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EBOOK

Using AI to Transform Customer Journeys

CONTENTS

Introduction

Wouldn't it be nice if your interactions with
the brands and companies you do business
with could be as easy and effortless as they
are with family and friends?

- Whenever you engage with a brand, it knows who you are
- It picks up the conversation at the exact moment you left off
- It understands what you are communicating at every moment

As a consumer, this type of easy and convenient experience
will likely make you more willing to give this brand your repeat
business and recommend it to your friends and family. From
the brand's perspective, it creates more loyal customers with
higher lifetime value and turns customers into brand advocates
who are truly engaged and enthusiastic about your brand. While
the customer lifetime value is higher for brand advocates, their
opinions hold greater sway over the purchase decisions of
others as well.

While still rare, there are already companies that are delivering on
the personalized, holistic customer experience consumers seek.
These leaders are setting the bar high for other brands across
any industry. And every innovation in customer experience moves
that bar even higher.

If you're an executive responsible for all or part of the customer
experience, you need to find a way to deliver memorable
moments that drive loyalty, satisfaction, willingness to
recommend, and, of course, revenue. That's what this e-book is
all about: how to win these moments and engage with customers
in a personalized, efficient, and convenient manner.

Hi Anya, welcome back

Would you like to see
the delivery status on
your last order?

Yes, that product
is available in a different
color. Let me show you
the ones in stock now

CHAPTER 1

Challenges of a Post-Channel World

As in personal relationships, every moment matters in the interactions you have with your customers and prospects. The challenge for enterprises is how to deliver the kind of memorable moments your customers expect regardless of time, device, and channel.

Does every moment really matter?

You bet it does.

Moments, or interactions, are the points along the customers' journeys before, during, and after the sale. These journeys—including product comparison, purchase, ordering, bill payment, and others—form the relationship that customers have with your brand. Bad moments—inconvenient return processes, billing errors, long waits for chat agent responses, and so on—lead to unsatisfactory experiences. Rack up enough of these and you get unhappy customers.

Why do moments go wrong?

Often, it's the disconnect that happens in our digital world, where customers want to interact with brands using channels that go beyond physical locations such as websites, chat, phones, social media, text messaging, and email. Every in-person moment of a journey, such as checking into a hotel or opening a bank account, needs the appropriate, convenient, and easy equivalent in digital channels. Once conversations start crisscrossing channels, many brands lose the cohesive thread, forcing consumers to start over in every channel.

How can you create a holistic conversation that transcends the various devices, channels, and time where it takes place? The solution is to move beyond channel-centric thinking (i.e., having a different approach for every channel and not linking them together) and adopt a post-channel strategy, where you connect customer journeys no matter where, when, and how they happen.

This post-channel world presents two major challenges:

01 Understanding who the customer is and what the customer wants (customer intent) and then acting on it

Back in the day, the stores you frequented knew you and your preferences. You could order "the usual." While many local businesses still deliver that type of personal service, most larger companies don't. But they could if they start managing moments that matter and customer journeys holistically—that is, agnostic of channel—to deliver a personalized, contextual experience similar to a local business that knows your name and what you like.
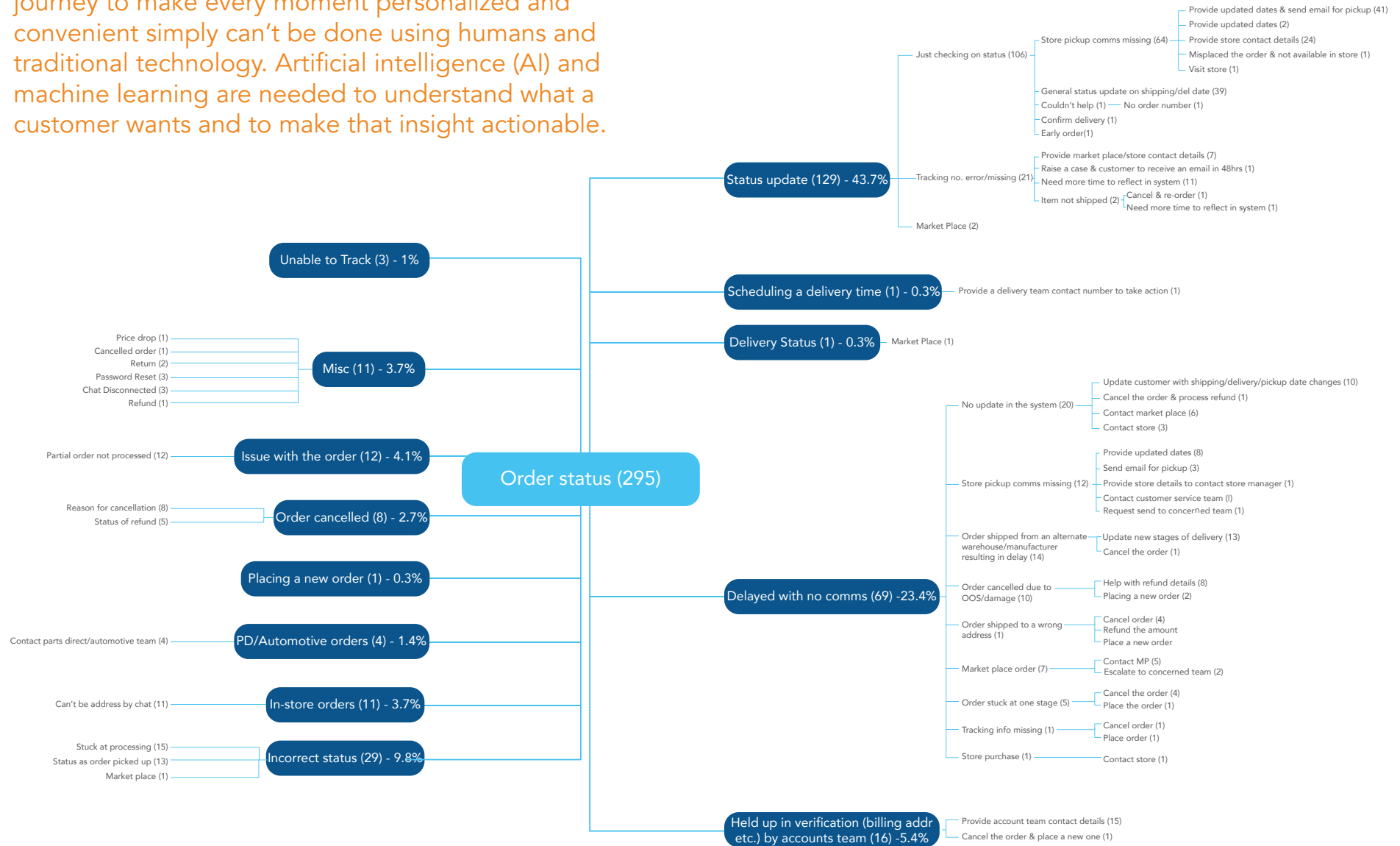
02 Connecting the dots across the journey to eliminate siloed channels

Companies are still stuck in an isolated, channel-centric way of viewing the customer relationship. Customers are forced to start over each time they shift channels (from store to online, online to chat, mobile to phone/interactive voice response, etc.), resulting in too many failed experiences. When you connect all customer moments to your data (interaction, customer, and back-end system data), you can create a personalized, predictive, and effortless customer experience across devices and channels.
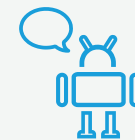
Gartner projects that more than 85% of customer interactions will be managed without a human by 2020, and chatbots are also expected to be the No. 1 consumer applications of AI over the next five years, according to TechEmergence.[1]

Here's an example of why it's so challenging to create a holistic experience: In retail, the order status journey is complex, with an average of 100 choices or different directions the journey could take. Optimizing this journey to make every moment personalized and convenient simply can't be done using humans and traditional technology. Artificial intelligence (AI) and machine learning are needed to understand what a customer wants and to make that insight actionable.

Order status (295)

Status update (129) - 43.7%

Just checking on status (106)
- Store pickup comms missing (64)
  - Provide updated dates & send email for pickup (41)
  - Provide updated dates (2)
  - Provide store contact details (24)
  - Misplaced the order & not available in store (1)
  - Visit store (1)
- General status update on shipping/del date (39)
- Couldn't help (1) —— No order number (1)
- Confirm delivery (1)
- Early order(1)

Tracking no. error/missing (21)
- Provide market place/store contact details (7)
- Raise a case & customer to receive an email in 48hrs (1)
- Need more time to reflect in system (11)
- Item not shipped (2)
  - Cancel & re-order (1)
  - Need more time to reflect in system (1)

Market Place (2)

Unable to Track (3) - 1%

Scheduling a delivery time (1) - 0.3% — Provide a delivery team contact number to take action (1)

Delivery Status (1) - 0.3% — Market Place (1)

Misc (11) - 3.7%
- Price drop (1)
- Cancelled order (1)
- Return (2)
- Password Reset (3)
- Chat Disconnected (3)
- Refund (1)

Issue with the order (12) - 4.1% — Partial order not processed (12)

Order cancelled (8) - 2.7%
- Reason for cancellation (8)
- Status of refund (5)

Placing a new order (1) - 0.3%

PD/Automotive orders (4) - 1.4% — Contact parts direct/automotive team (4)

In-store orders (11) - 3.7% — Can't be address by chat (11)

Incorrect status (29) - 9.8%
- Stuck at processing (15)
- Status as order picked up (13)
- Market place (1)

Delayed with no comms (69) -23.4%
- No update in the system (20)
  - Update customer with shipping/delivery/pickup date changes (10)
  - Cancel the order & process refund (1)
  - Contact market place (6)
  - Contact store (3)
- Store pickup comms missing (12)
  - Provide updated dates (8)
  - Send email for pickup (3)
  - Provide store details to contact store manager (1)
  - Contact customer service team (!)
  - Request send to concerned team (1)
- Order shipped from an alternate warehouse/manufacturer resulting in delay (14)
  - Update new stages of delivery (13)
  - Cancel the order (1)
- Order cancelled due to OOS/damage (10)
  - Help with refund details (8)
  - Placing a new order (2)
- Order shipped to a wrong address (1)
  - Cancel order (4)
  - Refund the amount
  - Place a new order
- Market place order (7)
  - Contact MP (5)
  - Escalate to concerned team (2)
- Order stuck at one stage (5)
  - Cancel the order (4)
  - Place the order (1)
- Tracking info missing (1)
  - Cancel order (1)
  - Place order (1)
- Store purchase (1)
  - Contact store (1)

Held up in verification (billing addr etc.) by accounts team (16) -5.4%
- Provide account team contact details (15)
- Cancel the order & place a new one (1)

Order status journey

Three Common Myths

You need to dispel the myths about customer journeys before you can tackle optimizing them.

Myth 1: Customer acquisition and customer engagement are unrelated journeys.

Reality: Your brand should only be having one conversation with your customer. From the customer's perspective, it doesn't matter whether they're engaging with you as they consider buying your product or service, or whether they want to resolve a customer service issue.

Myth 3: Self-service and assisted service are two separate journeys.

Reality: This is another example of channel-centric thinking, and it's not how consumers think. Don't define the journey in terms of the channel (chat, IVR, social, mobile, etc.), and don't segment self-service and assisted service as different journeys.

Myth 2: Chat, interactive voice response (IVR), social, mobile, and other channels are all different and require a channel-based approach.

Reality: Customer experience exists across a continuum that spans all channels. A journey could start with a search on a mobile device and move to a desktop, a website, or social channels. Once a consumer decides to engage with your brand, you might service them via IVR and chat. It's a continuing relationship and an ongoing conversation, no matter where it happens.
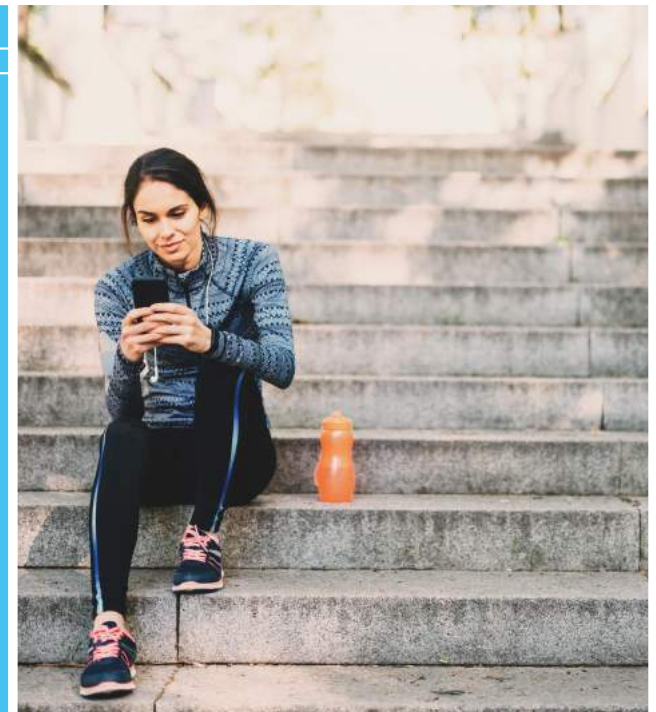
What Happens When You Get It Right

Transforming the customer experience to deliver interactions that mimic the ease, personal attention, and convenience of family and friends is not optional, it's imperative.

Continuing the conversation

From artificially intelligent chatbots that emulate your top agents, to predictive insights that anticipate customer needs, your brand can make every moment matter. Your brand can recognize returning customers and pick up the conversation where it leaves off, making it fast and easy to do business with you.
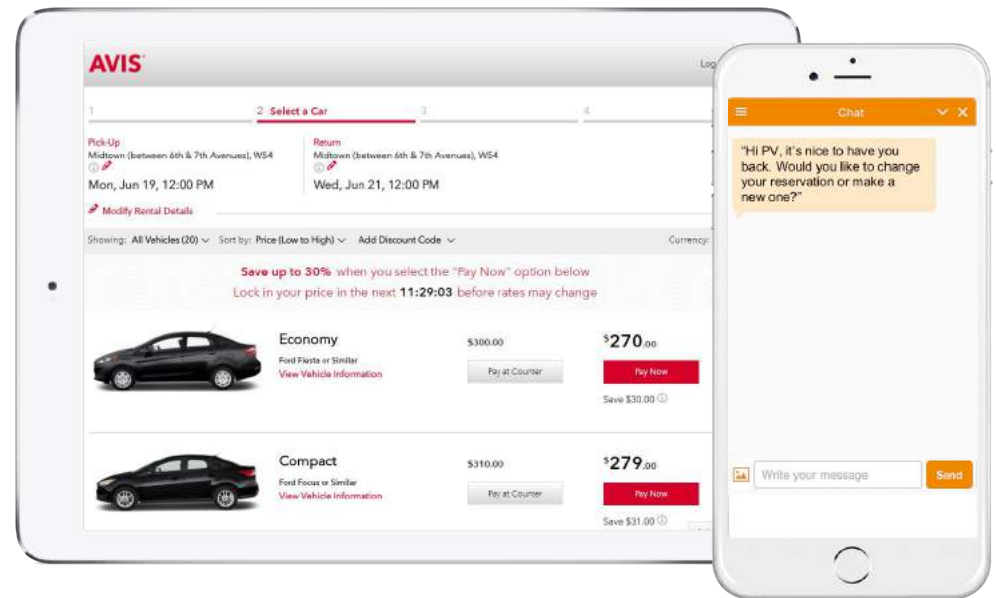
Example of rental car company's holistic customer journey across channels

What happens when you **do** deliver on the moments that matter:

$1 billion	$72 million	10-point	30%
was saved over 10 years by a credit card company	in new revenue per year was earned by a telecommunications firm	improvement in Net Promoter Score	reduction in repeat calls

What happens when you don't deliver on the moments that matter:

82% of customers stopped doing business with a company in 2016 after a bad experience

Journey-by-Journey Approach to Transforming the Customer Experience

While every moment matters, practically speaking, you can't transform them all at once. It's better to create a roadmap for what to address first and then begin optimizing one set of moments and one journey at a time.

Here's a practical approach to transforming moments and journeys:

| What to Do	How to Do It
Focus on the biggest, most impactful journeys.	Analyze the value of each journey to your customers and to your brand. Prioritize your efforts on the journeys that have the most impact.
Analyze your top journeys to identify issues with the current experience.	Collect and collate data within each journey and identify where customers become frustrated. There are tools that can help you do this.
Redesign the journeys.	Connect the dots for a journey, using various channels that are seamless and conducive to the journey. Engage with your customers how and when they want to be engaged.
Automate and transform journeys.	Rearchitect journeys using AI and machine learning technologies to understand customer intent and to personalize and improve the experience across channels, journeys, and devices.
Measure, analyze, and continue optimizing journeys.	Collect data to measure your success. Continue optimizing moments within journeys as necessary to improve the experience.

AI for Transformed Moments and Journeys

Successfully interacting with customers at each moment requires knowing the customer's intent: that is, what each customer is trying to do, not just what the customer says or types. There's technology that does just that.

Artificial intelligence (AI) and machine learning process large amounts of consumer data to determine consumer intent, which you can then apply to every aspect of the customer experience, from acquisition to engagement.

AI makes sense of data and context in real time to identify or predict the intent or purpose of a customer's question or action. It anticipates needs and reduces customer effort. For example, an AI-based chatbot could use a bank customer's question and the knowledge that the customer was sent a new credit card bill the day before to determine that the customer would like to pay the bill.
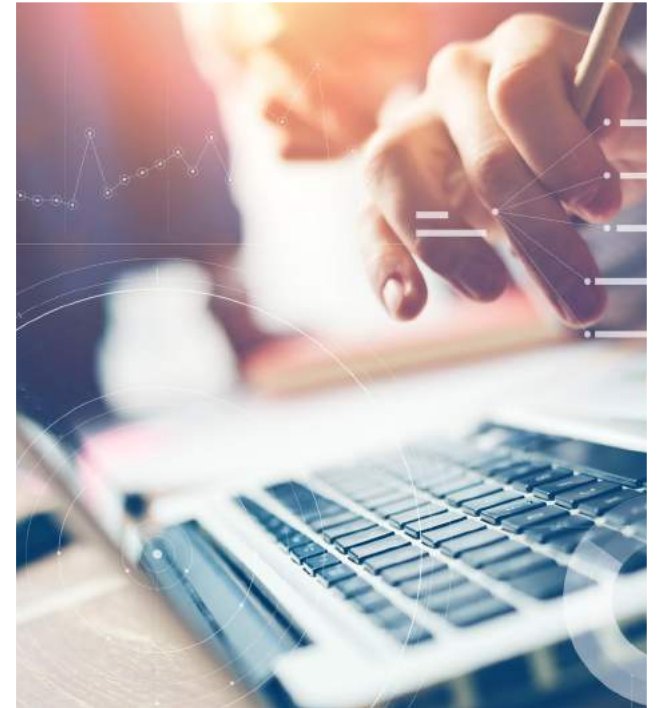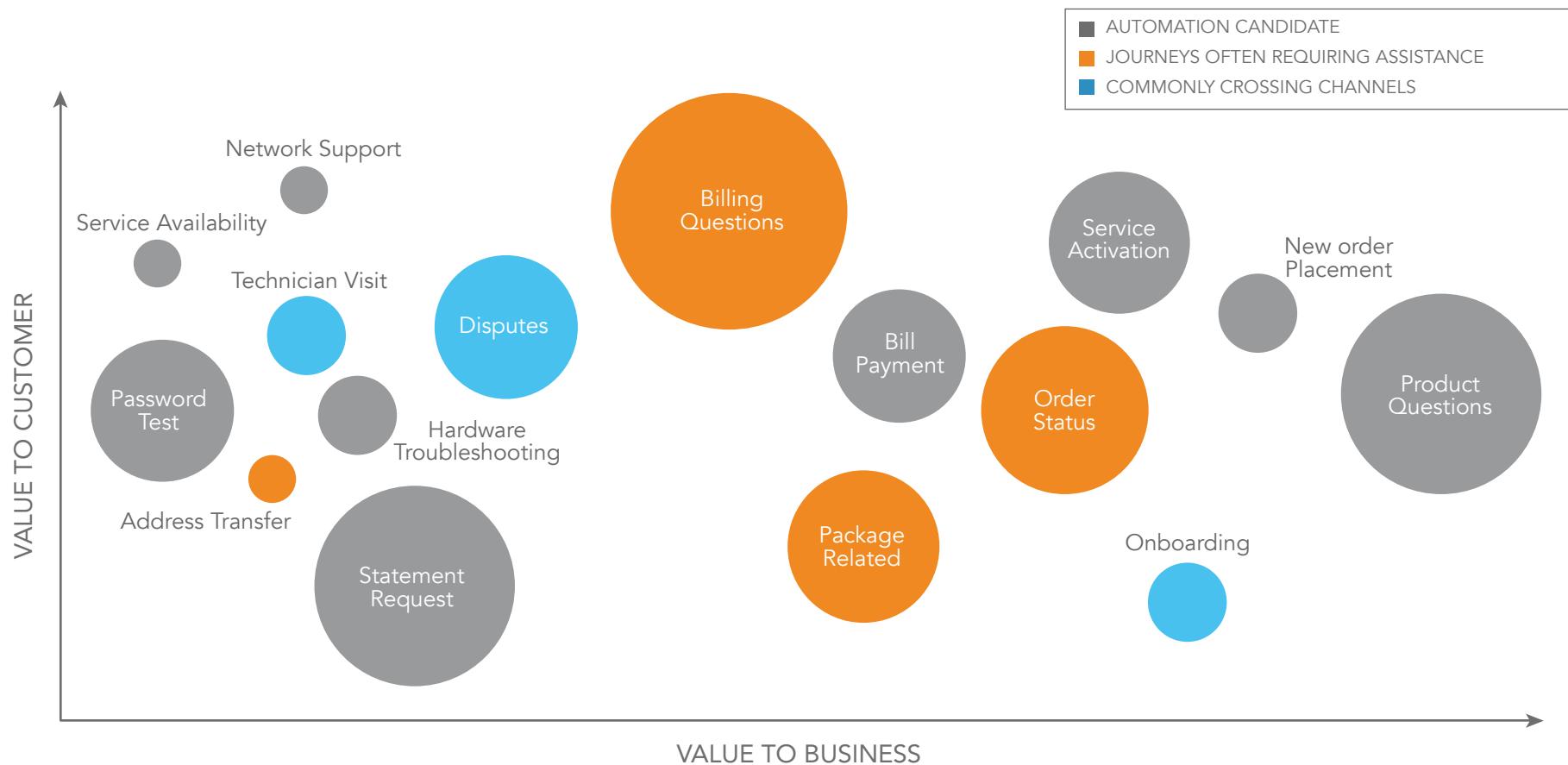
Predicting With AI

Machine learning enables AI-based technologies to become smarter about customer intent by processing and analyzing large amounts of data, including contextual customer information, such as profile, behavior, and transactions.

Models of customer intent

Waiting for AI-based technology to get smarter from machine learning can frustrate both customers and your company. That's why predeveloping models of customer intent is so important. These models prepare the AI-based software to begin predicting what customers want to do and deliver the best results right away.

You shouldn't have to do this on your own. Choose a vendor with a proven intent model for your industry.

Legend:
- ■ AUTOMATION CANDIDATE
- ■ JOURNEYS OFTEN REQUIRING ASSISTANCE
- ■ COMMONLY CROSSING CHANNELS

Chart labels: Network Support, Service Availability, Technician Visit, Disputes, Billing Questions, Service Activation, New order Placement, Password Test, Hardware Troubleshooting, Bill Payment, Product Questions, Address Transfer, Order Status, Statement Request, Package Related, Onboarding

Axes: VALUE TO CUSTOMER (vertical), VALUE TO BUSINESS (horizontal)

Example value graph for journeys

The Digital Concierge

Here's an example of a leading global hotel brand that is setting the bar high for creating memorable moments with customers.

This global brand is known for its stylish, forward-thinking hotels. The nearly 100-year-old company continues to transform the customer experience with a focus on ways to make travel easy.

Their Digital Concierge uses chat data and artificial intelligence (AI) to optimize each customer moment and journey. Predictive interaction happens in the chat window when the guest is greeted, for example, "Do you need help picking a hotel in London?" By knowing what the traveler is looking for (e.g., five-star versus a four-star hotel), the chat agent quickly becomes a trusted advisor along the guest's journey.

Not only does the Digital Concierge experience differentiate the organization, it is convincing more guests to book directly through its website rather than third-party travel sites. To date, they've achieved three times the conversion rate and a 97 percent satisfaction rate with their chat agents. This translates into more revenue and stronger relationships with the 34 million guests it serves annually.
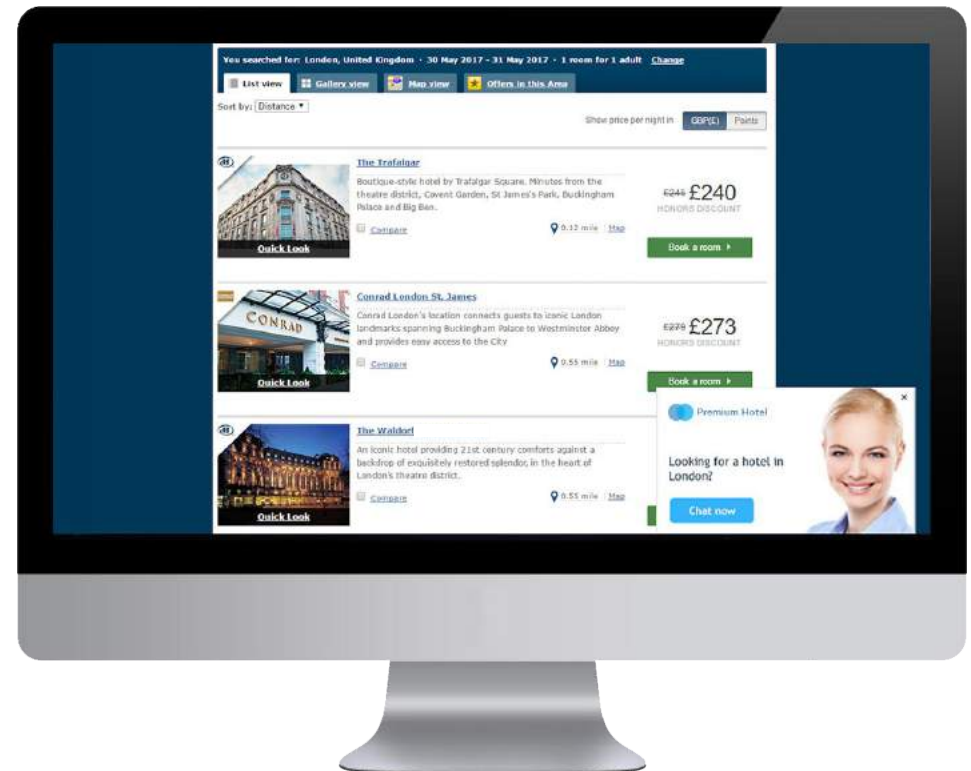
Digital Concierge

Top Four Customer Moments for Five Industries

Focusing on the most important customer moments for your industry, company, and customers can help you achieve success more quickly. Here are some of the top moments to consider as you create your action plan, and optimize them.

01

Which credit card offers the best travel rewards?

We offer several travel rewards credit cards. Click the button below to see how they compare

View Comparison

02

03

I am trying to make a purchase but the card was declined.

Yes I can remove the block. Can you please verify where the last purchase was made?

04

1. New credit card

A customer wants to open a new credit card and is conducting online research on your bank's website. Connecting the customer to a virtual assistant (also known as a chatbot) helps the customer compare cards and apply for the right one.
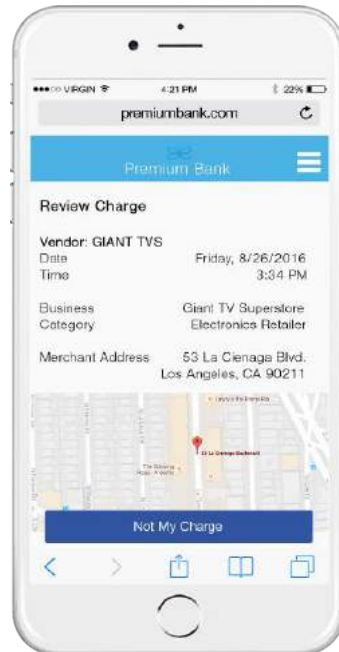
2. Fraud alert

A customer receives a proactive notification of potential fraud. Rather than using a long interactive voice response (IVR) menu tree, your customer can review the details of transactions on a smartphone to verify the charges. If there is a fraudulent charge, your customer is connected to a voice agent to dispute it or order a new card.
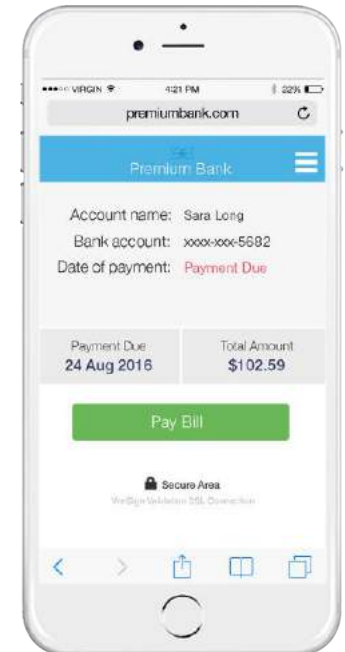
3. Declined card

A customer's card is declined while making a purchase. Make it easy for the customer to unblock the card by logging in on a smartphone and connecting to a chat agent.

4. Billing

Your customer has questions about a bill or payment. Use artificial intelligence (AI) and machine learning to help your customer easily find answers to billing questions, manage accounts, and pay bills.

Insurance

1. Acquisition

A customer needs a new auto insurance policy. Using a combination of virtual assistant (chatbot) and live chat agent, you can help your customer research, compare, and apply for a new policy. You can also help the customer combine the new policy with homeowner's insurance for additional discounts.

2. Claim submission

A customer uses your mobile app to provide information about an incident and submits a claim. Your app also helps the customer schedule a repair appointment.

3. Policy Renewal

You proactively notify your customer that a policy is up for renewal. With a click, your customer can renew the policy as is or make changes.
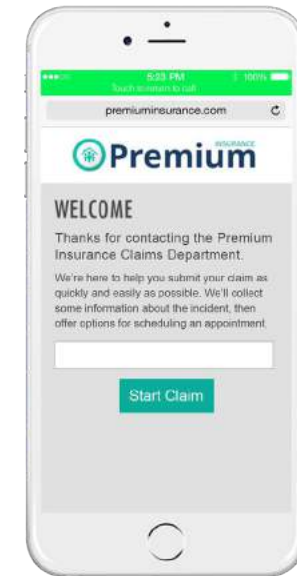
4. Proof of Insurance

Using your mobile app or website, your customer can engage with a virtual agent to digitally download insurance cards on a smartphone or a desktop.
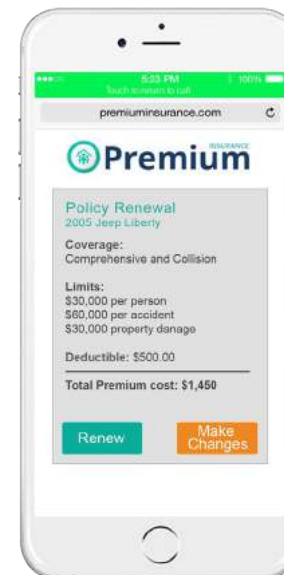
01

How much is auto insurance?

The cost of car insurance depends on many factors, including your policy and driving record. Would you like a personalized quote for your vehicle?

02

premiuminsurance.com

Premium
INSURANCE

WELCOME

Thanks for contacting the Premium Insurance Claims Department.

We're here to help you submit your claim as quickly and easily as possible. We'll collect some information about the incident, then offer options for scheduling an appointment.

Start Claim

03

premiuminsurance.com

Premium
INSURANCE

Policy Renewal
2005 Jeep Liberty

Coverage:
Comprehensive and Collision

Limits:
$30,000 per person
$60,000 per accident
$30,000 property damage

Deductible: $500.00

Total Premium cost: $1,450

Renew | Make Changes

04

Hi Linda, I'm a chatbot from Premium Insurance. How can I help you today?

I need proof of insurance

01
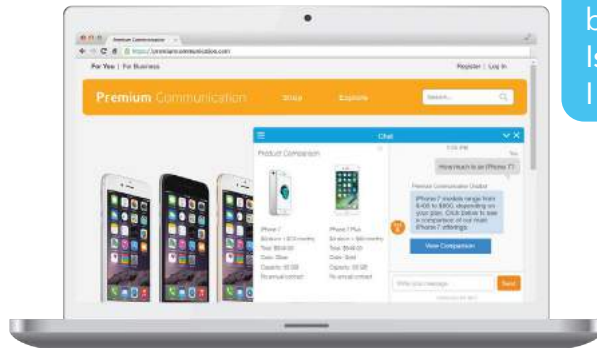
Your SIM card has been activated. Is there anything else I can help you with?

No,thank you

02

03

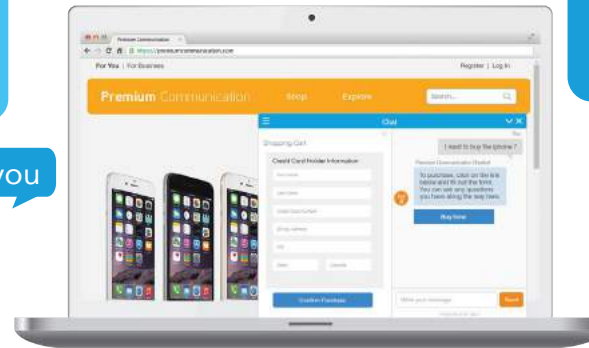**Would you like to see roaming options that can lower your bill?**

Yes

04

1. Acquisition

A customer is interested in purchasing a new device and plan. Use intent-driven self-service and assisted service to help customers:

- Review and compare devices and plans.
- Purchase a new device.
- Check the status of the shipment of a new device.
- Transfer a phone number or choose a phone number and plan.

2. Activation

A customer makes the decision to purchase a new device and plan. Optimize this journey with a virtual agent that activates the SIM card and schedules installation of cable and internet services.

3. Usage and bundles

Your customer has questions about usage or an appropriate bundle of services. Use AI and machine learning to help your customer learn about and compare your offerings, connect multiple devices, upgrade services, and manage an account.

4. Technical Support

Customers experience everything from account login issues to questions about setting up voicemail. Make it easy for your customers to get immediate support for all issues that interrupt their ability to enjoy their communication devices.

Travel and Hospitality

1. Dream

A traveler is exploring destination options and ideas but doesn't exactly know where to go or what to experience. With AI-enabled virtual and live agents on your website, you can help recommend destinations, hotels, attractions, and experiences based on the traveler's past interactions and behaviors.

2. Plan

A customer knows where to travel and is looking for the best deals and customizing options to get the desired trip. Starting with your virtual agent, you can help your traveler compare deals and seamlessly switch to a live chat agent to help with special options.

3. Book

A traveler is ready to book a trip, and your brand has made each step in the booking phase seamless, with one-stop shopping for tickets, rooms, and other parts of the trip.

4. Experience

Flight check-in, baggage claim, hotel check-in, room service, hotel check-out, bill receipt, and payment are all important micro-moments that have the biggest impact on a traveler's perception of a travel brand and the traveler's willingness to rebook in the future. With AI and machine learning, your brand maintains context and understands the traveler's intent across all these moments.

01
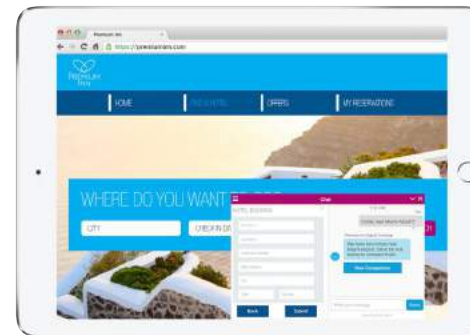
02

Hotels near Miami Airport?

We have two hotels near Miami Airport. Click the link below to compare them.
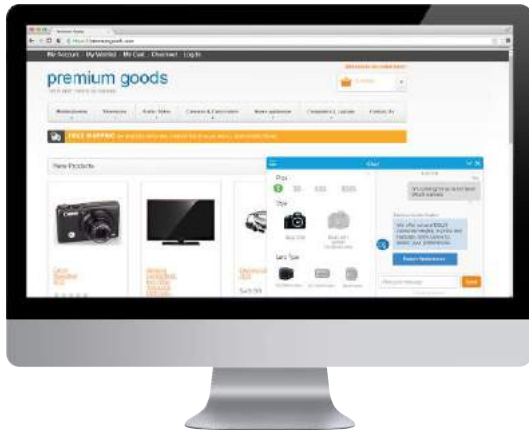
View Comparison

03

04

Can I request late checkout?

An agent will be happy to assist you with your request. Click below to chat.

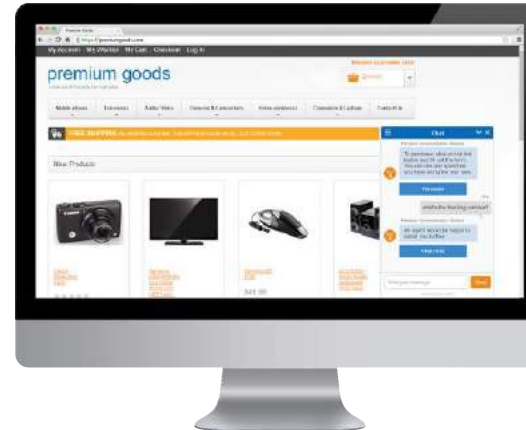Chat Now

Retail/e-commerce

01

I can help add an extended warranty to your recent order

Thank you. How much is it?

02

03

Can I change the shipping method of an existing order?

Your order is being processed. You can still make changes to your order.

04

1. Product comparison

Customers want a holistic experience across channels. Your virtual agent can help customers compare and choose the products they want.

2. Product upsell

A customer has selected the right product. Now you can seamlessly connect the customer to a live chat agent to discuss high-margin add-ons such as extended warranties.

3. Order and cart checkout

Customers will abandon shopping carts if they encounter a question or problem they can't get resolved in the moment. Avoid cart abandonment by connecting your customers with a chat agent at checkout to help complete the purchase.

4. Post-sales service

A customer needs to report a missing item from an order or has a different post-sale problem. Make it easy for the customer to report the issue using various channels.

Making Retail Moments Matter

The retailer has held hundreds of thousands of digital conversations with its customers, fusing real-time behavioral data with data-driven design. It removed the friction from the shopping journey, resulting in great customer experiences and increased online revenue.

A leading digital retailer in the United Kingdom gives shoppers personalized assistance when they make online purchases. It uses AI and predictive models to anticipate customer intent and determine, in real time, who to engage, when to engage, and what to recommend.
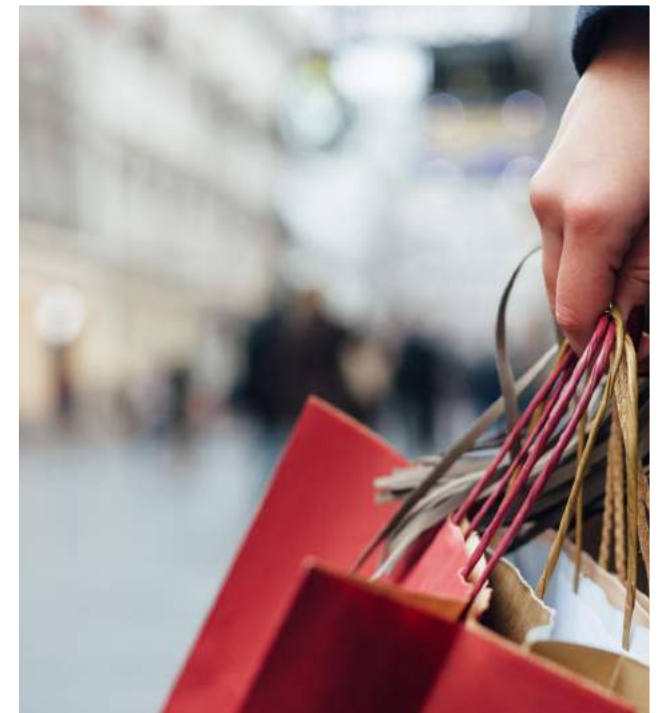
Best Practices for Delivering Holistic Journeys

Cut your risk and see more rapid results by following best practices for optimizing journeys that deliver customer satisfaction and loyalty.

01 Use the right tools and data for analysis

Prioritizing and optimizing journeys should not be a spreadsheet exercise. You need to take advantage of artificial intelligence (AI) and machine-learning technology to crunch billions of clicks to gain the insight you need to correctly optimize performance and meet your goals faster and more efficiently

02 Start small

Don't try to do too much too soon. While it's tempting to go after multiple journeys at once, resist the temptation. Build confidence in your strategy first, show results, and gain buy-in and alignment.

03 Connect the dots

Make the consumer journey seamless by leveraging rich behavioral and relationship data to predict consumer intent more accurately in the moments that matter most.

04 Connect the channels

Engage with consumers wherever they are by analyzing their behavior across multiple channels, platforms, and devices and applying results everywhere.

Only 26% of companies have a well-developed strategy in place for improving customer experience, presenting an obvious opportunity to leave 74% of your competition in the dust.[2]

Next Steps

When you deliver memorable moments throughout customer journeys, you drive loyalty, satisfaction, willingness to recommend, and revenue. To achieve a personalized, holistic experience, your brand needs to understand its customers better than ever before, anticipating their needs and continuing conversations across time, devices, and channels. AI-powered technology is the answer.

At [24]7.ai, we're making it possible for brands to interact with customers like they are friends. We've invested deeply in leveraging artificial intelligence to understand, anticipate, and act on consumer intent.

The world's largest brands are using solutions from [24]7.ai to provide a personalized, predictive, and effortless experience to consumers, while achieving millions of dollars in savings by automating customer interactions.

[1]http://www.businessinsider.com/sc/chatbots-future-customer-service-2016-9
[2]https://www.forbes.com/sites/joshlinkner/2014/07/24/customer-experience-is-the-new-battleground/#427ae9b56cc3

Let [24]7.ai help your organization achieve extraordinary results. Contact us today.

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About [24]7.ai

[24]7.ai is a customer experience software and services company that is redefining the way companies interact with consumers. We help businesses attract and retain customers, and make it possible to create a personalized, predictive, and effortless customer experience.

For more information, visit: www.247.ai