



CSG CONVERSATIONAL AI INTEGRATION INTO RPA

Enhance CX and boost productivity with back-end automation

Conversational AI is revolutionizing how enterprises interact with customers. Now with easy integration into a wide range of back-end technologies such as robotic process automation (RPA), CSG Conversational AI is enhancing the customer experience and increasing business productivity.

WHAT CAN RPA INTEGRATION DO?

Implementing CSG Conversational AI and integrating it into RPA workflows can transform a brand's online customer experience. Let's take the example of a financial services company that provides investing, banking, advice and guidance, among other offerings.

Many of the transactions made by the company's customers revolve around complex decisions that often require additional paperwork and education to help a customer make an informed decision about their financial future. However, many of the documents customers need, like the company's "terms of withdrawal," might be unavailable online.

This prompts customers to phone the contact center and wait up to a week for the documentation to be delivered. CSG Conversational AI's ability to integrate seamlessly into backend systems, like the company's RPA workflows, can reduce lead times to deliver the documents to the customer to just an hour.

For most consumers, self-service is the best service: 81 percent try to resolve an issue themselves before reaching a live agent. Still, enabling customers to fully handle even run-of-the-mill mortgage transactions can require robust integrations. CSG Conversational AI can streamline document production to boost self-service resolution rates as well as customer satisfaction.

AT A GLANCE

- **CONVERSATIONAL AI INTERFACE ENABLES CUSTOMERS TO COMPLETE TRANSACTIONS AND RESOLVE ISSUES 24/7/365**
- **INTEGRATION INTO RPA WORKFLOWS REDUCES DOCUMENTATION TURNAROUND TIME FROM DAYS TO AN HOUR**
- **BACK-END INTEGRATION INCREASES VIRTUAL ASSISTANT PERSONALIZATION AND ENHANCES CUSTOMER EXPERIENCE**
- **VIRTUAL ASSISTANT CAN CORRECTLY ANSWER QUESTIONS IT HASN'T BEEN TRAINED FOR OVER 80% OF THE TIME**
- **SIGNIFICANTLY REDUCED INBOUND QUERIES TO CONTACT CENTERS**





INTELLIGENTLY GUIDING CUSTOMERS

Accessed after customers have gone through the normal security checks, the conversational AI application has all the customer information it needs to give a highly personalized answer to a query. It can also proactively suggest questions a customer may have based on where the customer is within the website and what previous queries and actions they have taken.

In addition, CSG Conversational AI allows the company to integrate back-end data into the virtual assistant to assist customers with completing pending transactions using its predictive insight capability. The intelligent conversational application can recognize when a user needs to fill out documentation or other steps in order to complete a transaction and guide the customer through the process.

If the transaction is interrupted, CSG Conversational AI can also proactively inquire if the user would like to carry on where they left off, and then provide the relevant documentation and directions as to where it can be uploaded.

It's a feature that customers like—a lot.

HUMANLIKE UNDERSTANDING

In addition to receiving proactive contextual suggestions from the virtual assistant, customers can ask the virtual assistant for what they want using their own words, without being constrained to specific phrases or industry jargon. The advanced conversational ability of CSG Conversational AI enables the virtual assistant to understand the customer's intent, even for complex sentences that may contain more than one request.



The virtual assistant's knowledge base is continually updated through collaboration with the contact center and by analysis of the questions asked of the virtual assistant. Moreover, customers can rate each answer with the inclusion of a thumbs up/thumbs down micro survey on each answer. The feedback from this micro survey helps the company locate problematic answers, evaluate them and quickly adjust if necessary.

In certain situations, a customer may still need to speak with a live agent. In these circumstances the virtual assistant can offer other contact options to the customer, such as connecting them to a live agent either through chat or a phone call. The agent has access to the virtual assistant transcript so they can continue the conversation with the customer.

HYBRID APPROACH IMPROVES DIALOGUE MANAGEMENT

CSG Conversational AI was built using a proprietary hybrid approach that allows developers to use both machine learning and linguistic conditioning at a native level.

The virtual assistant's knowledge base is continually enhanced through supervised machine learning. These advanced machine learning capabilities also allow for questions to be answered that aren't yet within the dialogue management flows.



CSG Conversational AI also allows the virtual assistant to correctly answer questions it doesn't recognize over 80 percent of the time by using data that has already been defined. By predicting answers with a high degree of accuracy, the virtual assistant can answer a swath of questions that otherwise would be transferred to a live agent.

These questions and respective answers are then validated by the company before being released into the main application.

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BACK-END INTEGRATION, FRONT-END BENEFITS

Thinking back to the financial organization example, conversational AI integration with RPA can help a company meet these CX objectives:

- Meet customer expectations of completing transactions and resolve issues via digital self-service
- Reduce call volumes to the contact center and provide an option for customers who don't want to wait in a call queue
- Provide 24/7 digital assistance to customers

The financial organization's virtual assistant can average thousands of sessions each month and customers can actively engage with it to resolve queries.

Engaged interactions are important because they greatly increase the chances of the customer returning to the virtual assistant next time they have a query. This in turn helps to reduce call volumes and frees up live agents to deal with queries that still need a human touch.

The CSG Conversational AI-based virtual assistant would be just the start of the financial organization's journey using conversational AI as part of its wider digital transformation strategy. The company can then apply the technology to a number of internal use cases and extend the virtual assistant's capabilities throughout the enterprise.

ABOUT CSG

For more than 35 years, CSG has simplified the complexity of business, delivering innovative customer engagement solutions that help companies acquire, monetize, engage and retain customers. Operating across more than 120 countries worldwide, CSG manages billions of critical customer interactions annually, and its award-winning suite of software and services allow companies across dozens of industries to tackle their biggest business challenges and thrive in an ever-changing marketplace. CSG is the trusted partner for driving digital innovation for hundreds of leading global brands, including AT&T, Charter Communications, Comcast, DISH, Eastlink, Formula One, MTN and Telstra. To learn more, visit our website at csgi.com and connect with us on [LinkedIn](#) and [Twitter](#).