CDW INTELLIGENT CX & AZURE AI SERVICES

WE GET HOW TO TRANSFORM YOUR CUSTOMER EXPERIENCE

CDW PEOPLE WHO GET IT

67% of Buyers

stop buying from a favorite company for a better experience elsewhere

A

CUSTOMER EXPECTATIONS ARE NOW HARDER

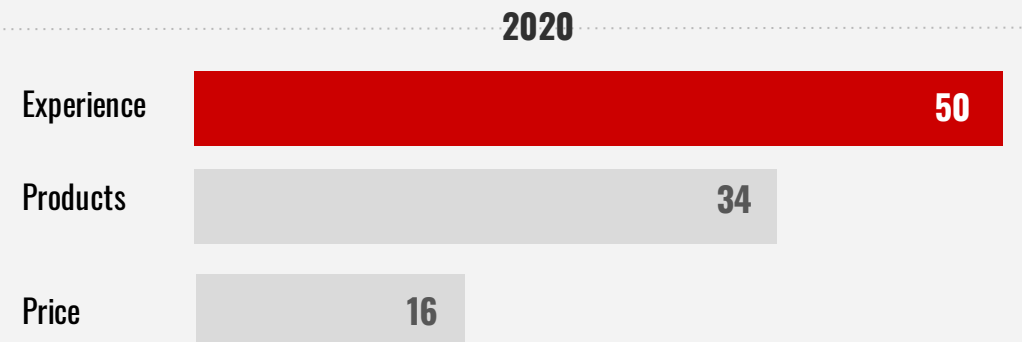## 60%
want easier access to self-service solutions

64%
expect to receive real-time assistance

75%
prefer personal interactions, not necessarily with humans

In 2021, customer experience overtook price & product as the key brand differentiator

How important are the following to your business strategy?
(Average out of 100 points)

2020

Experience	50
Products	34
Price	16

Source:Note: US statistics millennials; Source: Zendesk, Statista, Strategy Analytics, HBR, Ovum, USA market, CISCO VNI & Walker

CUSTOMER EXPECTATIONS DRIVING CX TRANSFORMATION

Customer Expectations

01 Self-Service
Customer's would rather complete tasks on their own instead of waiting in a call queue.

02 Always Available
Getting service only during business hours no longer works for customers.

03 Personalized
Every customer interaction should not start with the customer introducing themselves or retelling their journey.

04 Consistency
The quality of service should always be consistent in workflow, resolution, and customer data should be accurate.

05 Omni-Channel
Method of communication should be what is easiest for the customer. Rather that is Phone, SMS, Chat, Social Media , etc.

06 Secure
The customer's identity should be secured without having to give sensitive details over the phone.

CX TRANSFORMATION IS HAPPENING **RAPIDLY**

"50% of enterprises will spend more on bots and AI than traditional mobile app development by 2021."

Gartner, July 2020

CDW INTELLIGENT CX OVERVIEW

Supporting your Customer Experience journeys.

*CDW makes **customer experience easy**. With a full range of assessment, design, orchestration, and managed services, CDW helps you mature and scale, driving toward business objectives, without slowing down innovation.

Core Intelligent CX Solutions

- Digital Transformation Consulting
- Conversational Design
- Conversational AI Implementation
- Custom CCaaS and CPaaS Development
- Automation and Integration Development
- Data and Analytics
- Voice Biometrics
- Continuous Improvement Services

OUR TEAM

500+
professionals focused on end user experiences

100+
managed services professionals

40+
Contact Center specialists

OUR PROJECTS

5K+
solutions delivered each year

$200M+
in annual services revenue

OUR REPUTATION

#1
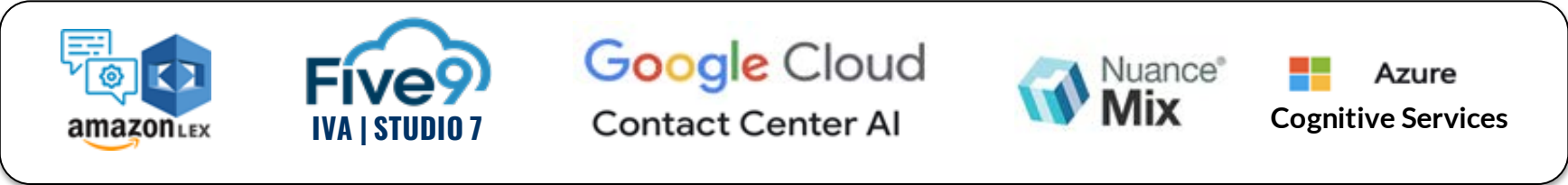Ranked across our top partners

400+
Vendor partnerships

72
Industry-leading NPS Score

CDW PEOPLE WHO GET IT

WE GET CUSTOMER EXPERIENCE

....AND CONVERSATIONAL AI

amazonLEX   Five9 IVA | STUDIO 7   Google Cloud Contact Center AI   Nuance Mix   Azure Cognitive Services

....AND CONTACT CENTER

Google Cloud   ujet.cx   RingCentral   NICE   GENESYS   Five9   8x8   CISCO   talkdesk   AVAYA   Amazon Connect

....AND INTEGRATIONS + AUTOMATION

slack   salesforce   servicenow   Daon   Microsoft Dynamics   ORACLE   Microsoft Teams   SAP

CDW   PEOPLE WHO GET IT

WE GET AZURE AI SERVICES

Azure Cognitive Services

Includes the **latest technology** in Text-To-Speech, Natural Language Understanding, Transcription Services, and Custom Voice Modeling for **real-time speech interaction.**

Azure Health Bot

Empowers developers to build and deploy AI-powered, **compliant,** conversational **healthcare experiences** at scale. It can understand clinical terminology and can be easily customized.

Microsoft Bot Framework

Enables you to build **intelligent, enterprise-grade bots** with ownership and **control of your data**. Begin with a simple Q&A bot or build a sophisticated virtual assistant.
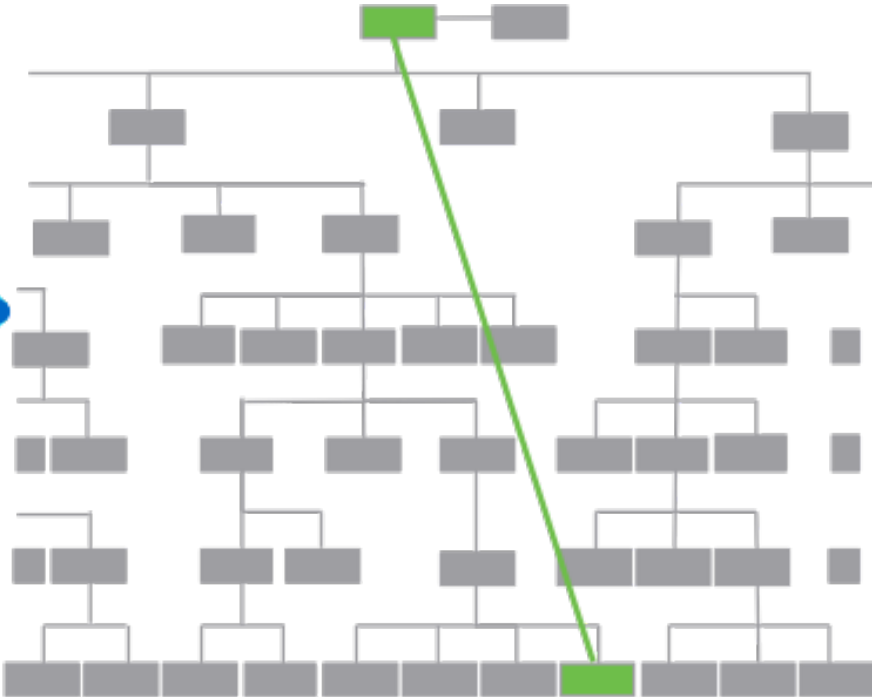
Power Virtual Agent

Respond rapidly to your customer and employee needs **at scale** using intelligent conversational bots built with PVA. It features native integration with Microsoft Suite. **No coding required.**
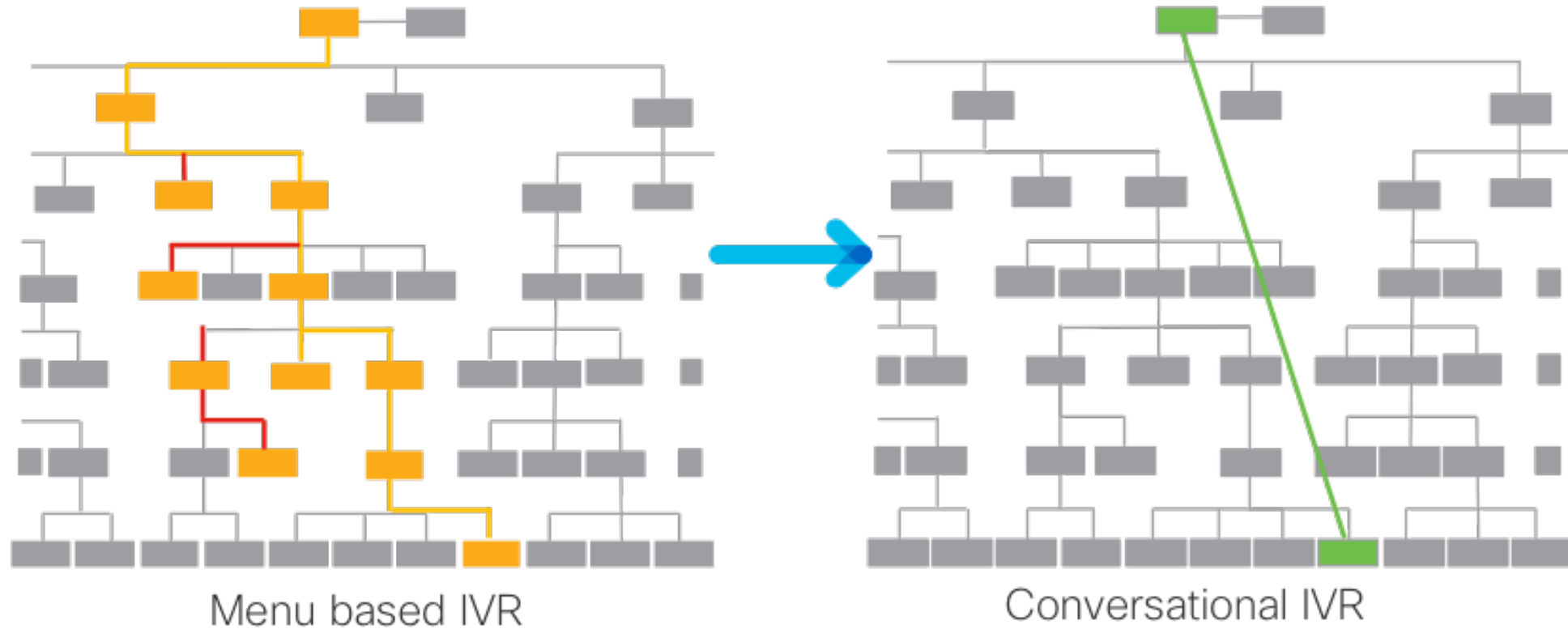
CONVERSATIONAL AI CAN HELP...
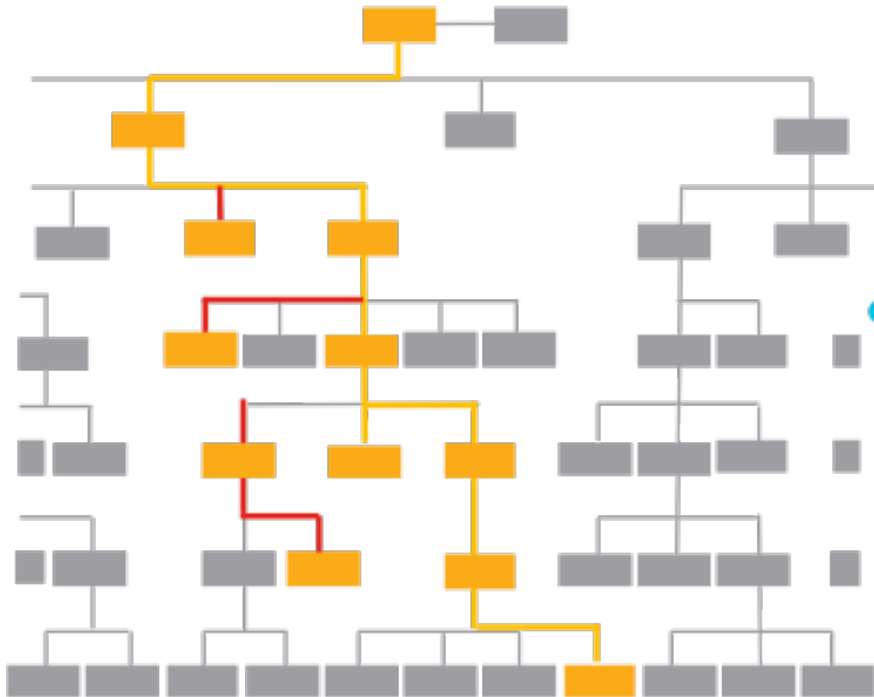
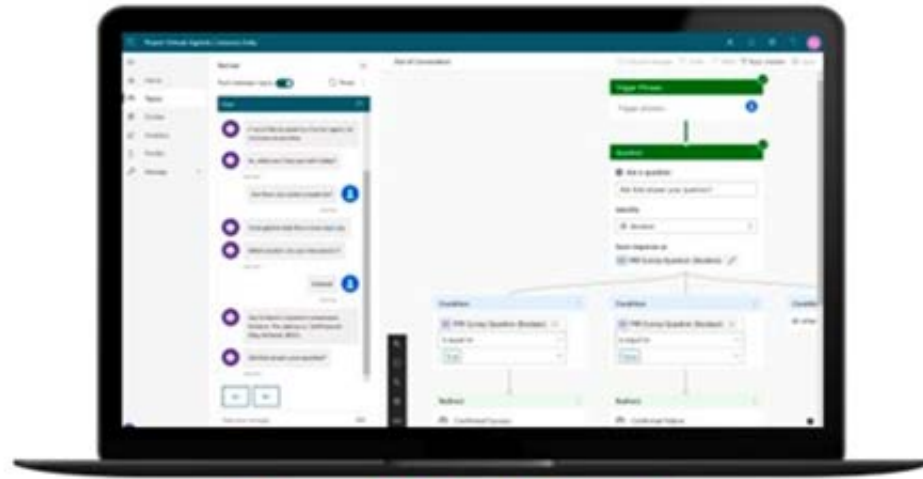

Menu based IVR

Conversational IVR

CONVERSATIONAL AI CAN HELP...
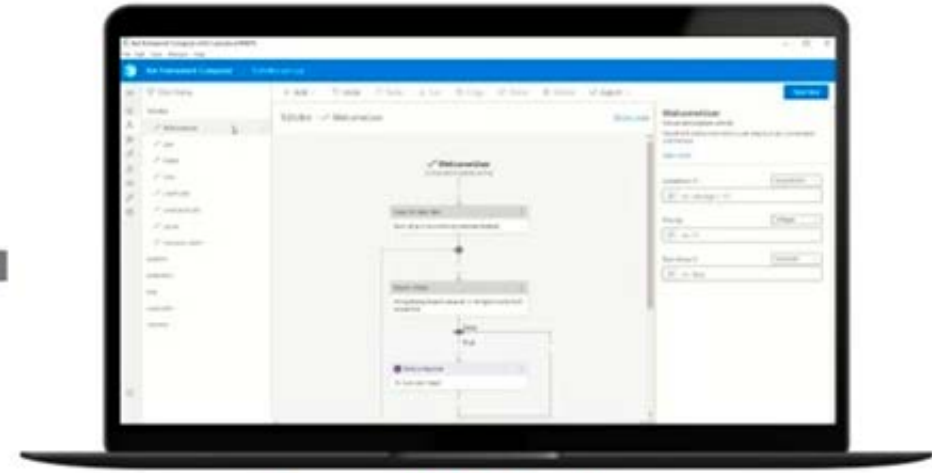

Menu based IVR

Conversational IVR

BUT CAN EXECUTE & FULFILL TOO!

POWER VIRTUAL AGENTS + AZURE BOT SERVICE = FUSION DEV TEAMS

Power Virtual Agents

Azure Bot Service

DRIVING OUTCOMES WITH INTELLIGENT CX

CDW PEOPLE WHO GET IT®

| USE CASES	SOLUTIONS	OUTCOMES
FAQ / QnA	Chatbot	Drives omnichannel, Helps handle simple interactions in effective way, reduces load on agents.
Self Service / Call Steering	Conversational IVR	Route calls efficiently, reduce time Customer is in IVR / on hold, Provide insights
Advanced Interactions, automation and integration	Virtual Agent	Supplement the human experience, Automate and Fulfill, Reduce error and drive efficiency
Enhance Live Agent experiences	Agent Assist	Drives engagement by Agents through automation, improves the Customer and Agent experience
Reporting and Solution Improvement	Insights Intelligent Lens	Drives Continuous Improvement, Lifecycle Service, Helps find new opportunities to develop experiences

SUPER POWERS REQUIRED: INTELLIGENT CX

Most Technical Partner

Contributing Microsoft AI Partner Council Member with 4 Advanced Specializations and **hundreds** of Azure certified infrastructure, data, and AI engineers and Architects covering solutions that range from edge computing to analytics.

Integrated CX Practice

A practice solely focused on delivering CX outcomes through:

➔ CX Solution Architects
➔ Conversation Designers
➔ CX Digital Strategists
➔ CX Developers and Architects
➔ CX Program Management
➔ CX Success Management
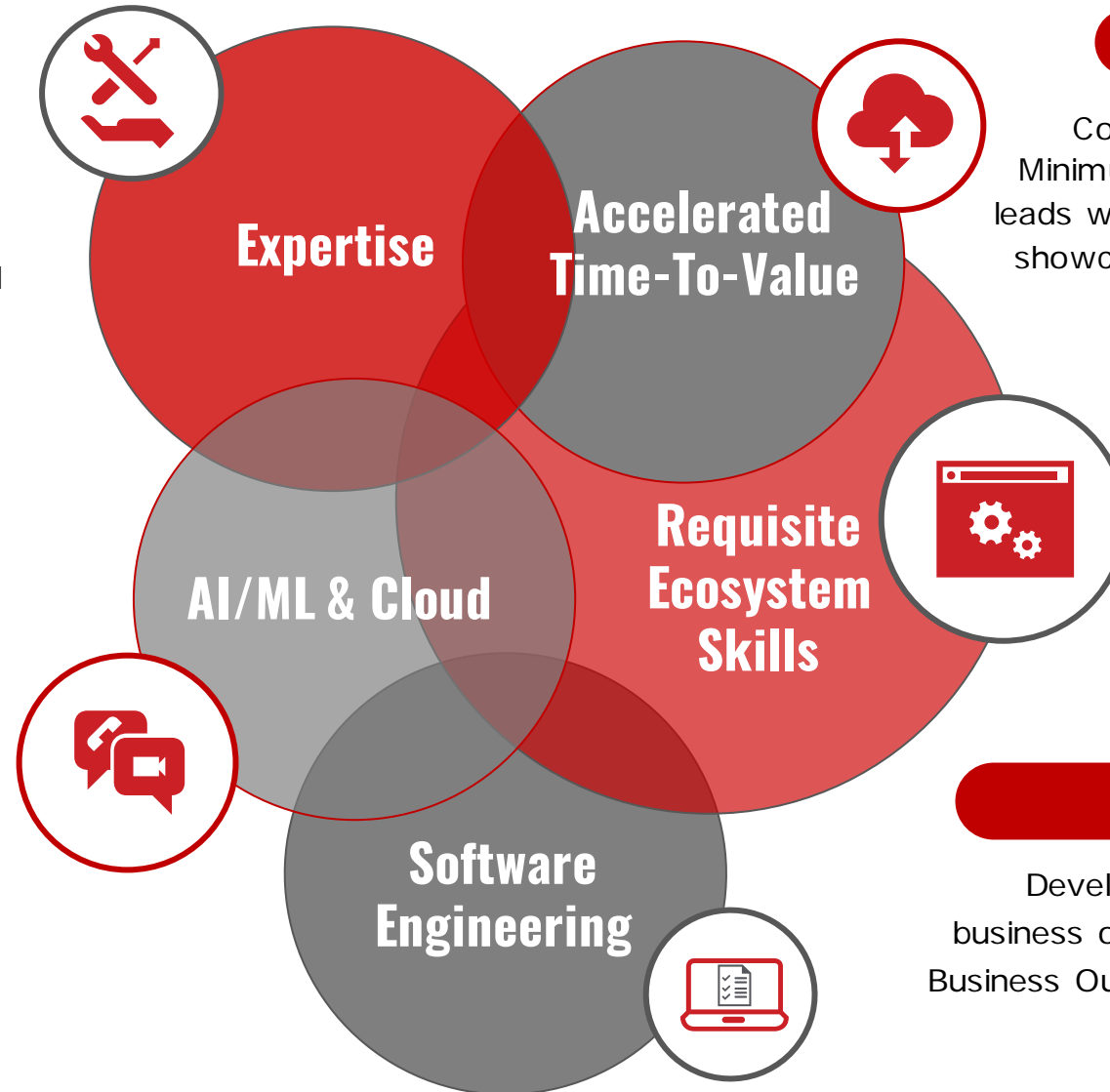
Prescriptive Model

Continually developed Workshop and Minimum Viable Agent Engagement that leads with Digital Strategy Consulting and showcases 'Art of the Possible' with MVA (PoC).

CX Partner Heritage

The trusted CX services partner for Cisco, Google, Microsoft, AWS, Five9, Nuance, and UJET.

Full Stack Development

Develop and build solutions that drive business outcomes – Solutions focused on Business Outcomes, Customer Journey, and Full Lifecycle.

Expertise

Accelerated Time-To-Value

AI/ML & Cloud

Requisite Ecosystem Skills

Software Engineering

Where to begin with **AI** in your **CX Strategy**?

CDW Minimum Viable Agent Engagement
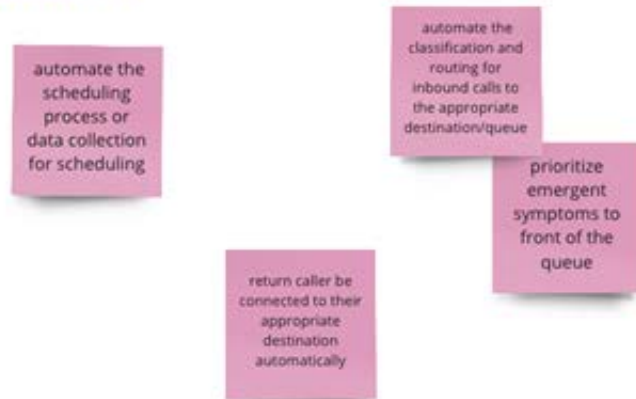
Digital Strategy Consulting for Rapid AI Adoption

Day 1 Workshop Exercises

Call Center

Members

- Internal staff
- Medical Assistant
- Site Triage Nurse
- Clinician
- Patient Services Rep
- Centralized Triage Nurse

Pain Points & Frustrations

- physician calls pt leaves message with PCC number to call back- phone tag
- Diminished customer care? Less job satisfaction?
- Pt with emergent symptoms like chest pain SOB are waiting in queue then to be transferred to clinician
- Pt wants to know if I need to be seen requires message to primary care provider or full triage by RN
- Required scheduling for in person such as lab/Flu and COVID vaccine
- Patient needs to schedule follow up after rtual care
- We offer a lot of services-need a way to drilldown to best for caller at the time of need
- Triage requires too many steps to access-No direct contact to ensure patient is eligible
- AHT increase due to safety measures

Desired Outcomes

- automate the scheduling process or data collection for scheduling
- automate the classification and routing for inbound calls to the appropriate destination/queue
- prioritize emergent symptoms to front of the queue
- return caller be connected to their appropriate destination automatically

User Stories

As a <persona>, I want <outcome>, so that <reason>

- As the clinical care team, I want to automate the classification and routing for inbound calls, while prioritizing callers with emergent symptoms, so AQL is lower and PT satisfaction increased.
  - ~37% - Generic Routing
  - Physician Directory
  - List of emergent sympto...
  - List of departments and e...
  - List of clinics and their ex...

- As the clinical care team, I want to automate the scheduling of patient appointments, so AQL is lower and PT satisfaction increased.

- As the clinical care team, I want to route return callers to their appropriate destination to free PSR resources and reduce PT friction.

- As the medical assistant, I want to be able to provide annotated medical records to patients, in order to service patients after hours.

REAL WORLD RESULTS

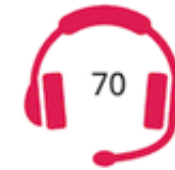Agents FTE (Typical): 80.7 · Agents per 30 Mins (Max): 70 · Calls per 30 Mins (Max): 309 · Calls Per Day: 5000

- 80 agent contact center
  - Avg $50k/FTE/yr
- Estimated Azure cost $10,773 a month
- Initial Results
  - >12% agent efficiency gain = $480k in FTE
  - >10% call deflection = $400k in FTE
  - Minimum 6.7x ROI!
- Efficiency gains closer to 20% ($800k), deflection as high as 70% ($2.8M). **Up to 23x ROI!**
- Plus, improved customer & agent satisfaction!