

## Al beyond the bot

How to infuse end-to-end AI into your member experience strategy



### **Meet the Team**



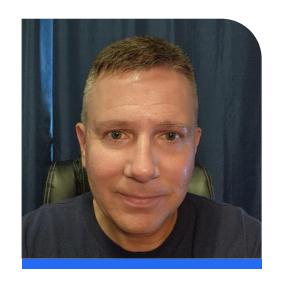
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- Get to know TTEC Digital
- Al Today & Al in the Future
- Beyond the AI Chatbot other key uses for AI
  - Live Demo
- Al Implementation Roadmap
- Recap
- Getting Started



## We deliver continuous, incremental, AI-enabled CX transformation at the point of conversation

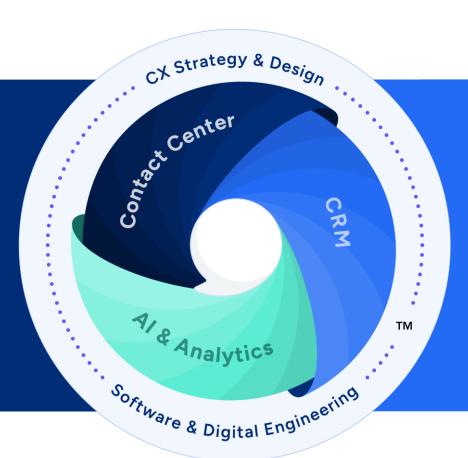
## TTEC DIGITAL CX PRACTICES

**Experience Transformation** 

Innovation & IP

**CX Managed Services** 

**CX** Analytics



## TECHNOLOGY PARTNER PRACTICES

Global Delivery
Cloud Modernization
Technology Consulting
Systems Integration

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# Our strategic approach is built on decades of member experience transformations



Founded on the legacy of Adapt and Avtex

Our credit union expertise is built on Adapt and Avtex's multiple decades of experience implementing and integrating Genesys-based contact center solutions.







Trusted by credit unions both large and small

We currently have more than 220 credit union clients, including 100 clients with more than \$3B in assets.

Nearly half of these engagements have included Genesys Cloud migrations.

# A closer look at common credit union transformation objectives



#### Integration to key applications

- Core, lending, collections, and digital banking applications
- CRM and UAD case routing and interaction synchronization



#### Simple, secure authentication

- Traditional authentication methods
- OTP or multifactor authentication
- Voice authentication and biometrics
- Device authentication



#### **Self-service opportunities**

- Voice and digital bots
- Traditional phone banking



#### **Artificial intelligence**

- Bots
- Agent assist and conversation summary
- Speech and text analytics
- Agent scoring, scheduling and routing



## Featured in today's webinar: Genesys



#### **Platinum**

Genesys Platinum Partner

14x

Genesys Partner of the Year

400+

Genesys certifications earned

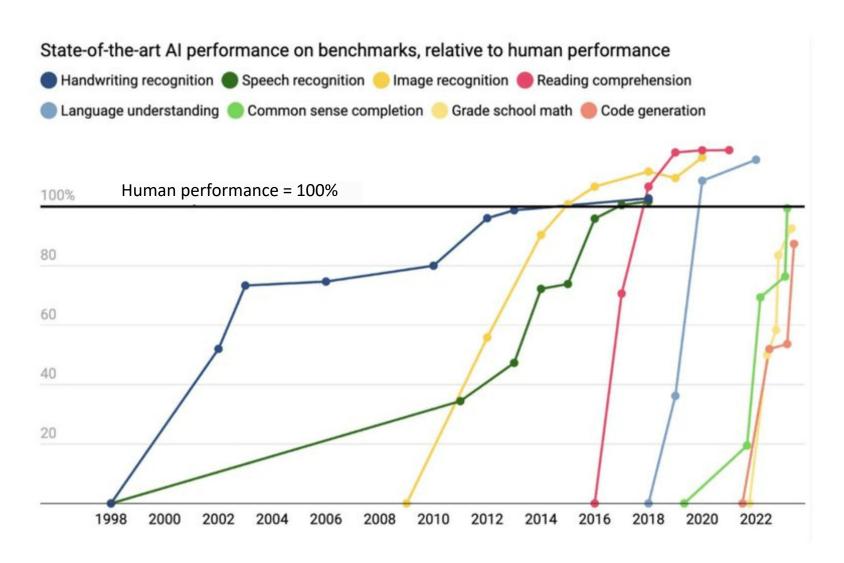
25 years

of partnership

## Al is finally smart enough to contribute



The language capabilities of AI systems now exceed human performance





## Al isn't just about smart chatbots anymore

83%

believe AI will be a clear differentiator for them in the future

88%

currently use chatbots as a part of their customer experience

>25%

Currently use AI-enabled:

- Predictive digital engagement
- Agent assist
- Sentiment analysis
- Post interaction analysis
- Next-best action
- Coaching training



For the organizations that move to expand their Al maturity first, the outcome will be valuable competitive differentiation in a crowded marketplace.

### Adding value to your members and organization with Al









**Member Assist** 



**Agent Assist** 



**Leader Enablement** 

**Biometric Identification** 

**Knowledge Surfacing / Agent Guidance** 

**Conversation Intelligence** 

**Intelligent Routing for All Channels** 

**Real-time Transcription / Sentiment and Empathy Scores** 

**Interactive Virtual Agent (IVA)** 

**Conversation Summarization / Wrap-up Suggestions** 

**Recommendations & Next Best Action** 

Al Reporting and Analytics / Evaluation Assistance / Knowledge Management / Journey Mapping

**WFM AI Forecasting Guidance** 

## Conversational AI in a crawl, walk, run approach





### Run

#### **Rising Complexity**

- NLU Automation & Bots
- API & direct integration with core systems and customer data
- Additional tools, such as branch devices, WEB activity monitors and CRM all linked with Master Data Repositories to provide holistic views of customer activity and agent performance
- Predictive Analytics allow targeted intervention and prevention

#### **Member-Worthy** Automation

- Automation Center of Excellence
- Frequency & Sentiment Analytics Tools
- Data Science enabled
- · Business unit consistency and connectedness for CX
- Member Journeys are orchestrated prescriptively
- Prescriptive Analytics
- Al guidance & Next Best Action
- Process Guidance & Compliance
- Seamless Flow though Channels of Choice

### Walk



- Member Assist
- Router & FAQ Bots
- Cut/Paste & Alt+Tab elimination
- Proactive Outbound

#### **Automation Readiness**

- Knowledge Management
   Channel Strategy
- Member-facing FAQs
- Agent-facing Solutions
- Digital Engagement Strategy
- Operations & WFM Planning

## **Ready to Get Started?**



Schedule a 30-minute discovery session with a contact center expert.

ttecdigital.com/contact



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## Thank you!

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