

EY Customer Care Virtual Agent

24x7 support with zero wait time

Your digital world. Realized.

Can you serve your customers 24x7?

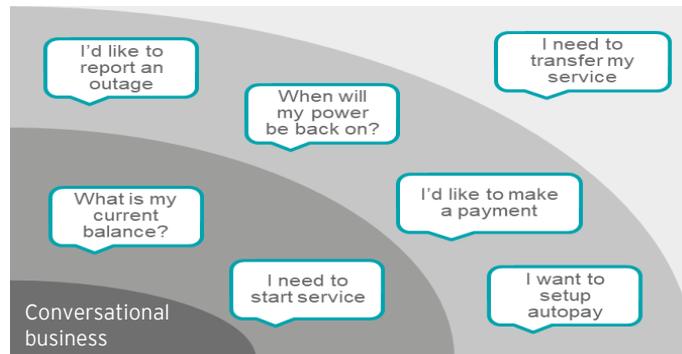
- ▶ Customers want:
 - ▶ 24x7 access to support
 - ▶ Zero wait time even during peak load
 - ▶ Omni-channel access
- ▶ Challenges:
 - ▶ Customers prefer chat over live calls
 - ▶ Frequent call center live agent turnover increases training costs
 - ▶ New live agents may not follow procedures or correctly answer questions

Shorten time-to-value with pre-built industry-specific conversations

The EY Customer Care Virtual Agent is packaged with pre-built customer care conversations. Each conversation consists of a pre-trained Microsoft Language Understanding Intelligent Service (LUIS) intent classifier, which translates user utterances to:

- ▶ Actions the user wants to perform
- ▶ Pre-developed dialog flow that can be tailored to meet client-specific needs
- ▶ Integration points for common enterprise systems including, Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM)

The Virtual Agent provides customized conversations for common use cases in Power & Utilities (P&U) and healthcare industries. There are also plans to deploy this solution in other industries including, entertainment and government.



Solution benefits

Business benefits

- ▶ Accelerated virtual agent implementation with pre-built P&U customer care conversations
- ▶ Reduced call cost – from ~US\$14 to US\$1
- ▶ Increased first-call resolution rate

Customer benefits

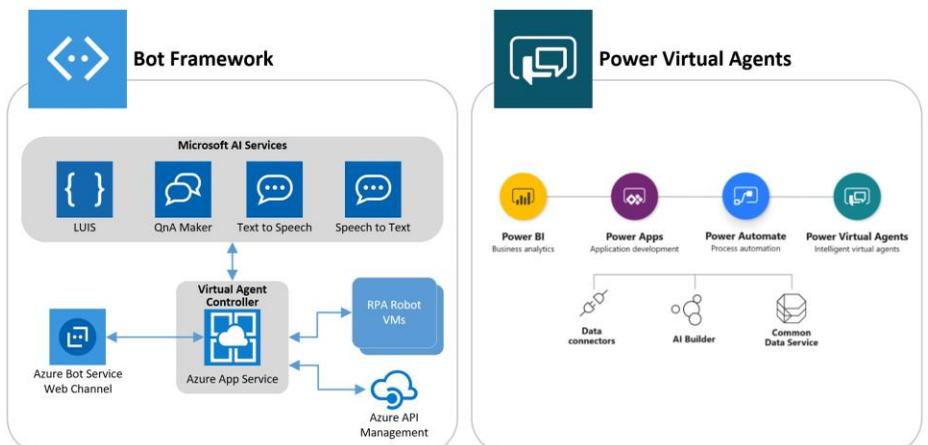
- ▶ 24x7 availability
- ▶ Zero wait time
- ▶ Increased customer satisfaction with high-quality responses to questions

Advanced artificial intelligence (AI) technology

- ▶ Microsoft AI services for language understanding
- ▶ Microsoft Azure Bot Framework
- ▶ Microsoft Azure Cloud
- ▶ Deployable on cloud and soon on premises
- ▶ Microsoft Power Virtual Agent

Virtual Agent in a box

Built upon the Microsoft Bot Framework and leveraging Microsoft Azure compute, storage, and network services, the core technology components have been architected and pre-integrated for rapid provisioning. The virtual agent capabilities can also be built upon the Power Virtual Agents platform.



Sales support for confectionery, food and beverage company

EY teams designed and helped implement a Virtual Agent that interacts with the client's sales representatives when they are in the field, allowing them to rapidly check order status and update orders via SMS text message. The real-time and convenient communication method provides better and faster customer service.

- ▶ EY teams leveraged Microsoft LUIS for Natural Language Processing (NLP) capabilities.
- ▶ The Virtual Agent uses information collected from sales representatives to take action within the company's ERP system via Blue Prism-powered Robotic Process Automation (RPA) robots.

Client challenges

- ▶ The client has over 4,000 sales representatives who are in the field visiting customer stores every day.
- ▶ With only 4-16 call center agents and limited working hours, calling into customer care can result in long wait times.
- ▶ The client wanted to provide their sales representatives with an alternative to calling into a customer care center.

Client benefits

Each month, the virtual agent is projected to:

- ▶ Create and address 3,400 service requests
- ▶ Save 148 hours of processing time of customer care agents
- ▶ Eliminate an average of 170 hours of call wait time per month for sales representatives
- ▶ Provide 24/7 service coverage to sales representatives throughout the US

EY and Microsoft

The digital technologies that are impacting your business today – social, mobile, analytics and cloud – are rapidly expanding to create new employee and customer experiences, fundamentally changing how your organization works, interacts and competes. The EY and Microsoft alliance combines EY deep insights and experience in disruptive industry trends, new business models and evolving processes with Microsoft scalable, enterprise cloud platform and digital technologies. EY and Microsoft can help accelerate digital transformation with advanced solutions that support enterprise strategy, transform customer and workforce experiences, create new, data-driven business models, build intelligent, automated operations and bring confidence that these innovative solutions are secure, compliant and trusted. Together, we can help accelerate digital strategy and amplify your business performance to thrive in a digital world.

For more information visit: ey.com/microsoft

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