

# The Future of Customer Service

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## **Agenda** Let's get started

- A brand-new category is emerging
- Impact upon outcomes
- How it's different



## The "surface area" of customer service: 2010



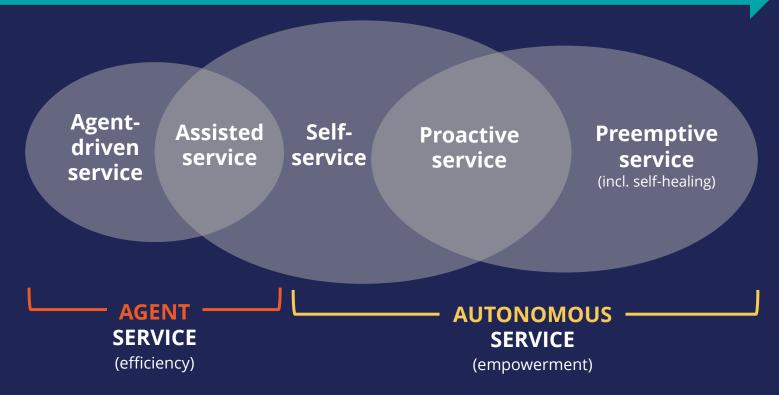
## The "surface area" of customer service: 2015

TRANSFORMATION: Contain inquiries before they become agent interactions

Agent-driven Assisted Self-service service

## The "surface area" of customer service: 2020-2025

TRANSFORMATION: Reduction in cost, lower customer effort, accelerated resolution



## The five levels of vehicle autonomy

AI











**DRIVER** 





Level 1







Level 0

**No automation** The driver is always in complete control of the vehicle.

Driver assistance
The vehicle can
assist the driver or
take control of the
vehicle's speed
through cruise
control, or it's lane
position through
lane guidance.

Occasional self-driving

Level 2

take control of both the vehicle's speed and lane position in some situation, for example limited-access freeways.

Level 3

Limited self-driving
The vehicle is in full control in some situations, monitors the road and traffic, and will inform the driver when he or she must take control.

Level 4

under certain conditions
The vehicle is in full control for the entire trip in conditions such as urban ridesharing.

**Full self-driving** 

Level 5

Full self-driving under all conditions
The vehicle can operate without a human driver or occupants.

### The five levels of autonomous service

AI











**AGENT** 







Level 2





Level 0

No Al/ automation

Automation of repetitive tasks using attended RPA to free up time for higher

value activities.

Level 1

Chatbots and IVAs answer simple questions and customers are passed to live agents once sophistication is required.

Al assists agents via NLP with contextual responses to decrease AHT and errors during agent

interactions.

Level 3

Agents assign bots to conduct partial live human interactions.

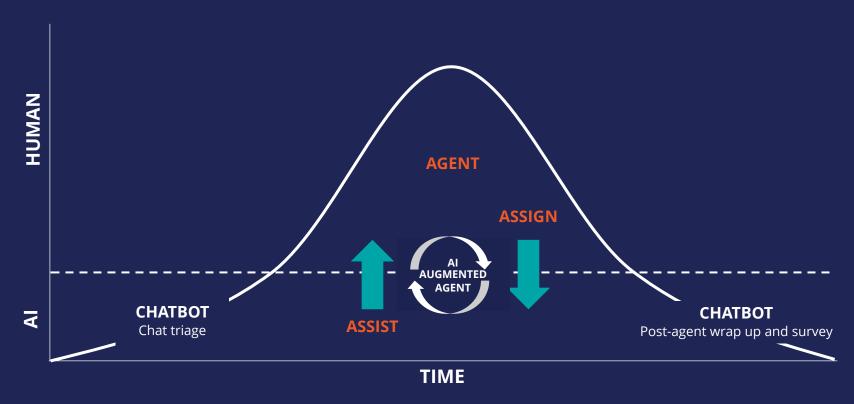
Level 4

Al powered reactive service understands each customer's journey and delivers resolution via contextual selfservice on-demand.

Exception-based human escalation prompts for agent assistance within Alpowered customerinitiated interactions. Level 5

Full AI powered automation includes event detection for automated proactive outreach as moments of need are detected, and preemptive digital resolution when moments of need may be anticipated.

## Blended service interactions powered by bi-directional AI & bots



## The difference: Autonomous service

### Traditional "self-service"

- Inside-out
- Product oriented
- Channel-specific
- Customer must find answers
- Irrelevant content hides the relevant
- Static information
- Responsive service only

#### The bottom line:

- Often fails to resolve
- Tendency to frustrate customers
- Can result in customers having to engage a live agent... and start all over

### **Next-generation "autonomous service"**

- Outside-in
- Journey oriented
- Customer-specific
- Contextual answers
- Only relevant information provided
- Dynamic information
- Proactive and preemptive

### The bottom line:

- Faster resolutions
- Happier customers
- Greater containment (lower call volume)
- Channel-less continuity (AHT)

