

# Digital Accelerator Series The Future of Voice

[24]7 Active Share: Bring Your Voice Calls  
into the Digital Age

## Table of Contents

<b>01</b>	Introduction	2
<b>02</b>	Giving voice the digital upgrade	3
<b>03</b>	A visual transcript	4
<b>04</b>	Create new ways to interact	5
<b>05</b>	A three-step path to digitizing voice engagement	6
<b>06</b>	Impact of [24]7 Active Share in the hospitality industry	7
<b>07</b>	Impact of [24]7 Active Share in the finance industry	7
<b>08</b>	It's time to bring voice calls to the digital age	8

## 01 Introduction

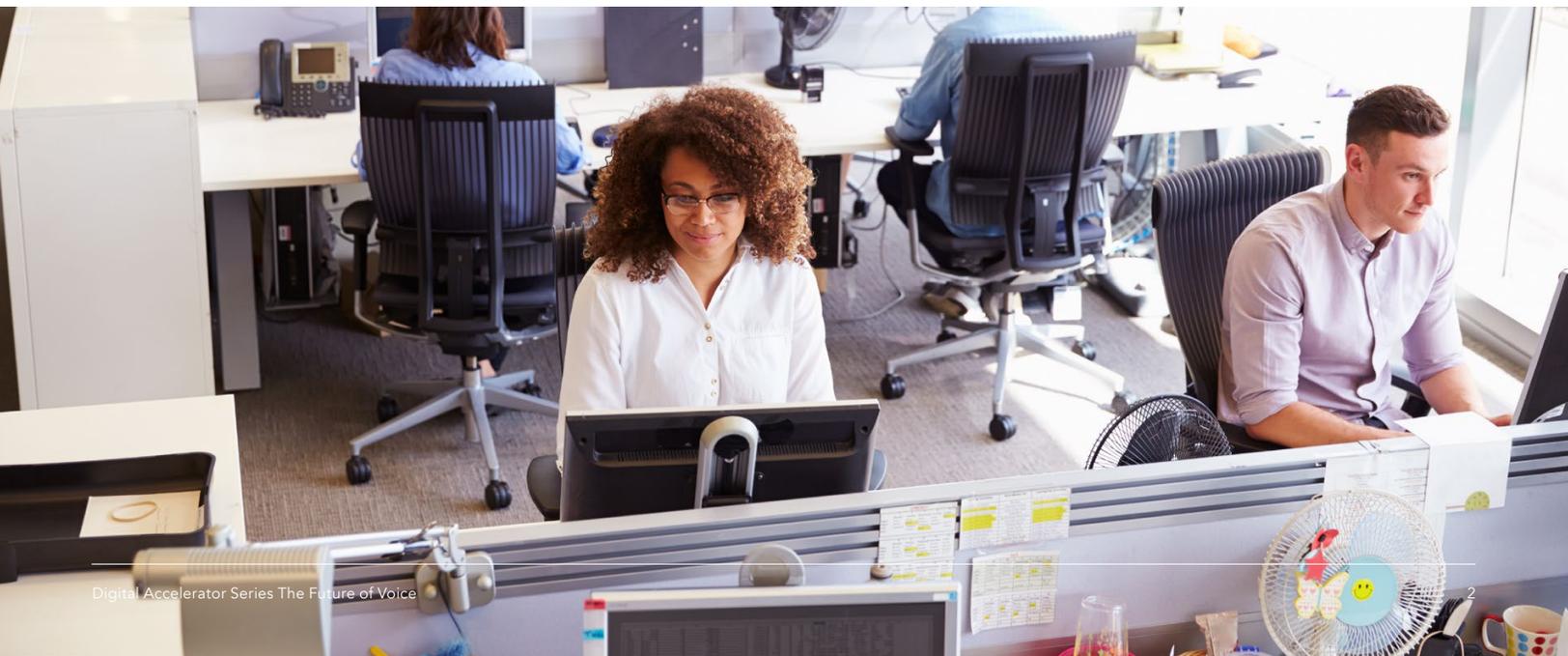
### Wow your customers with visual, personalized voice calls at low cost.

Enterprises have spent as much as \$400 billion in improving self-service rates across multiple engagement channels. However, as many as 75 percent\* of all customers still end up calling the toll-free number. Despite the advances in natural language and improvements in IVR call flows, anywhere between 40 and 80 percent\* of all callers end up transferring to voice agents.

Speaking to a voice agent is often the last resort for most customers. Callers are digital, with 71 percent of calls made from a smartphone and 84 percent of voice callers already logged in to the website on a concurrent device.\* Yet, the voice experience—this critical link in the customer experience chain—hasn't changed in decades. Unable to benefit from years of digitization, mobility, and customer experience technology, the voice experience is still voice only. And, while what we have today is mostly good enough, forward-looking enterprises and customer experience leaders are considering whether this good enough status implies that money is being left on the table.

*69% of companies think that allowing voice agents to share visual information with customers would result in happier customers (higher CSAT scores)*

*Dimensional Research, Customers are Less Happy than Companies Think — An International Survey of Business and Customers, 2020*



## 02 Giving voice the digital upgrade

So how can an enterprise effectively bring voice calls into the digital age? More importantly, at what cost? Connecting voice calls to data and digital media has the potential to dramatically improve CSAT and resolution rates, reduce call handle times, and drive higher sales conversions.

[24]7 Active Share lets enterprises link voice calls to consumer data, and to make them visual, personalized, and useful—without costly changes to the enterprise voice infrastructure.

Here's how it works:

- Agents can send callers a personal link through a messaging app or an email. When the caller taps on the link, it opens a mobile-formatted canvas within the caller's phone browser.
- Once the canvas is open, the agent can quickly and easily package bundles of personalized content, known as Active Cards, and place them on the canvas. These Active Cards are personalized and relevant to the customer's journey and goals.
- Callers can view and interact with the content on these cards, and their actions are passed back to the agent in real time.

[24]7 Active Share works natively on web browsers without requiring any plugins, apps, or add-ons to be installed.

The content shared within the interaction is directly relevant to the specific conversation.

Here are two examples of how visual presentation of information can have a significant impact on the outcome and effectiveness of the call:

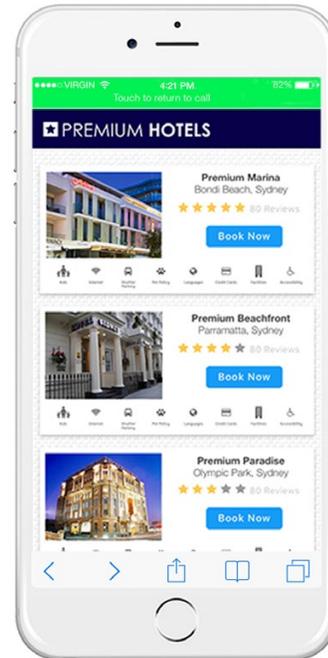


Figure 1: Example of an Active Card

Example 1: Joe calls to book a hotel for his vacation in Sydney. Instead of reading Joe a list of potential hotels over the phone, the agent, Amanda, sends him the chosen hotel options as an Active Card. Joe can review the hotel options visually, quickly decide, and verbally communicate his choice to Amanda. A call flow that would have taken at least 15 minutes to complete over a voice-only mode now takes under 10 minutes.

Reduction of Average Handling Time (AHT): 5 min.

**Active Share is a capability that allows callers to be supported with interactive content. This content is in the form of individual widgets called Active Cards. Agents can share multiple Active Cards within an Active Share session.**



Figure 2: Example of an Active Card

Example 2: Teri calls in to buy a new phone. The telecom company's representative, John, sends her a visual side-by-side comparison of two of the most popular phones they sell. Teri can view this information right on her phone, as John walks her through the features of each phone helping her make the purchase decision quickly.

Active Cards provide a flexible content framework to help increase sales conversions, drive higher call resolution rates and reduce call handle times.

### 03 A visual transcript

Active Cards provide a powerful framework to augment a voice call with a visual transcript that the caller viewed and interacted with during a call. For example, asking a customer to enter information visually (such as filling in an address, or uploading a picture for an insurance claim) can reduce the time spent on information gathering. Visually presenting product details or listings can eliminate time spent mid-call and drive higher conversion rates. Finally, sending lengthy terms-of-service documents to customers on their phone with an 'Accept' button slashes time spent reading documents to the customer.

One or more of these different forms of visual presentation can occur within the same call. When taken together and in sequence, this forms a "visual transcript" of the call that can be emailed to the caller or saved in systems of record.

However, too often there are calls whose resolution extends beyond the call itself. For example, a common reason cited by callers who call in to book a hotel or a vacation package is the need to go offline and consult with their partner or spouse. In such cases, the visual transcript can be made shareable and persistent, so that the caller can complete the action

(in this case booking the package) later. Through this, the continuity of the interaction is maintained after the call ends, while the benefit (in this case, booking revenue) can be attributed back to the specific call. Active Cards provide a flexible content framework to help accomplish a variety of goals, including:

#### Increase sales conversions

Agents can push targeted product information or product comparisons to callers. The visual presentation experience makes it easy for callers to consume information, helps facilitate their purchase decision, and can lead to effective up-selling.

#### Drive higher call resolution rates

Agents can push cards that help callers visually navigate through complex information (such as choosing between a list of flights), understand support instructions (such as a pictorial guide to troubleshooting a device), or simplify form filling (such as uploading a picture for an insurance claim directly).

#### Reduce call handle times

Agents can push standard text-based information such as legal notices or terms and conditions to the customer's screen to collect acceptance, instead of reading out a long document over the phone.

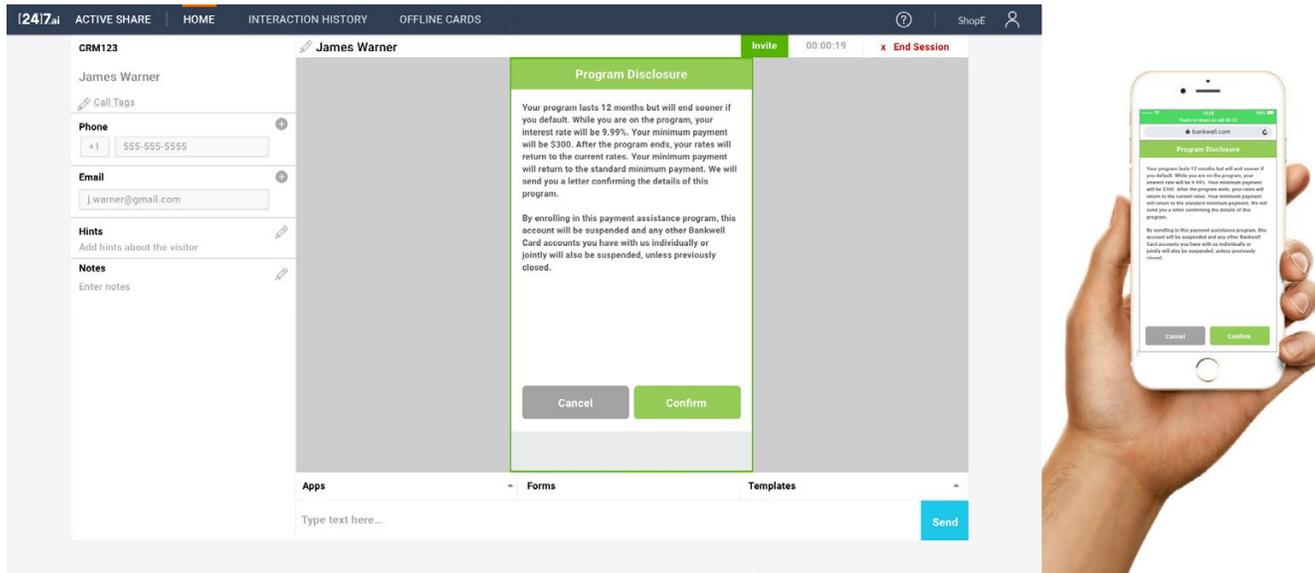


Figure 3: Cards are sent from the agent’s desktop to the caller’s screen.

[24]7 Active Share effectively covers and improves anywhere between 25 to 40 percent of all agent-assisted voice call journeys in most contact centers. [24]7.ai can help with structured analysis of your journeys and call flows—including detailed call segmentation analysis—to uncover opportunities that improve call metrics and caller engagement.

*By digitizing caller compliance statements, terms and conditions and other regulatory statements, you have 100% compliance consistently across agents. Plus, auditing digital records eliminates the need to listen to voice calls making compliance faster, easier, and almost painless.*

## 04 Create new ways to interact

Uniquely enabled via our Live-sync technology, Active Cards, unlike co-view or co-browse functionality go beyond providing agents the capability to view or browse web pages with a customer. Active Cards create new ways to interact with web content while empowering consumers because they do not have to relinquish account privacy or control to the agent.

## 05 A three-step path to digitizing voice engagement

[24]7 Active Share makes it easy to upgrade the voice call experience in this digital era without having to make significant upgrades to the voice infrastructure. This makes it great as a tool for enterprises experimenting with a small subset of journeys, or for ones scaling the capability across contact centers. Contact center leaders looking to benefit from the potential of digitally connected voice experiences should consider a three-step path to success.

### Step 1: Understand customer journeys by the numbers and potential value

Analyze your call types, caller journeys, and intents. Identify the success metrics that characterize each unique journey. Now pinpoint the specific journeys where adding a visual component could help impact the outcomes.

This step often requires a slightly more rigorous analysis of not just the calls in aggregate, but also the specific stages within these calls. And to identify and quantify opportunities for improvement, it's important to analyze metrics such as average handle times, customer effort,

call drop-off rates, etc. Finally, prioritize calls based on opportunity and value, as a precursor to running trials to validate opportunities.

### Step 2: Craft effective digitized voice interactions

Within specific call types, start building a specific language for visual engagement, as well as specific Active Cards that support call goals. While it is obvious that the visual interaction should reflect your brand effectively, what is less obvious is the value of intuitive, human-centric design to support user goals. On a mobile screen, information should be responsively formatted and presented with a focus on making important information visually prominent. Equally important is the agent side of the interaction. Agents must assemble, package, and send personalized content while they are on the call. This could be potentially a challenge for the agent, but [24]7 Active Share makes it easy for agents to assemble content bundles into Active Cards quickly and easily from prebuilt, searchable content repositories—while still on a call with a customer. This ensures that the agent can deliver the right visual content with low effort and minimal distraction.

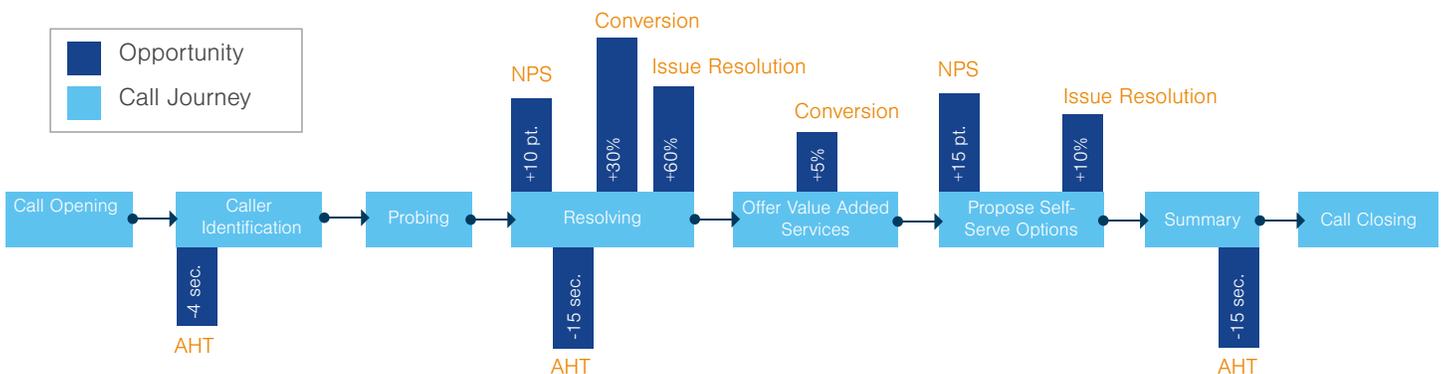


Figure 4: Example of call segmentation.

### Step 3: Get on the floor and make some noise

Like the introduction of any new technology on the floor, rolling out [24]7 Active Share also requires a little initial push. So, a major part of making a rollout successful consists of providing incentives to agents to modify their existing behavior and use the capability in more and more of their customer interactions.

The payback for individual agents is high. We have consistently seen that agents who actively use Active Share improve their productivity by up to 15 percent. In addition, [24]7 Active Share also transforms the role of the agent in a conversation, changing them from an order taker to a guide—or a digital concierge—with a more active and rewarding role in driving call outcomes.

### Delivering impactful call outcomes

**If human agents could share visual information with you (billing statement, technical diagram, video, etc.), how do you think that would improve your support experience?**



Figure 5: Impact of [24]7 Active Share in the hospitality industry

## 06 Impact of [24]7 Active Share in the hospitality industry

A leading global hospitality company serving 34 million guests annually use [24]7.ai technology to deliver exceptional guest experiences. Beyond making it easier to engage with the hotel, the technology contributed to more guests booking directly through the hotel's website, rather than third-party travel sites. To date, the hotel has achieved three times the conversion rate, and their agents have given the solution a 97% CSAT rating. Monthly, over 112K guests engage with the virtual agent leading to an 18% containment rate that is continually growing and helping to deflect email and voice call volume.

## 07 Impact of [24]7 Active Share in the finance industry

One of the largest card issuers in America partnered with [24]7.ai to visually enhance their voice channel, simplifying interactions between customers and agents and assisting with compliance and collection. Digitizing regulatory statements enabled 100% compliance consistently across agents. Through [24]7 Active Share, customers could instantly see their payment options and select their payment plan on their smartphone. The number of customers signed up for payment plans grew by 17.76%. The company also reduced AHT by 7.17% (90 seconds) and improved conversion by 5.10%, leading to an estimated reduction in customer chargebacks of \$18M in the first year of deployment.

[24]7 Active Share is a digital upgrade to traditional voice support. [24]7 Active Share enhances calls with rich, visual, interactive content, personalization, and caller presence, driving call engagement, increased revenues, and lower support costs.

- Superior caller experience: +10pt. to +15pt. CSAT/ NPS.
- Frictionless voice conversions: +10 to +20 percent sales using push content.
- Accelerated call resolution, higher FCR rates, and lower handle times.
- Data from the voice channel to drive omnichannel insights and improved compliance.

## 08 It's time to bring voice calls to the digital age

Today's customers expect consistent experiences across all channels. With [24]7 Active Share, enterprises can enhance their voice calls with rich, visual, interactive content to provide their callers an experience similar to the other digital channels. For enterprises, who have already invested heavily to improve their customer experience, this provides a great opportunity to systematically improve their performance with minimum upfront investment.

\* [24]7.ai Customer Engagement Index Survey, 2016

## Contact us

[www.247.ai](http://www.247.ai)

[info@247.ai](mailto:info@247.ai)

United States +1-855-692-9247

Canada +1-866-273-1195

United Kingdom +44 0 207 836 9203

Australia +61 2 90025780

## About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: [www.247.ai](http://www.247.ai)