

Using Intelligent Assistance & Bots to Transform Self Service



Context

Next generation intelligent assistance now promises to transform customer uptake of self service. Early adopters have already succeeded in transitioning live assistance into AI enabled engagement – anything between 15%-50% of their inbound volumes depending on sector. This dramatically changes the cost to serve model that most service organisations operate. And also meets customer expectations for low effort, always on, personalised service.

Reasons to Attend

- I need to automate as many customer journeys as possible
- I need to reduce operational costs while improving the customer experience
- I need to improve the immediacy and availability of customer service to meet new expectations
- I need to compare our current in house capability against latest generation of intelligent assistance

Overview Agenda

- Understanding the Intelligent Assistance market and its key vendors
- What happening at a technology level to cause this step change
- Why Intelligent Assistants are a self-service game changer
- The use cases in Sales, Marketing & Service
- Brands with successful deployments and ROIs
- Design principles for successful customer uptake

Who Should Attend

Directors, Heads of Customer Service, Customer Experience or Operations who are in search of breakthrough operating models for redesigning how they deliver customer service. In particular the need to reduce cost to serve while improving key customer expectations such as low effort, self-sufficiency for many service tasks.

Date: 15th May 2018

Venue: St Pierre Marriott Hotel & Country Club, Chepstow NP16 6YA

Price per class per person per day: £495+vat

Led By: Martin Hill-Wilson

Further information at:

<http://www.brainfoodextra.com/10410/self-service-still-less-than-50-then-you-are-in-trouble>

To book your place email Lucinda@callcentrewales.co.uk & request a booking form