

CASE STUDY

GLOBAL TECH LEADER REDEFINES

THE CUSTOMER

AND AGENT EXPERIENCE

USING INTELLIGENT AUTOMATION

MULTIPLIED CONTACT CENTER EFFICIENCIES, REDUCING THE COST TO SERVE WHILE TAKING THE FRUSTRATION OUT OF THE CUSTOMER EXPERIENCE

WHO?

One of the world's largest technology companies.

HOW?

To fix the misrouting and improve customer and agent experiences, the company engaged CSG to implement a conversational AI-powered (CAI) solution, powered by CSG Xponent, the award-winning journey orchestration software.

This intelligent automation solution applies the CAI platform to digitally engage customers and assist contact center agents in a variety ways.

In combination with AI and dynamic rules and logic, Xponent utilizes natural language processing to analyze customer responses, as well as customer account information and trends, to respond to customers' inquires and better service their needs. When a live agent is still necessary, it uses the underlying customer intent to route the customer to the right agent group.

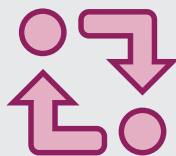
RESULTS

With the solution up and running in only 10 weeks, the company has now scaled this offering across multiple languages and product lines, delivering a customer experience expected from the global technology company's brand, embodying their state-of-the-art identity.



43%

Reduction in calls to agents



32%

Reduction in agent transfers



\$2.25M

Per month savings in North America



THE METRICS [ARE] EXTREMELY SIGNIFICANT AND FAR EXCEEDED MY EXPECTATIONS



Global Tech Company's Senior Director for Contact Center Technology