Innovate with AI - Digital Contact Solutions (DCS)

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Organizations are reporting unprecedented increases in call volume as more and more customers are relying on contact centers for customer service and support. In a recent PwC survey, results show three out of every four customers indicate their contact center experiences influence their purchasing decisions, and one-third of all customers say that just one bad experience would tempt them to walk away from a brand they liked.

Contact centers are becoming 'experience centers' that unlock greater value through customer loyalty and satisfaction, revenue, and cost benefits. DCS enables usage of next generation platforms, implements better operating models, and embeds Analytics & AI automations.

Key benefits of PwC's DCS offering

1

Omni-channel Experience
Optimize the customer experience with a cloud-based business center that offers multiple, integrated digital touchpoints to deliver a seamless experience across the customer's channel(s) of choice

2

Lower Cost to Serve
Reducing the number of manual contact touchpoints through self-service tools like Lex chatbot, NLP, AI/ML, voice transcription leads to faster resolutions and reduces overall call center costs.

3

Business Insights
Next-gen NLP-based search service enables business users to search across organization-wide knowledge bases and data management systems like Sharepoint, Azure storage and Cosmos DB. Business users can easily leverage dashboards to visualize data into actionable insights.

4

Improved Customer and Employee Experience
Understanding customer experience drivers and key intents increases agents bandwidth to respond to critical events and offer proactive trigger based outreach and thoughtful interventions that provide "wow" experiences using Artificial Intelligence.

Contact Driver Analyzer
Accelerate your Customer Intent analysis with pre-configured AI/ML models that provide real time feedback on interactions

Intent Driven Design
Design your experiences with the customer's outcome in mind

Extreme Personalization
Engage customers at the right time, on the right device, with the right message

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Success across industries

Transforming Customer Contact Data for an insurance company

Leading Insurance Provider was using direct mail and calls to provide customer support, leading to delayed resolutions and an overall poor customer experience. PwC engaged to assist in building out a self-service framework for omnichannel interaction using Microsoft services and reinvisioned a Cloud Contact Center with cloud-based telephony using next-gen Natural Language Processing to identify and prioritize intents of their customers.

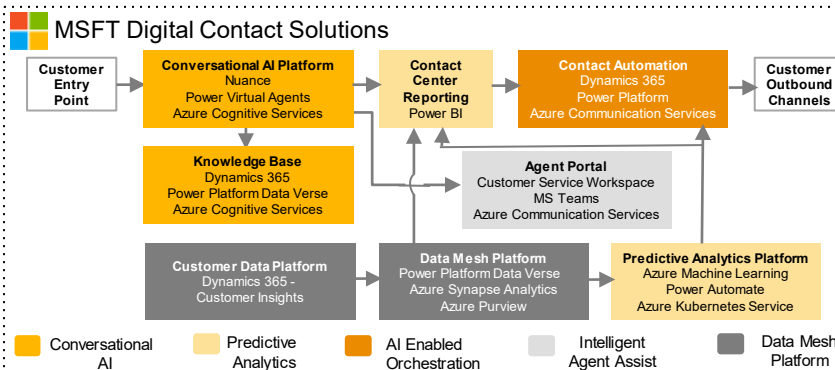**Enabling next generation capabilities for a pharmaceutical retail company**

One of the largest pharmacy store chains was looking to develop and deploy a vaccine scheduler. Pwc helped design a solution to provide a self-service chatbot to allow the customer book, cancel, lookup appointments and answer to FAQs using conversational AI capabilities powered with NLP. This improved the end-to-end customer experience, and increased containment rates while reducing costs.

DCS Capabilities using Microsoft

Channels & Entry Points

- Voice & Telephony
- Digital Engagement Channels
- Self-service IVR
- Chatbots
- Intelligent Routing

Reference Architecture

MSFT Digital Contact Solutions

Customer Entry Point

Conversational AI Platform
Nuance
Power Virtual Agents
Azure Cognitive Services

Contact Center Reporting
Power BI

Contact Automation
Dynamics 365
Power Platform
Azure Communication Services

Customer Outbound Channels

Knowledge Base
Dynamics 365
Power Platform Data Verse
Azure Cognitive Services

Agent Portal
Customer Service Workspace
MS Teams
Azure Communication Services

Customer Data Platform
Dynamics 365 - Customer Insights

Data Mesh Platform
Power Platform Data Verse
Azure Synapse Analytics
Azure Purview

Predictive Analytics Platform
Azure Machine Learning
Power Automate
Azure Kubernetes Service

Legend:
- Conversational AI
- Predictive Analytics
- AI Enabled Orchestration
- Intelligent Agent Assist
- Data Mesh Platform

Visualize & Outreach

- Volumetric analysis
- Customer behaviors
- Forecasting/scenario analysis
- Contact orchestration
- Campaign and customer outreach
- Virtual assistant product roadmap

Align: Align on strategy and vision
Meet with business and technical leaders to understand enterprise Contact Center needs using tailored accelerator exercises Understand contact drivers by channel and customer expectations

Release: Test and deploy
Leverage factory approach and code deployment accelerators, including prebuilt data quality rules and pipeline development.

Innovate: Rapid prototyping, design & build
Determine the most suitable architecture, platform and tools. Spin up a rapid model, with prebuilt architecture in one day. Identify mitigation tactics and test effectiveness of these tactics with contact driver analysis

Evolve: Extend intent analytic capabilities
Enable the business to understand main Customer Contact Drivers and help roll out self service flow with positive customer experience

Let's connect!

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