds-low-ai-adoption-rate-enterprise>

DESIGN THE PROCESS



- ✓ Ask: “What interactions are made for AI? Which should be handled by live agents?”
- ✓ How can you layer AI onto your existing CX strategy without reinventing the wheel?
- ✓ What specific metrics are you trying to improve using AI?
- ✓ If you were your customer, how would you want the experience to work?
- ✓ How does your new process help your agents deliver a better CX?

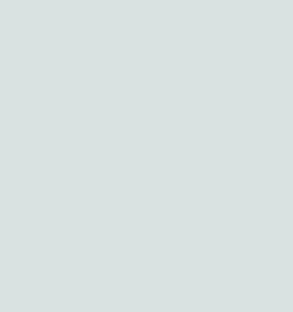


BUILD THE PROCESS



- ✓ Give customers automated, self-directed experiences
- ✓ Best practice is to use AI in places where customers want to help themselves
- ✓ Provide agents access to customer profiles and channel data
- ✓ Agents are equipped to help customers faster, should the need arise
- ✓ It's an iterative process—start with small improvements and evolve over time

LAUNCH



- ✓ AI harnesses your data to create personalized experiences for customers
- ✓ Use pattern detection to drive improvements like better service and first-call resolutions
- ✓ Conversations should continue uninterrupted from one channel to the next
- ✓ Offer round-the-clock support, plus monitor traffic and activity automatically
- ✓ Learn from your CX scores to make future improvements

EVALUATE



- ✓ AI's power lies in its ability to tackle routine tasks quickly and continuously
- ✓ Where and how is your CX strategy delivering real value to your business?
- ✓ Are you seeing the measurable ROI you're looking for?
- ✓ Are the results good enough? If not, what new changes do you need to make?
- ✓ If you're seeing positive returns, what's the next KPI you want to improve?

ADJUST



- ✓ Don't forget it's a continual process that requires evolving as you go
- ✓ Listening to your customers is the way you learn where adjustments need to be made
- ✓ Are you proactively offering steps to solve customer issues for faster resolutions?
- ✓ Address any gaps in your process based on customer feedback
- ✓ This is the exciting part because these changes represent real improvement

KPIs FOR CONSIDERATION

Customer Satisfaction

Employee NPS score

Self-Service Success Rate

Deflection Rate

Abandonment Rate

Cost-Per-Contact

Average Handle Times

Engagement Rate

Agent Burnout Rate



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Want to know more about how to apply AI in your operations?

Reach out to our consulting experts at LiveVox. We can answer your questions and help you devise a strategy that fits your unique needs.

info@livevox.com

| 844.207.6663

| livevox.com