

HUMANLIKE PERSONAL ASSISTANT

For a US Based Cable TV & Home Automation Service Provider



About Client:

A leading global cable TV & home automation service provider.

Industry : Telecommunications

Case Overview:

Problem Statement:

Complex customer care processes with repetitive support requests around account management, subscriptions, payments, FAQs etc.

Solution:

Xavient developed and deployed conversational assistant to create a system where a chatbot was acting like a representative with pre-defined instructions and commands account management, subscriptions, payments, FAQs etc.

Benefits:

- Segregation of chat requests for higher accuracy
- 24/7 support
- Improved operational efficiency
- Delightful customer experience

Business Problem

The dynamic and fast-paced environment of the client's market resulted in unpredictable peaks and troughs of testing demand. On top of it, a complex customer care processes with repetitive support requests, which increased the effort and engagement of contact care representatives and lead to a long waiting queue.

Client had trouble in understanding customers' sentiments, tone, sarcasm, etc. over chat and required a mechanism to capture these minute details to be able to enhance their experience. The client, thus, desired a personal assistant that understands open conversations with people, interact through a chat interface and takes immediate actions. Moreover, there was no segregation of requests to support team like FAQs, account details etc. Segregating the chats according to the requirement would bring greater efficiency in customer support.



Xavient's Solution

We developed and deployed conversational assistant that would remove repetitive tasks from the workplace and deliver company-specific information on demand. The conversational assistant can replicate contact support representative with pre-defined instructions and commands for enabling self-service for bill payment, recharge, account check, and other general requests.

Leveraging a number of AI techniques such as deep learning and natural language processing (NLP), we developed a mechanism to extract semantics across multi-level natural language exchanges. It helped segregating chat requests into different categories such as customer service, technical assistance, and FAQ that would be handled by respective conversational assistants. In addition, the assistants are self-learning and every new question or requirement would be fed into their system to help increase the knowledge base and tackle the request in future. The assistants would make use of NLP to intercept, interpret, and process personalized answers for customers' questions. The whole process develops a digital avatar of customer care representatives and creates an illusion for the customers that they are talking to a real person.

Solution Benefits

- 24/7 contact care support that lowers the load on contact center agents and the overall cost to serve
- Automated text/intent classification for coherent and faster responses with improved accuracy for customer queries
- Improved customer experience, resulting in high CSAT and NPS
- Enhanced operational efficiency with faster support & resolutions
- Reduced efforts with elastic search & recommendations engines



About Xavient

Headquartered in Simi Valley, CA, Xavient Digital - powered by TELUS International (Formerly Xavient Information Systems), is a leading provider of global IT and engineering services and solutions. Since its inception in 2002, Xavient has grown to be a tier-one IT Professional Services and Solutions provider for telecommunication, broadcasting, manufacturing, retail, and healthcare companies.

It is the preferred transformation partner across product and vendor evaluation; business process re-engineering; outsourcing and off-shoring; product implementation; custom solution development and IT professional services for several Fortune 1000 companies.

Xavient leverages its proven expertise in Global Delivery Models with centers of excellence in Application Development, QA & Testing, Managed IT Infrastructure services and IT Application & Production environment.

Global Footprint



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