

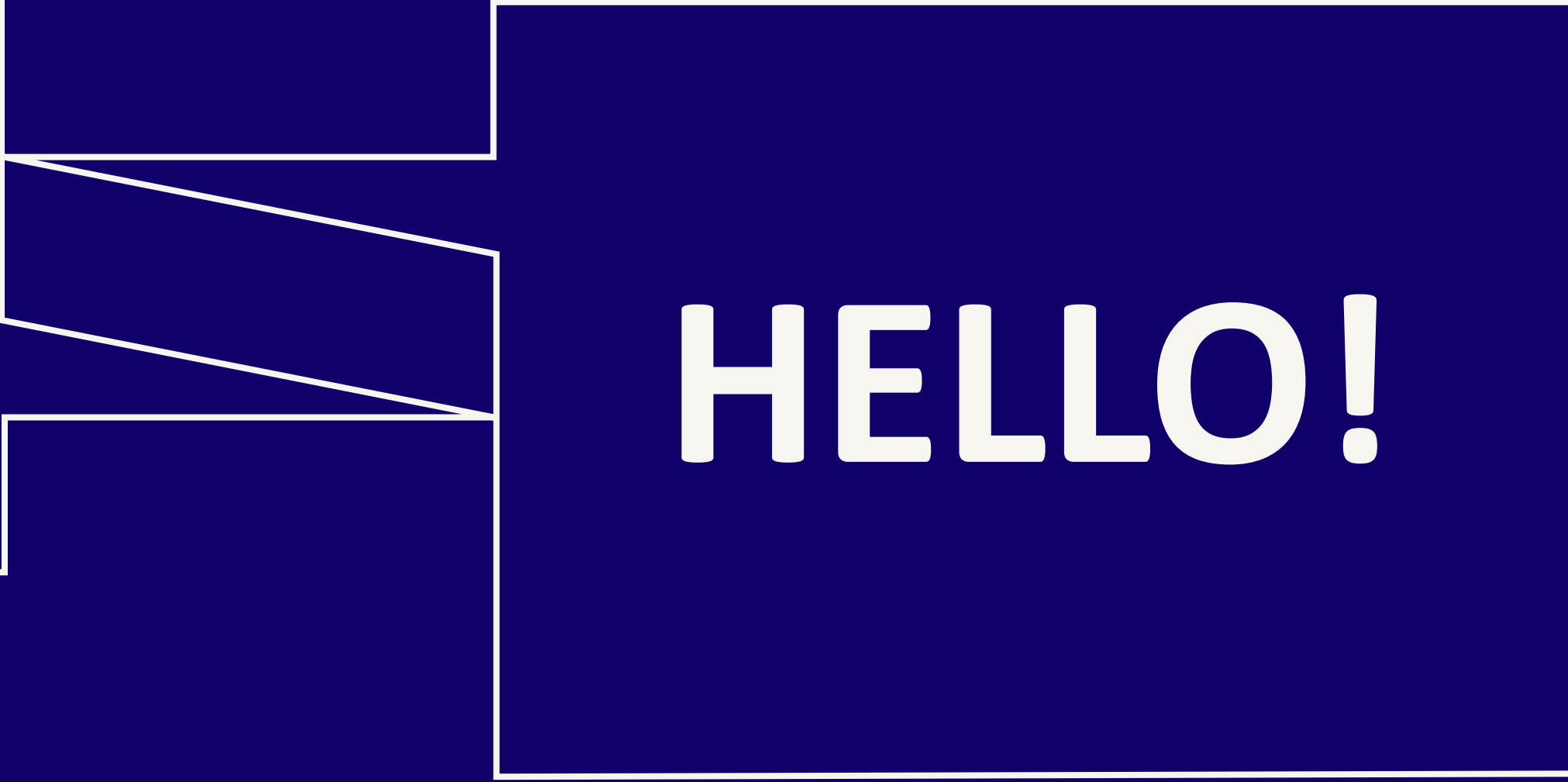
Productive Conversations with Citizens

Stuart Dorman

Chief Innovation Officer, Sabio

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SABIO | **GENESYS**

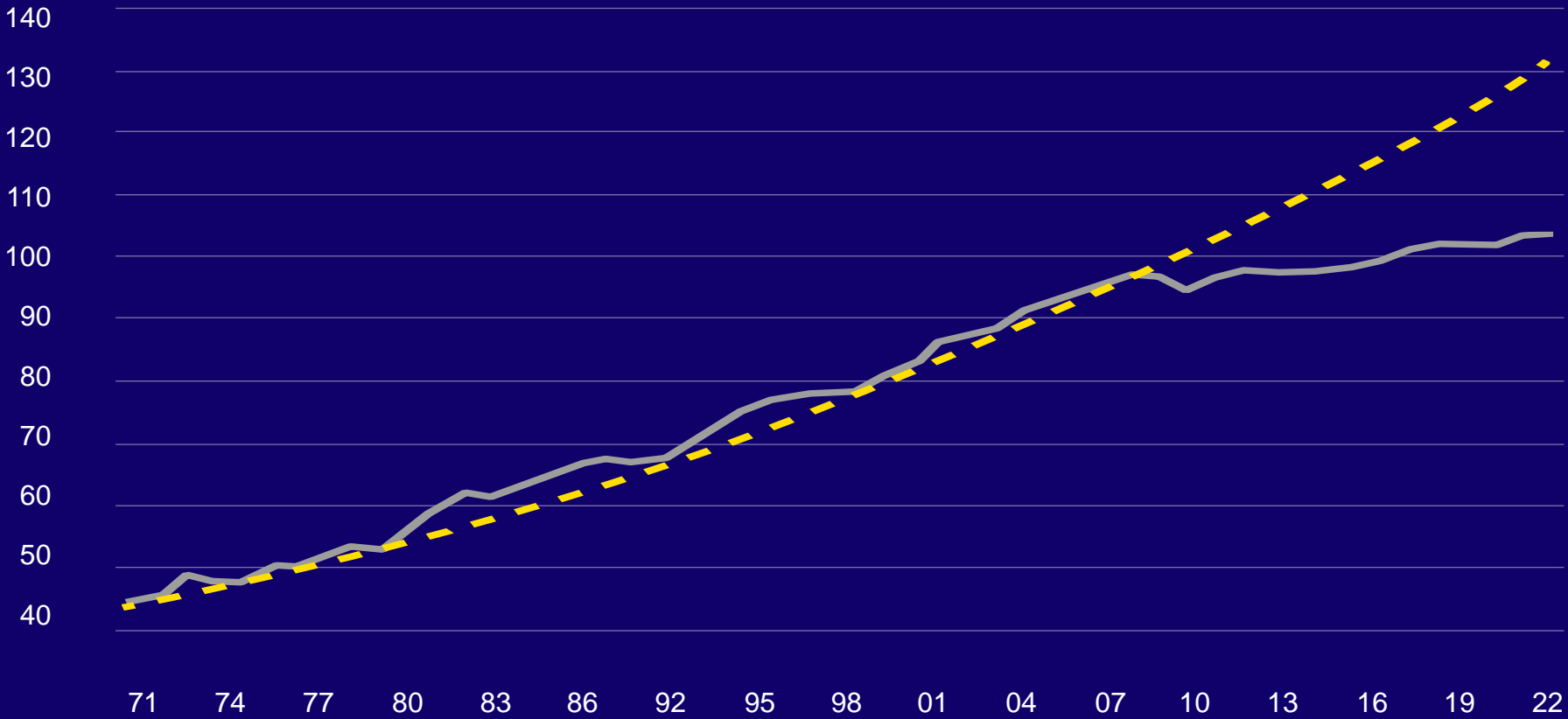


HELLO!



We can provide a better
service to citizens for
50% of the cost

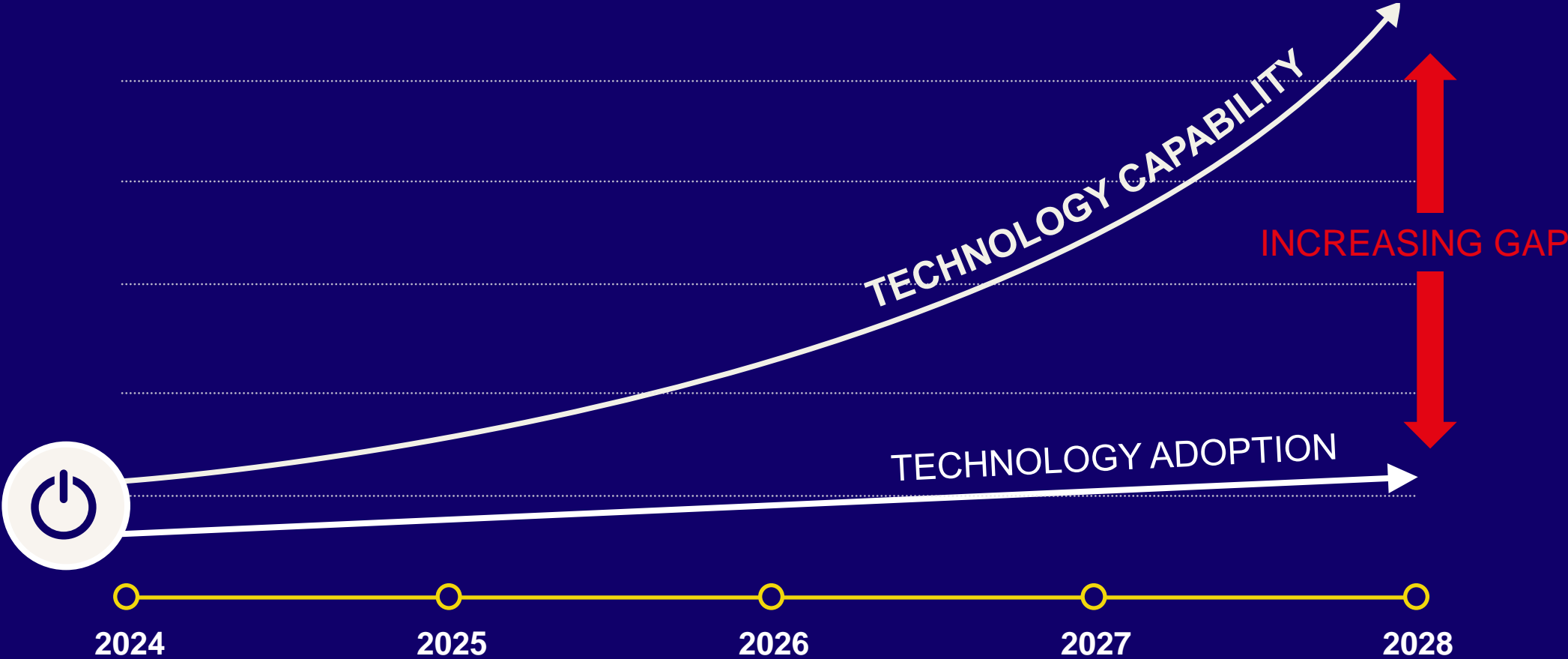
WHY IS TECHNOLOGY NOT MAKING US MORE PRODUCTIVE?



— Output per hour worked
— 1971-2007 trend

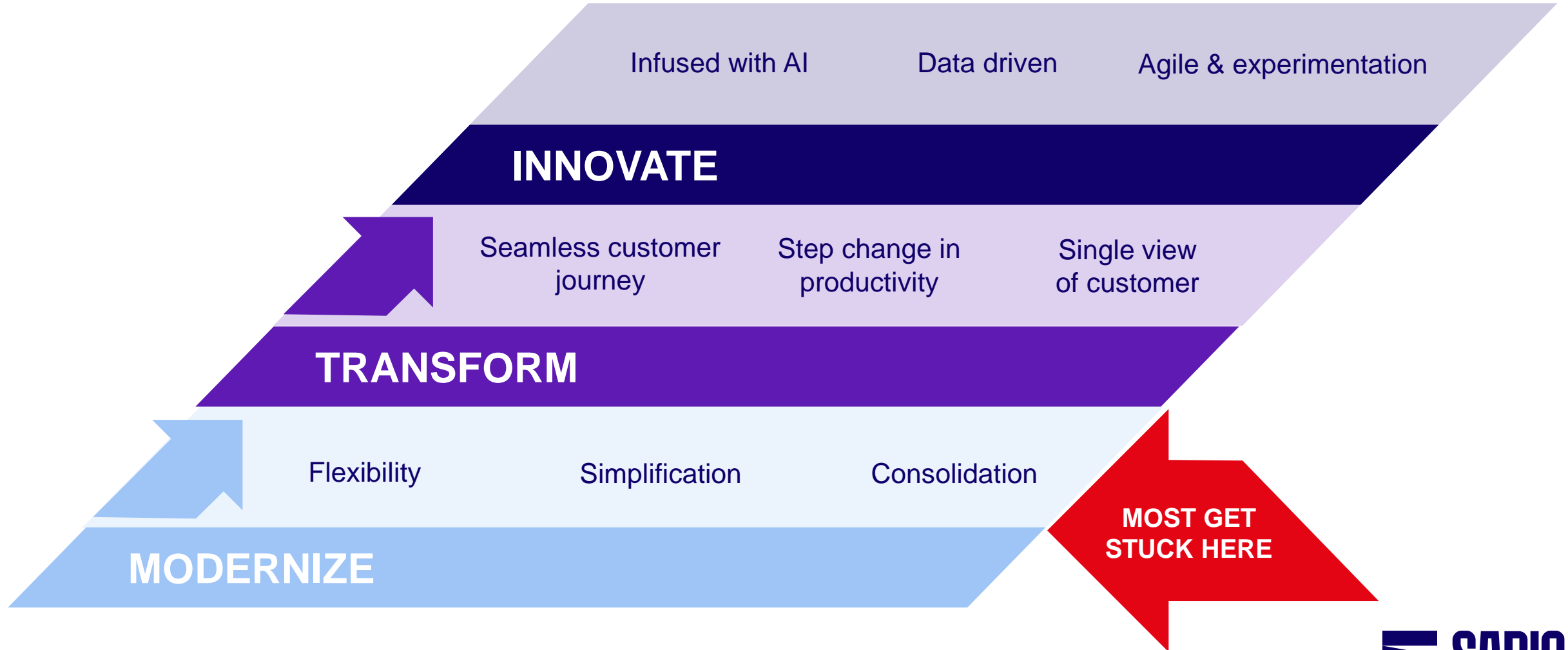


THE CAPABILITY OF CX TECHNOLOGY IS GREATER THAN OUR ABILITY TO USE IT



THE PROBLEM:

Cloud projects are not achieving their potential



MOST BUSINESSES LACK THE EXPERTISE TO DELIVER ON THE PROMISE OF TECHNOLOGY



Lack of clear business objectives



Complex implementation & unforeseen costs



Business value/ROI not achieved

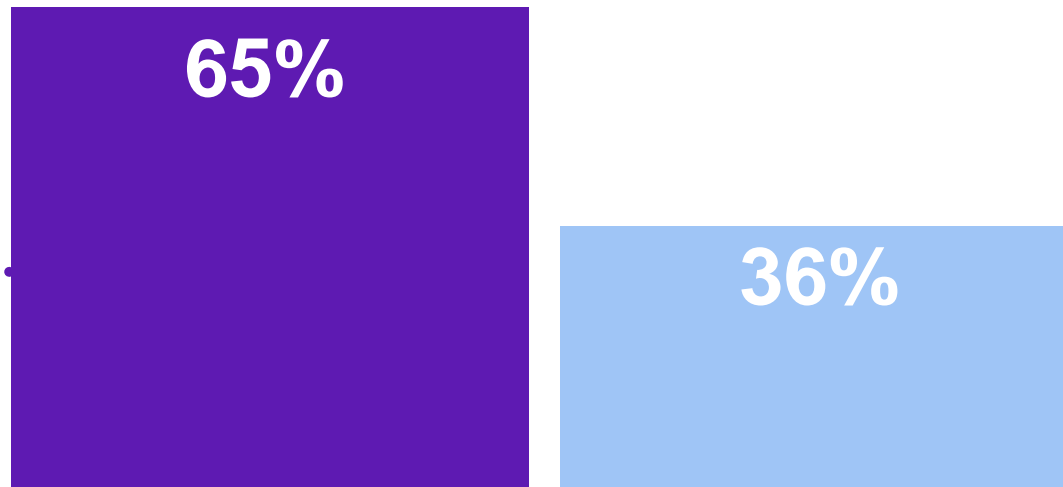


Ongoing innovation & optimisation a struggle

“High rates of buyer remorse”

Gartner

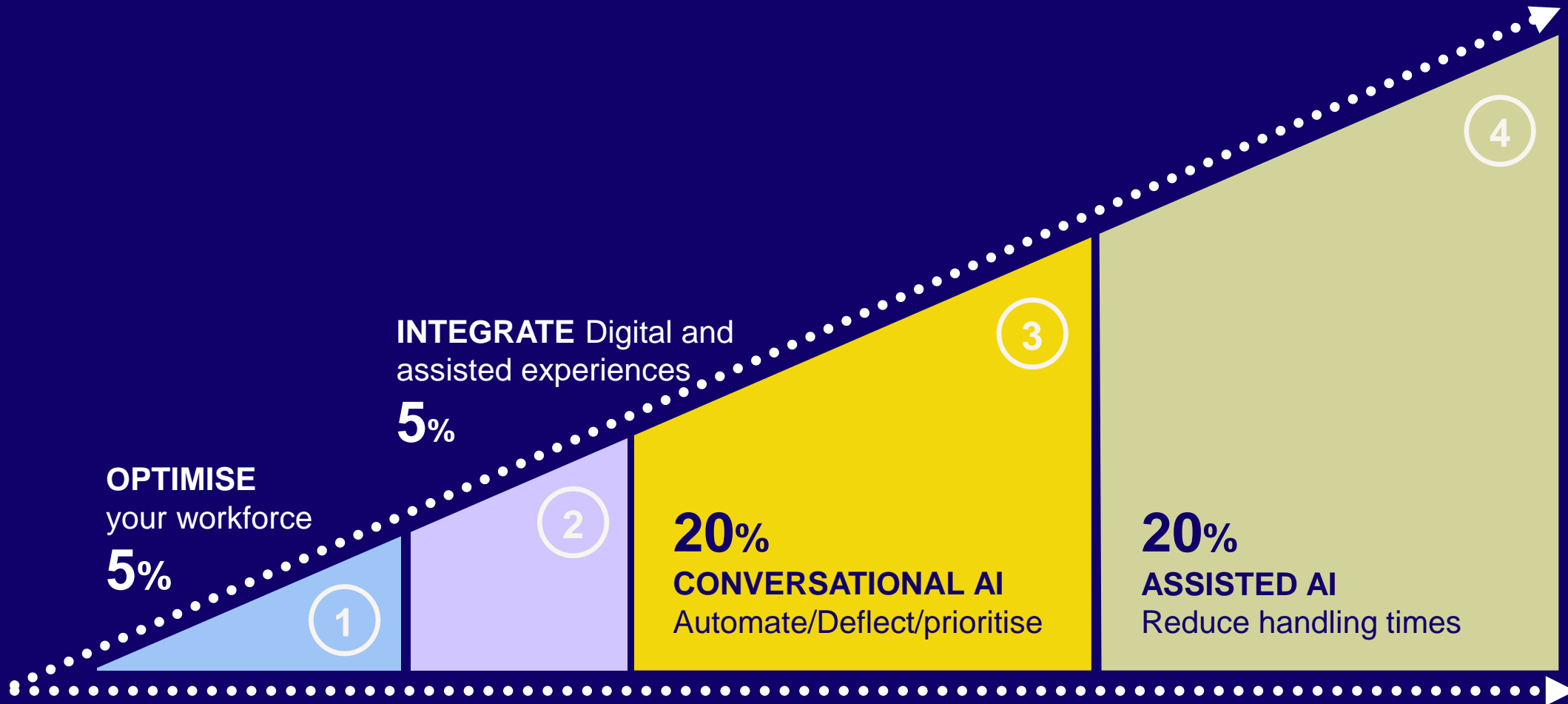
2X
more likely to regret



Buyers in business

Buyers in IT roles

ROUTE TO 50% PRODUCTIVITY IMPROVEMENT



1

WORKFORCE OPTIMISATION

PEOPLE ACCOUNT FOR 75% OF THE COST OF A CONTACT CENTRE



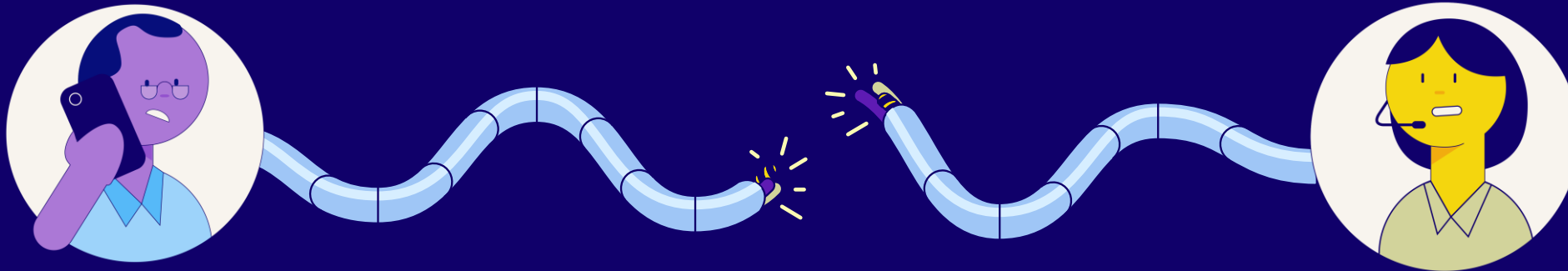
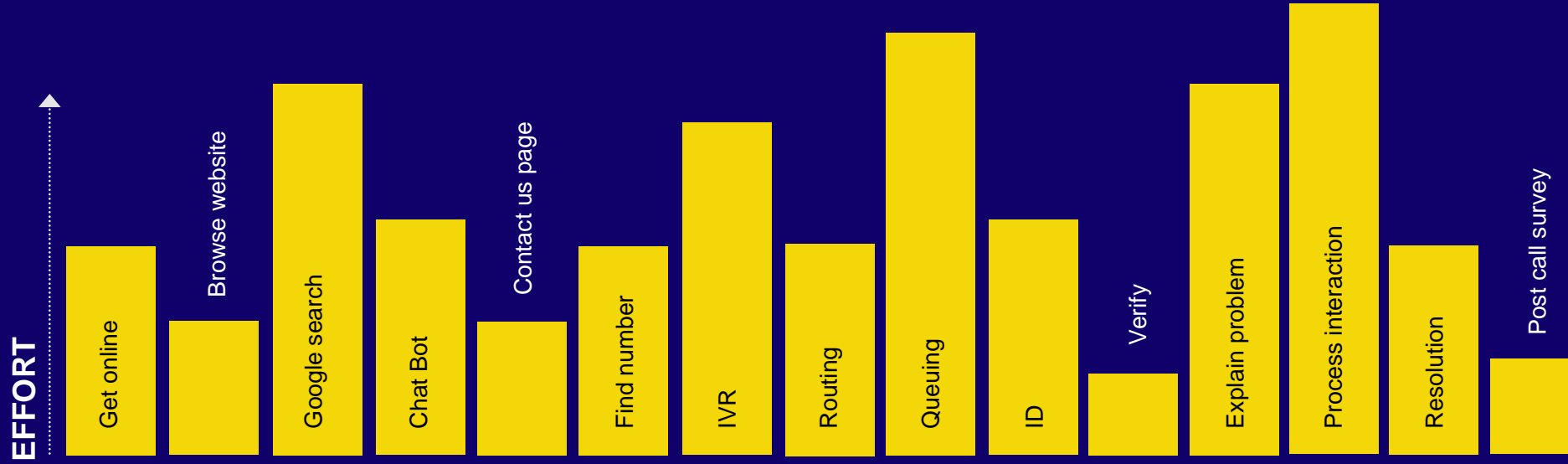
5-10%

Almost every government contact centre is overstaffed

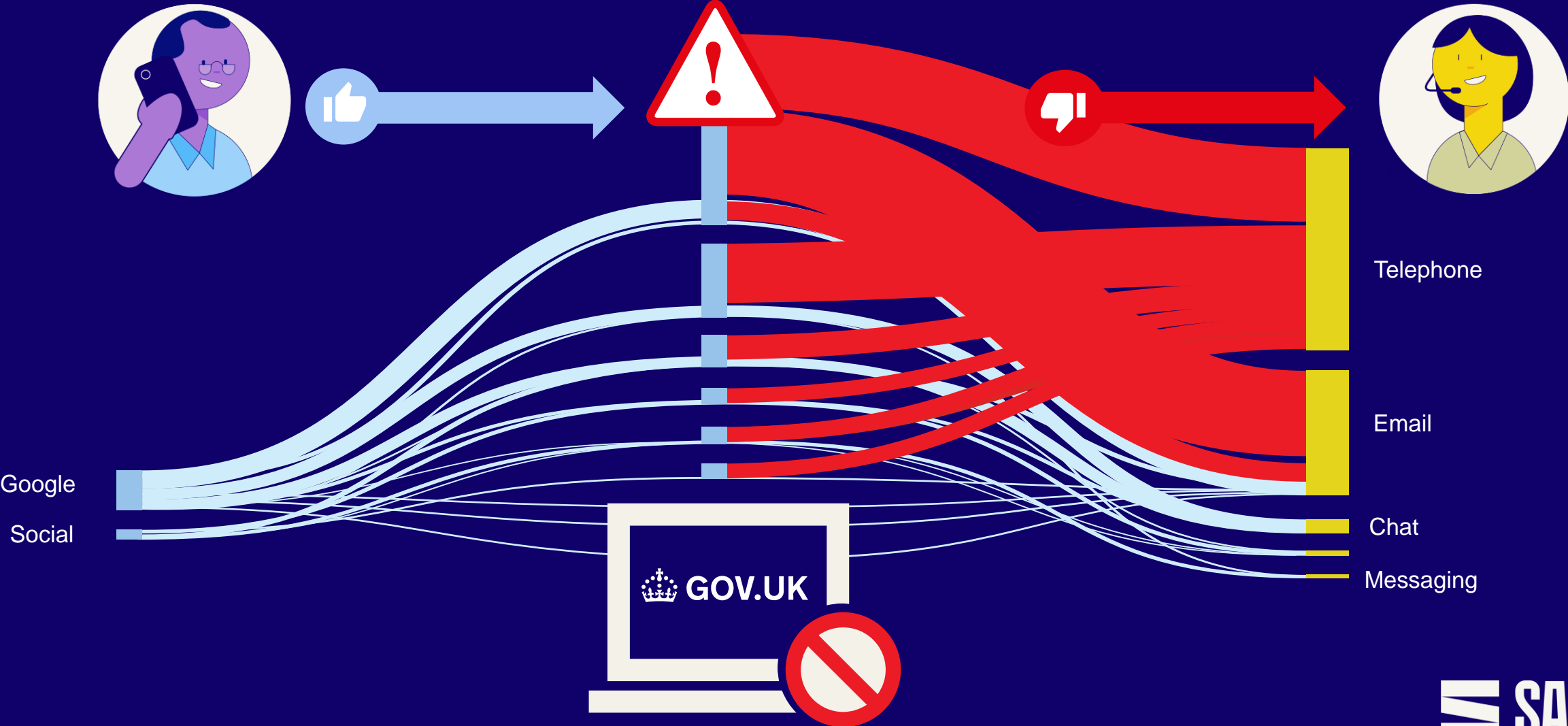
2

ASSISTED AND DIGITAL SERVICE DISCONNECTED

REDUCING FRICTION



WHY AND HOW ARE CITIZENS GETTING IN TOUCH?



DO CITIZENS REALLY WANT CHOICE?



Web chat



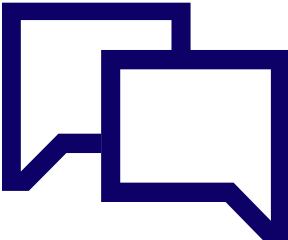
Telephone



Email

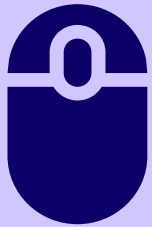


Video

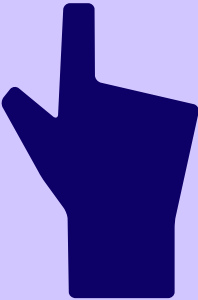


Messaging

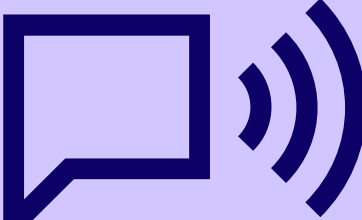
USER INTERFACE CONSIDERATIONS



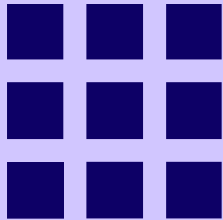
Graphical UI



Touchscreen UI

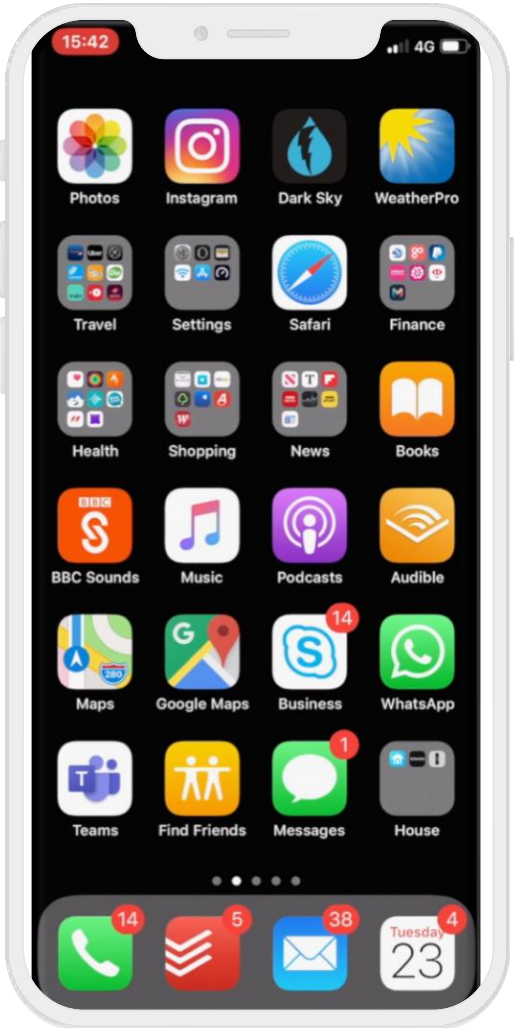


Conversational UI

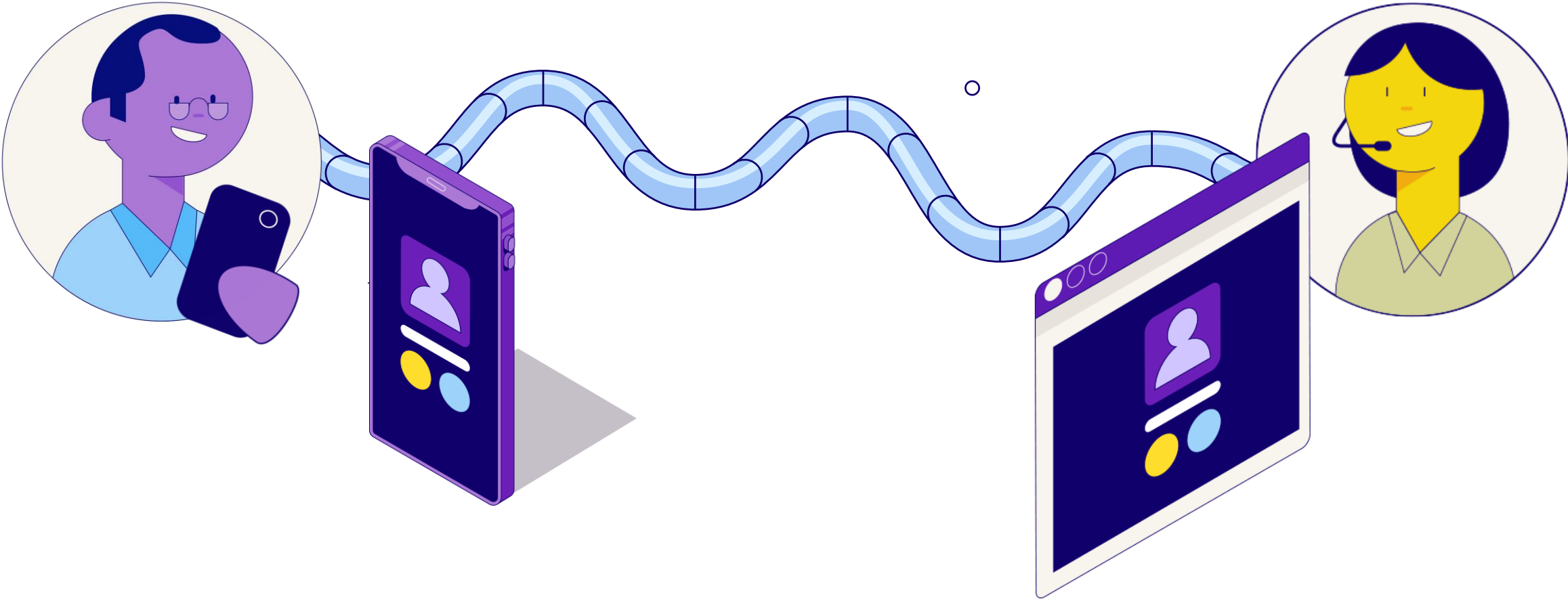


Menu UI

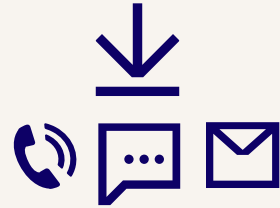
USER INTERFACE CONSIDERATIONS



CONTENT SHARING



5 STEPS to EMBEDDING ASSISTED SERVICE



Every interaction starts with AI

Offer most appropriate channel

Live wait times

Data transfer from digital to assisted

Use journey data to refine digital content



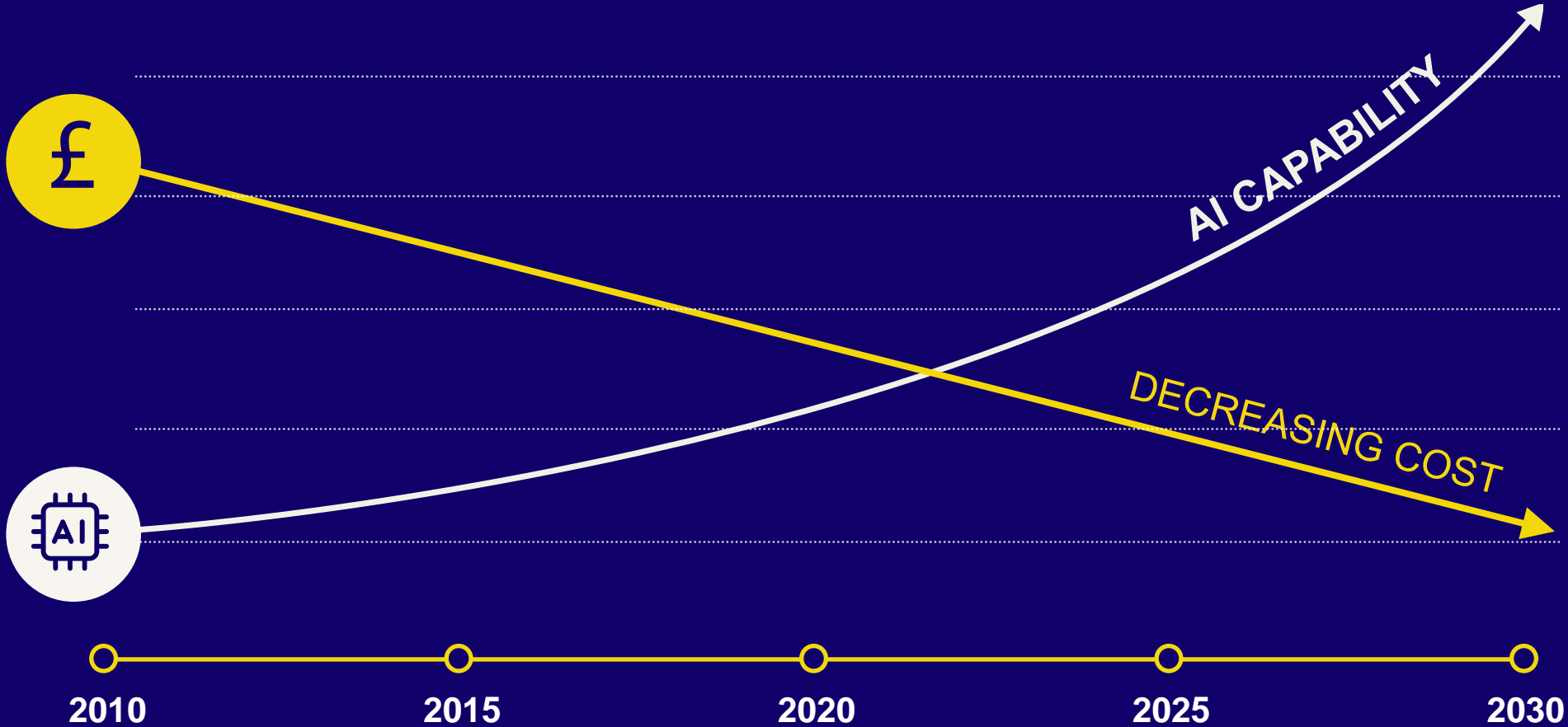
5-10%

Increase in digital containment

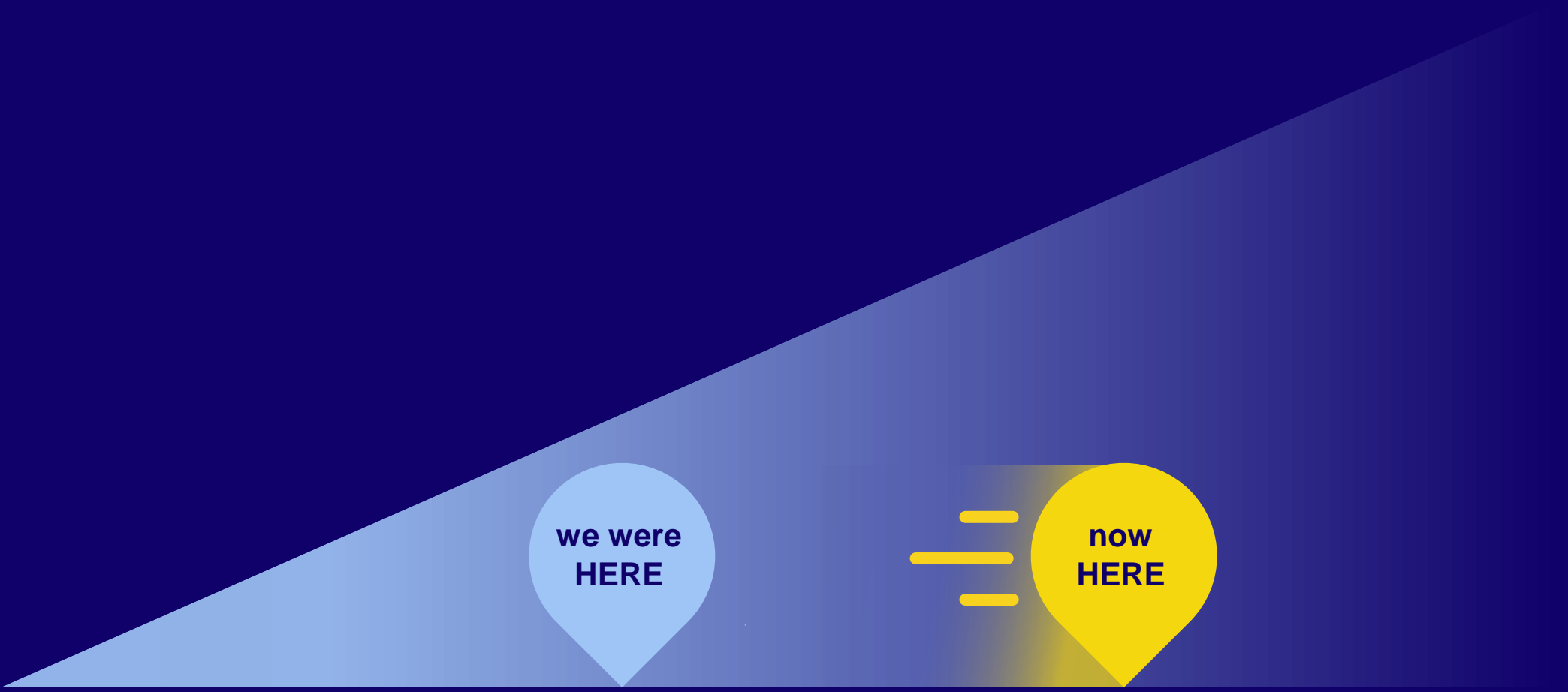
3

EXPLOITING CONVERSATIONAL AI FOR AUTOMATION & DEFLECTION

AI WILL BE ABUNDANT



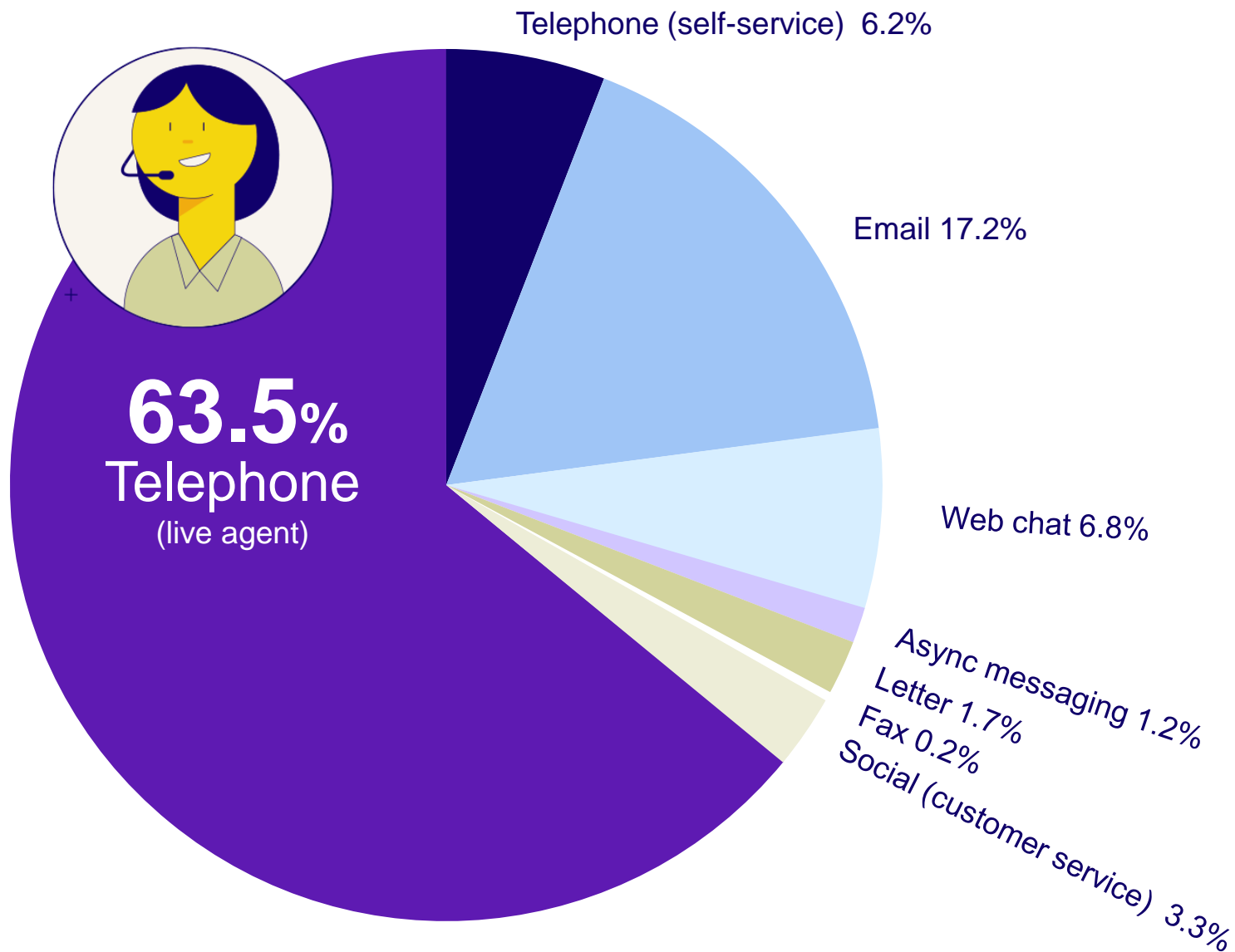
COMPLEXITY OF TASK



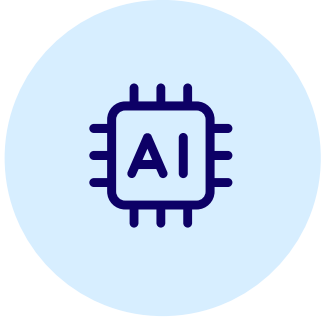
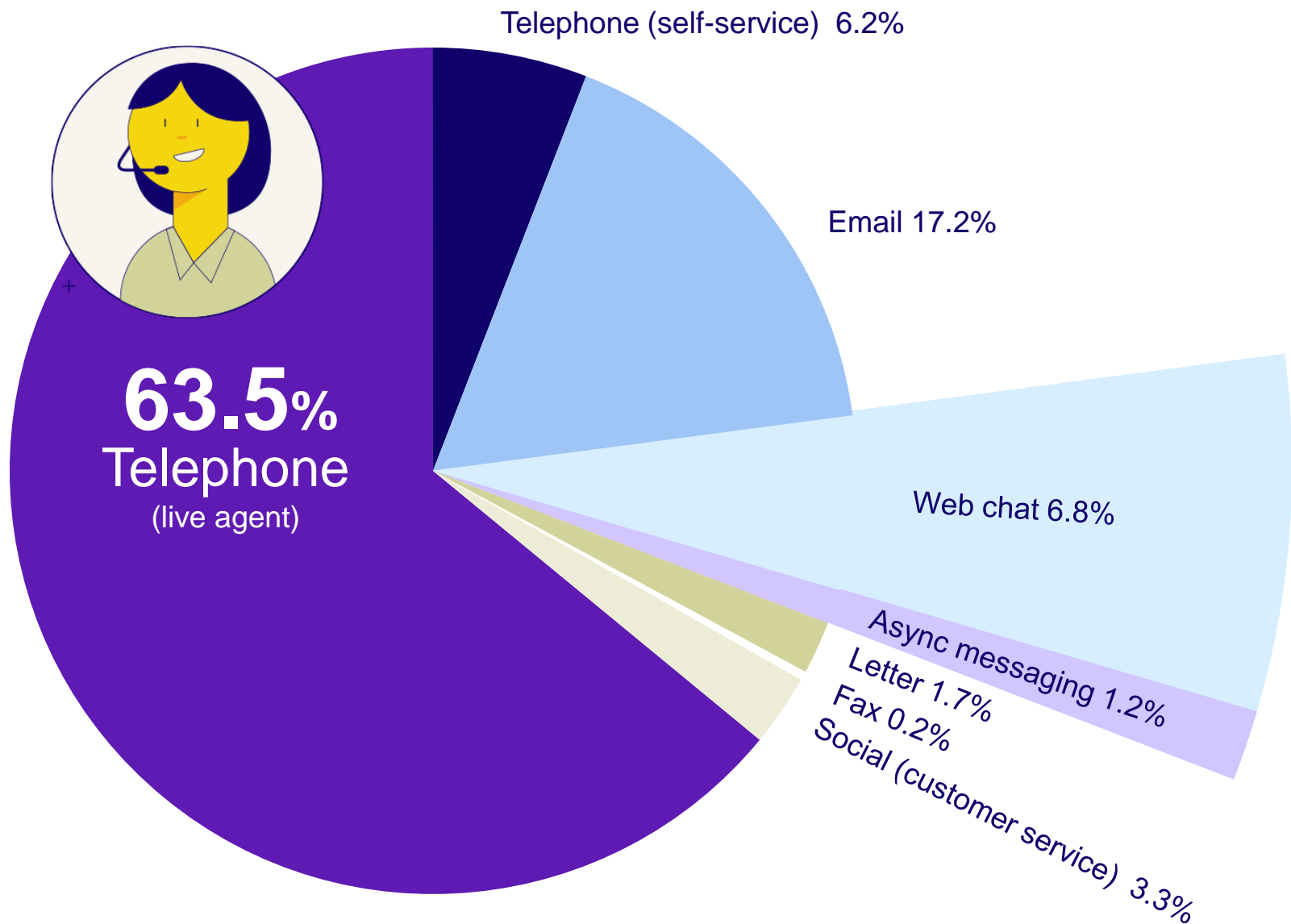
SIMPLE

COMPLEX

CX CONTACT TODAY

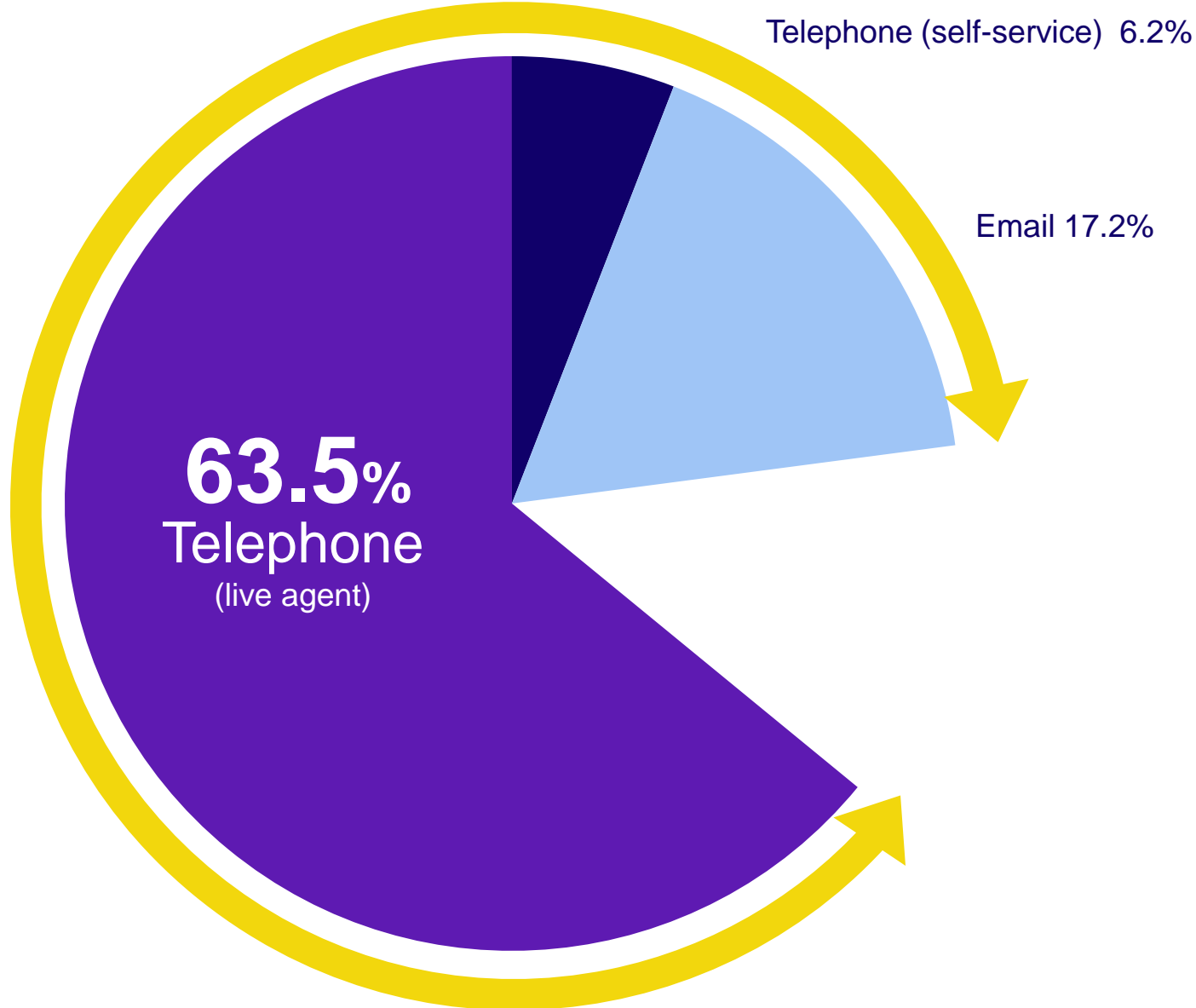


CX CONTACT TODAY



Where most AI / Automation is applied today

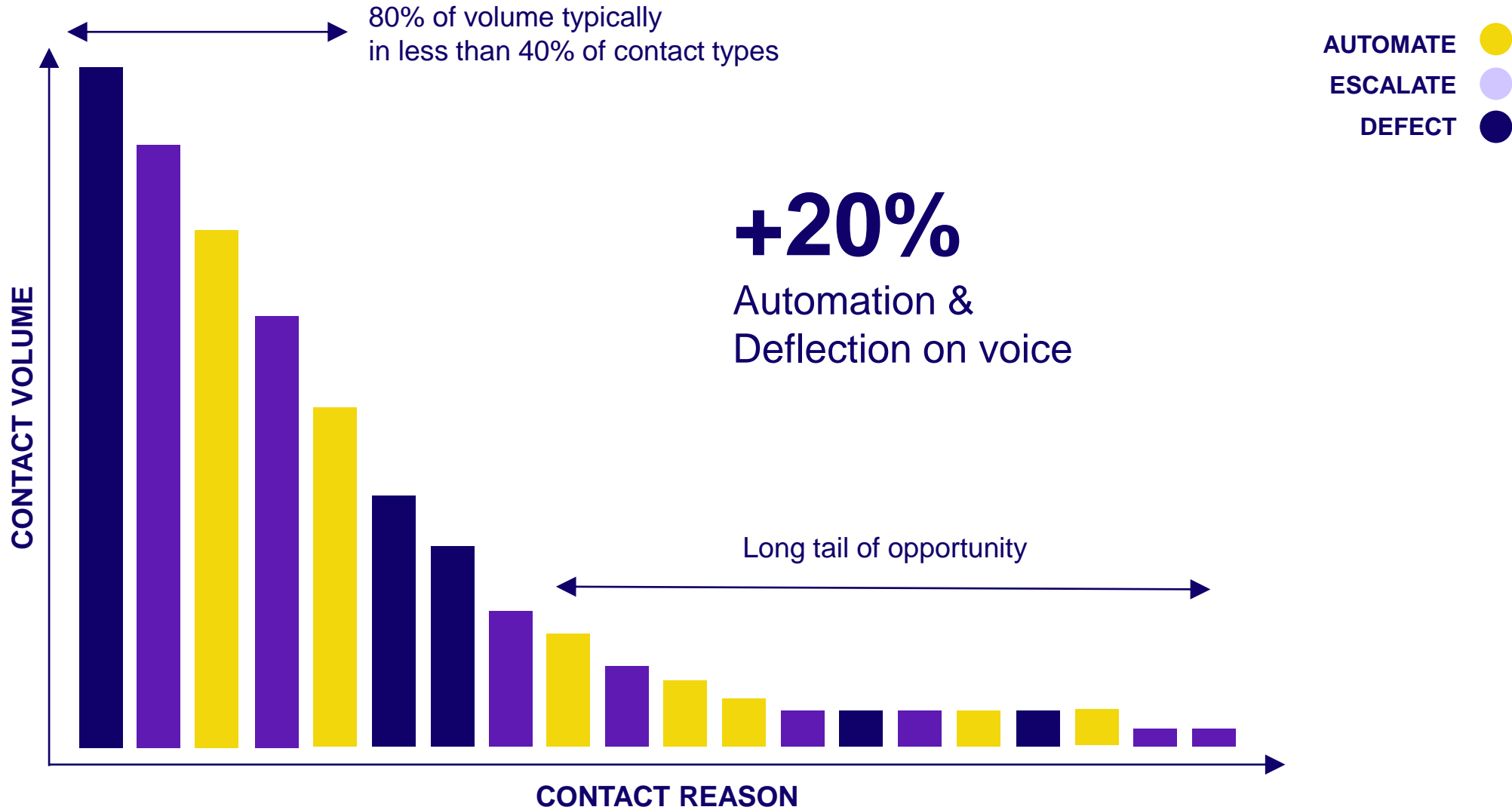
PAIN POINT FOR CX OPERATIONS



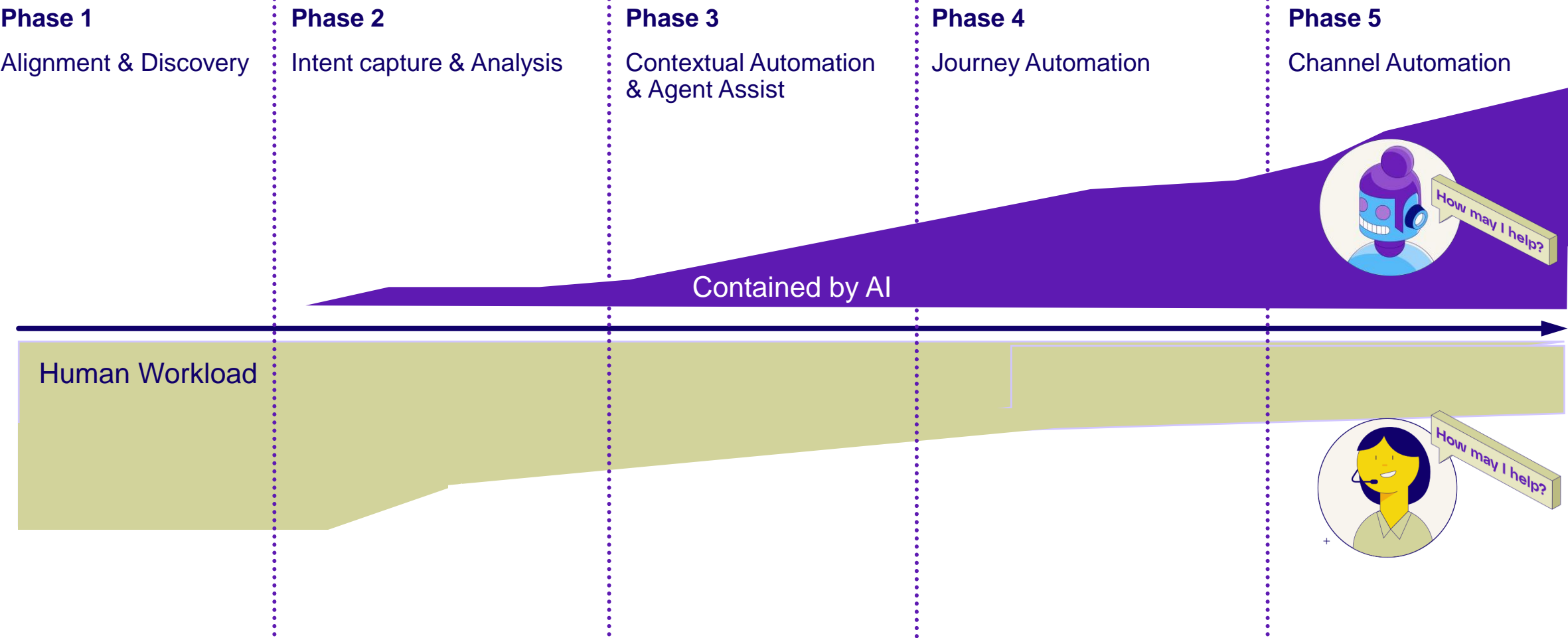
The biggest pain point for most CX operations is the cost associated with handling this demand. This is where we focus

Typical strategy today is to ignore human behavior and try to force customers to go online and/or use web chat

UNDERSTANDING INTENT



FUTURE STATE AI FOR CITIZEN CONTACT



4

EXPLOITING ASSISTED AI FOR GREATER PRODUCTIVITY

5 WAYS ASSISTED AI WILL IMPROVE PRODUCTIVITY



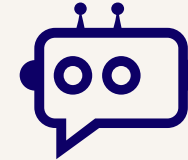
Wrapping up
notes after
contact



Suggesting
responses in
messaging
& email



Real-time
knowledge
suggestions



Enhancing chat
and voice bot
capabilities

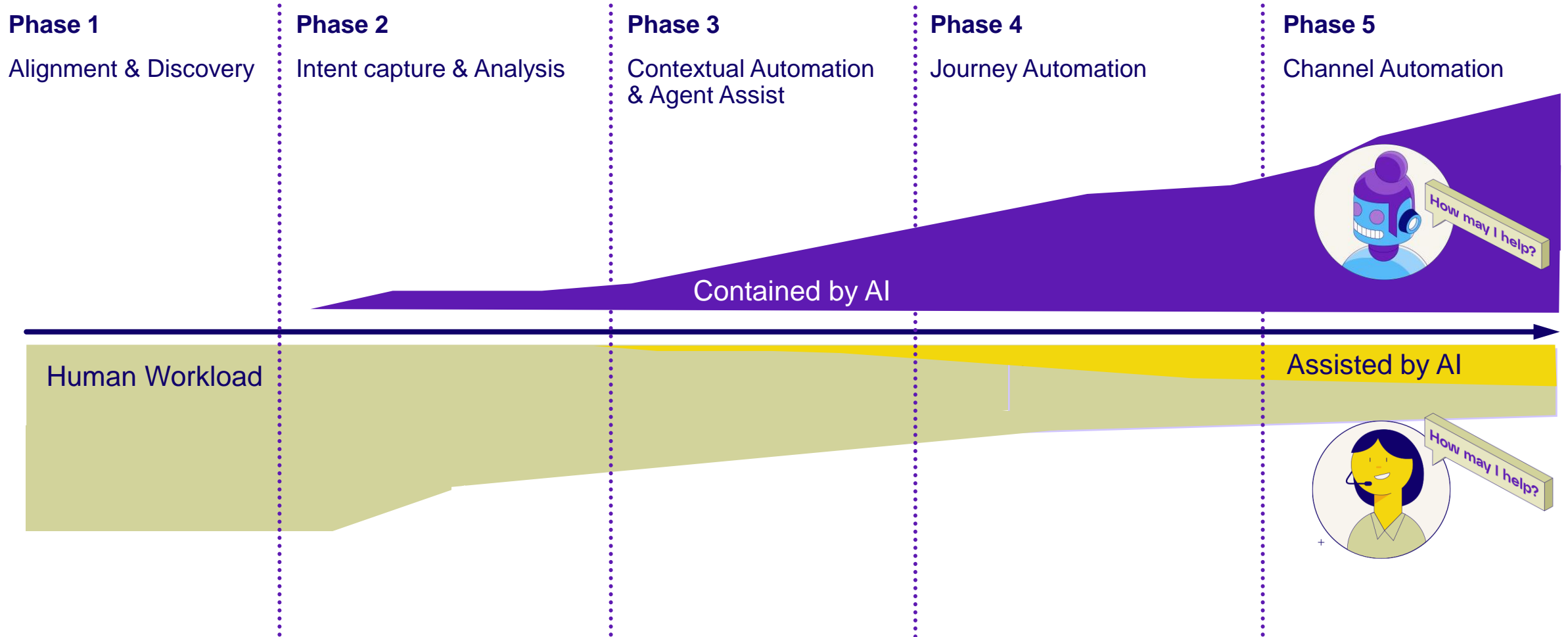


Automating
& classifying
email

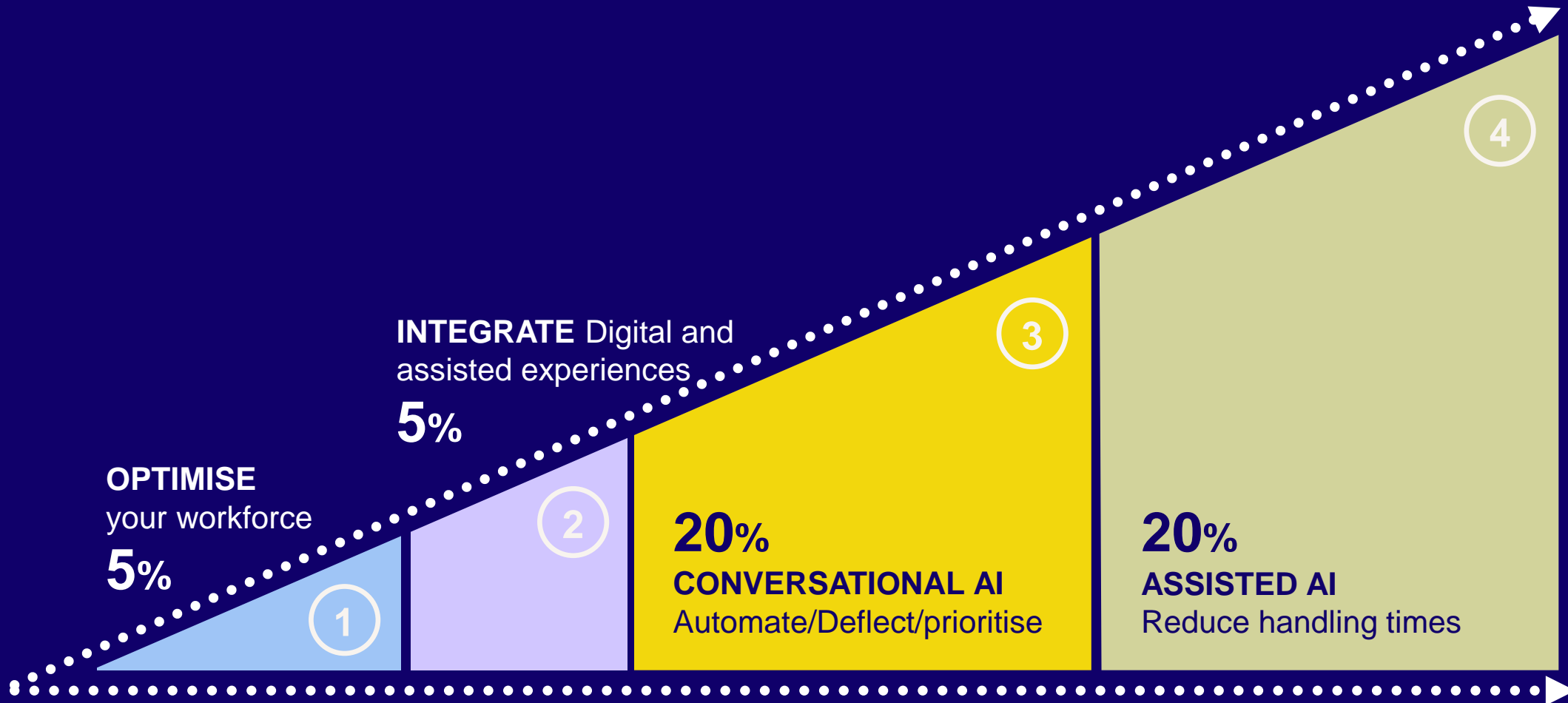
+20%

Headcount reduction
through increased
productivity

FUTURE STATE AI FOR CITIZEN CONTACT



ROUTE TO 50% PRODUCTIVITY IMPROVEMENT





THANKS!



Stand D7a

**BRILLIANT EXPERIENCES
FOR EVERY CITIZEN**

