WE GET HOW TO TRANSFORM CUSTOMER EXPERIENCES VIA ARTIFICIAL INTELLIGENCE.

CDW Amplified™ AI/ML
Exploration Services Engagement
for Conversational AI

Customer experience is now the key brand differentiator. Previously, creating a base of happy, loyal customers who will continue to do business year after year was not only difficult but also expensive. Conversational artificial intelligence (AI) changes that narrative by providing the next generation of customer experience by enabling not only a rich and conversational experience but can also execute and fulfill. The ability to free an organization's skilled human agent to focus on specialized and difficult calls, while delivering an omnichannel experience that can mold to the preference of the customer, makes all the difference.

CDW's Exploration Services Engagement for Conversational AI can help you achieve:

- Operational Efficiencies
- Reduced Cost
- Increased Performance

Orchestrating the Right Solution

CDW's Digital Velocity (DV) Exploration Services Engagement for Conversational AI follows the following process:

· Customer Experience Design
  · Define top-level success metrics
  · Define user journeys and requirements for selected use case(s)
  · Identify high-level fulfillment requirments

· Conversational Design and Implementation
  · Define intents, training utterances and conversational flows
  · Define entities, parameter/slot filling approach and webhook functions
  · Further define fulfillment requirements
  · Emulate fulfillment service

· Agent Testing and Evaluation Framework
  · Develop framework and testing scripts to measure intent classification and entity extraction accuracy
  · Run and provide initial agent performance assessment

· Executive Readout
  · Create and deliver production integrations options
  · Production development and fulfillment proposal

CDW has more than 180 collaboration and contact center architects and engineers, and has partnerships and deep expertise across all industry-leading CX solution providers.

CDW's full lifecycle of Services can support your organization no matter where you are on your journey

Design → Orchestrate → Manage   On-Premises → On-Journey → Cloud-Based

To learn more about Exploration Services Engagement for Conversational AI, contact your CDW account team.

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CDW GETS CUSTOMER EXPERIENCE

The CDW Digital Velocity (DV) team is the most technical CX integrator in the industry. We have successfully run this engagement many times with organizations across all verticals, which allows us to provide a streamlined, interactive Customer Experience Design for rapid AI adoptions. Our proficient and skilled developers continue to effectively put out tailor-made, game-changing virtual agents that not only enhance the customer's experience but also maximize operational efficiencies and return on investment (ROI) for the organization.

CUSTOMER SUCCESS STORY

Organization: Not-for-profit regional health care organization with $3.5B in annual revenue and 18,000-plus employees

CHALLENGE: The customer services a very large geographic region with hundreds of thousands of patients. Due to COVID pressure and limited staff, customer support was experiencing massive queue times and large abandon rates.

SOLUTION: We conducted an Exploration Services workshop and technical discovery. We processed years of call recording data to identify intents and topic modeling, and then developed Conversational AI virtual agent on Cisco Contact Center based on priority use cases.

RESULT: Developed a Proof of Concept in less than three weeks that automated routing and transfers to each medical facility and department, automating over 40% of inbound calls. The customer then immediately expanded the scope of the project to include the ability to automate scheduling for the applicable departments.

CDW | **CDW AMPLIFIED™ SERVICES**