



Davies Consulting

Customer Self-Service

Using automation to enhance customer self-service

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Self-service is viewed by many as a priority area for investment in intelligent automation.

Davies Consulting's specialist team can help you navigate the many options for live chat and natural language IVR, providing an independent perspective on which technologies to use and how to make best use of them for your self-service goals.

If the first wave of self-service – early interactive voice response (IVR) and basic online tools – was about driving cost savings for the business, today's is all about the customer. For an increasing number of interactions, more and more customers are now not just happy, but happier, to do it themselves – supported by intelligent automation.

- Portals and apps, built on top of seamless behind-the-scenes automation, allow customers to carry out a range of tasks without assistance such as generating quotes or changing account details.
- Chatbots support these portals and other online systems, automatically dealing with many simple customer questions.
- Virtual workers can also play a pivotal role in helping businesses manage the huge increase of social media and messaging tools for sales and service – guiding customers through initial steps or to the right web page to complete an interaction.
- IVR has evolved with natural language tools making it increasingly powerful – whether on the phone or using home assistants or smart speakers.

Understanding the opportunities and the challenges

This change creates real opportunities for businesses, but also challenges. Customer expectations have risen; processes have to be smooth and complete, with help on hand if they get stuck – even when using an app. IVR needs to be accurate and not limited to a small lexicon. Crucially, for a quality customer experience, organisations need to have the processes in place to escalate interactions to a human advisor at the right time.

For organisations looking to make use of automation to extend self-service, therefore, it's vital that you find the right tools and deploy them effectively.

This is where Davies Consulting comes in. Our team combines extensive knowledge of automation technology and its potential with vast commercial experience. We bring those together to help our clients make decisions first about the tasks which they want to offer as self-service, in line with their overall vision of the customer experience they intend to provide. Based on that, we then examine the technology and process requirements to make that a reality.

Our Approach

For us, automation is a means to an end: helping you achieve your customer experience vision. We have all of the skills to define, design, deliver and manage a successful enterprise-wide automation capability. We work in collaboration with our clients to align our resources with those already in place and get teams bought into the project.

In practice

Introducing natural language IVR in a major retailer

One of the UK's best-loved retailers has transformed its call-handling capacity with natural language IVR – as recommended by Davies Consulting.

With call volumes already a challenge, and set to increase due to the retailer's online growth strategy, it was clear that its legacy model – using small teams in a selection of stores – was no longer viable.

We proposed using IVR as a means of triaging incoming calls and ensuring they are routed appropriately, whether for online service, orders, or in-store queries. We recommended using natural language IVR to be in keeping with the retail brand, and advised the retailer's team on suitable technology partners.

The chosen solution has a machine learning capability that means its lexicon can expand, and is also easy for the retailer's staff to incorporate new product names or ranges.

Above all, it's accurate – correctly recognising first time what the customer wants to do in over 90% of interactions. That not only means customer satisfaction with the technology is high, but also that the retailer benefits from having the overwhelming majority of calls quickly routed to the right team.

Over 90%
first time success rate of the
natural language IVR we
recommended

Get in touch

To discuss how we can help you use intelligent automation to support self-service, contact us today.

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