IMPROVE CUSTOMER SATISFACTION, WHILE REDUCING AGENT TURNOVER
What keeps you up at night?
We know that the primary mission of your contact center is to provide the most efficient and effective service, but there’s more at stake than that. At the end of the day, you may be wondering:

- How do I attract and retain top-tier customer service talent?
- How can I make sure our customers have an optimized experience, while our agents provide excellent service?
- How is client data protected, and are we in compliance with privacy mandates?
- How can our agents have a 360-degree view of the customer experience?
- How can we scale to meet the fluctuations in contact center demand with seasonality and remote agents?

Customer contact centers are a critical touchpoint for customer retention, and today’s customers expect prompt and comprehensive service. Contact centers can meet those expectations by shortening the time it takes to address several steps in the resolution process.

Now more than ever, in the age of COVID-19, where urgency underpins most calls, automation in the contact center space has become a vital tool in improving both the customer and employee experience.

With Service Assist, you get a complete automation layer inside your contact center ecosystem. This frees up human agents for live, assisted calls, so they can be more productive, responsive, empathetic and engaging, to better serve your customers. Service Assist significantly reduces the amount of time it takes to resolve a request, while providing the market’s leading privacy and security features, fit for any industry.

Agent/customer experience: keep it simple
Service Assist is a highly secure, scalable enterprise automation solution designed for contact centers and enabled by the Blue Prism digital workforce—a set of software robots that act as digital assistants to contact center agents and virtual channels, accelerating true digital customer service. Digital workers seamlessly communicate with agents, back office systems and across chatbots, webforms, IVRs and other CX tools to accelerate customer interactions and provide a 360-degree view of the engagement. With Service Assist, your agents can view the most updated information in one place, make sound and strategic decisions, and pass the task back to the digital worker for completion.

“Customer care is our obsession. Quality is our obsession. Human workers working hand in hand with digital workers is the way we’ve transformed our customer care areas. Our people feel their work is better with digital workers and the results are incredible.”

Javier Magdalena
Director of Automation and Process Simplification
Telefónica
Attract and retain your best agents

Your agents—mostly Millennials and Generation Z workers—have grown up with smart devices and limitless access to information. Thanks to Service Assist, customer service engagement can be streamlined, and routine and repetitive tasks can be automated, making your agent jobs more appealing to new-generation workers. A more challenging and stimulating work environment leads to greater overall agent job satisfaction and, by extension, a reduction in your agent turnover.

Excellent customer service demands intelligent automation

Customer contact centers are a critical touchpoint for customer retention, and your customers expect prompt and comprehensive service. You can meet those expectations by shortening the time it takes to service several steps in the resolution process. In fact, multiple digital workers can swarm to speed customer resolution. For example, Service Assist digital workers can pre-fetch caller information from multiple systems which results in faster call initiation, improved routing of information during call transfers, and solving your customer problems quickly.
Protecting data, privacy, and compliance

Systems used by contact center agents house customers’ personal and, sometimes, federally protected information. Service Assist was designed to eliminate the need for repetitive, direct systems access, reducing data privacy risks. Service Assist also creates an irrefutable audit trail for all steps taken and every change made in each system.

360-degree customer centric view at scale and speed

Service Assist excels at providing a seamless experience across multiple channels. Thanks to its swarm capability, where many digital workers can tackle a single task, and the fact that it’s a proactive conversational AI platform that can resolve requests in the background before, during or after the call, Service Assist can help your agents quickly pivot to meet customer demand.

SERVICE ASSIST CAPABILITIES

Easily access all important customer data with the dynamic and simplified web-based agent UI.

- Integrate into other agent desktops/CRM and web-based ITSM tools like Salesforce, ServiceNow, and many other leading contact center solution providers
- Integrates with chatbot, web, mobile and IVR self-service
- Gain 360-degree view of customer with pre-fetch information to feed context to agents
- Retrieve data, update systems, from multiple back-end systems simultaneously
- Update customer records instantly and automatically
- Analyze and validate data, structured and unstructured
- Scaling to support thousands of agents and millions of customer interactions with a centralized digital workforce
- Enhance your workflows with AI/ML including speech analytics, next best action, sentiment analysis NLU/NLP and more
Benefits seen by Blue Prism Service Assist clients

Value by the numbers (example)

**UP TO 75% AHT REDUCTION – REDUCED WAIT TIMES AND CALL DURATION**

*Example:*
One multinational telecommunications company was able to reduce some call types from 9 minutes to 2 minutes

**UP TO 50% REDUCTION IN AGENT TRAINING TIME**

*Example as shown above with the figures above*

**UP TO 40% OPERATIONAL SAVINGS**

Release of more than 30-40% of labor time

- ROI in < 1 year
- Accelerator for transformation with an approach that is not technical and non-invasive

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**BLUE PRISM DRIVES BUSINESS VALUE, SAVINGS AND SATISFACTION**

- Reduced average handling time (AHT)
- Improved first call resolution (FCR)
- Improved customer satisfaction index (CSI)
- A better experience for agents
- 360-degree customer view
- Reduced after-call work
- Reduced attrition and retraining costs
- Increased customer retention and revenue growth
- Greater privacy and data protection
- More flexibility with web-based agent UI
- Extend digital customer interactions using dynamic forms via web, smartphone and tablets

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WHY BLUE PRISM SERVICE ASSIST?

**SCALABILITY**
Blue Prism’s digital workforce can be easily adjusted to meet volume needs. Users are not required to start and stop scripts individually. The result is simpler, faster scaling.

**UNRIVALED SECURITY AND COMPLIANCE**
Blue Prism’s irrefutable audit logs contain data for every action taken and change made in the system.

**MANAGEABILITY**
Service Assist has one centralized, management tool contact centers can use to monitor and control their digital workforce.

**UNMATCHED ROI**
Digital workers are not desktop based. There are no proportional cost increases related to the number of agents. When the front-office load is light, digital workers can be re-used to support back-office processing.

blueprism

Blue Prism is the global leader in intelligent automation for the enterprise, transforming the way work is done. At Blue Prism, we have users in over 170 countries in more than 1,800 businesses, including Fortune 500 and public sector organizations, that are creating value with new ways of working, unlocking efficiencies, and returning millions of hours of work back into their businesses. Our intelligent digital workforce is smart, secure, scalable and accessible to all; freeing up humans to re-imagine work.

To learn more visit [www.blueprism.com](http://www.blueprism.com) and follow us on Twitter [@blue_prism](http://twitter.com/blue_prism) and on [LinkedIn](https://www.linkedin.com).