

AI-driven customer experience

Solution brief

Realize your vision for AI-driven customer support with Verizon Consulting Services.



The world has evolved towards looking for more immediate response and gratification. Organizations generally strive to deliver satisfying customer service to earn continued customer loyalty and win new customer, but can struggle to achieve this goal at a fast-paced speed. This is where customers may now often look to AI to help, and the possibilities for use also look to be vast - from helping to deliver precision customer service, streamlining service processes, handling straightforward product information or order status updates, to providing a level of constant customer service availability for customers.

Organizations are generally still learning how to utilize AI to improve their customer experience (CX) and as a result, often struggle with how to incorporate AI into a frictionless self-service experience for their customers. Verizon AI Powered Virtual Assistant Design Consulting engagement can help your business design user interfaces by leveraging Verizon's experience with development of virtual assistant systems and AI. The Verizon Consulting Services (VCS) team of experts will collaborate with you to understand business requirements and customer service goals. We provide the support and insight that many companies need to make measurable progress towards meeting the needs of today's consumers, as well as tomorrow's. We can help your IT and business leadership teams:

- **Improve operational efficiency through conversational routing:** We create conversational dialogues for the self-service systems through the definition of user personas, analysis of customer feedback, consideration of trends, and application of best practices in dialogue design. Verizon's Virtual Assistant Design and Consulting service aims to enhance user self-service task completion rates, diminish reliance on live agents, and elevate customer satisfaction.
- **Give customers the 24/7 support they demand:** We help you design the automated tools to reduce customer frustration and enhance satisfaction by leveraging intelligent voice and chat based conversational support 24/7. We guide you toward a future where routine tasks are automated, allowing agents to focus on resolving more complex issues.

- **Improve customer service KPIs:** From First Call Resolution (FCR), Average Handle Time (AHT), Average Speed of Answer (ASA) and Customer Satisfaction (CSAT), our consultants can help you set appropriate KPIs and integrate this information into enterprise level reporting across all channels to support data-driven decision-making.

A Verizon AI Powered Virtual Assistant Design and Consulting service includes:

-  **Project kick off:** A virtual working session where Verizon learns about your objectives and goals, and you learn about our approach to ensure a successful engagement.
-  **Customer workshop:** This is a multistep process, where VCS consultants conduct a workshop onsite to understand your organizational goals for automation and determine if the conversational Virtual Assistant (VA) and AI system integrates with an existing system, functions independently, or interacts with other media to define its precise role in the application.

Step 1

Define business objectives before you design a solution

Collaborating with your company's line of business and IT leaders, Verizon consultants start by driving clarity and agreement on the business objective for your plans to incorporate more automation into your multi-channel contact center. During a kickoff workshop, Verizon leads a conversation that explores:

- Corporate image and branding objectives
- Existing or legacy services that could impact the CX transformation effort

- Legal, business, and/or time constraints related to contact center transformation
- Customer demographics, from languages spoken and channel preference to motivation for calling (buying or issue resolution)
- Desired tone of the customer experience you want to give your customers

Step 2

Defining business application requirements

Here the VCS consultants define application requirements by examining if the solution:

- Extends a mobile and/or web application and, if so, how
- Interfaces with live operators or replaces them
- Replaces a legacy IVR (Interactive voice response) system with speech/text recognition

In addition, consultants obtain the following types of information:

- Roles and functions of the VA to match the operational use cases
- Descriptions of the typical interactions that the system services
- Identification of the processes that can be improved by using VA technologies
- List of activities that can be automated and offered as self service transactions
- Whether caller identification/authentication is required and, if so, how it is obtained
- Whether there will be live agents backing up the system



Actionable deliverables: Verizon's consultants then create a Business Requirements Document that details application and data exchange requirements and any other pertinent information for defining the conversational application's general functionality.



Present findings: The VCS team provides a read-out of the Business Requirements Document to your team remotely.

Why Verizon Consulting Services?

We are a leader in providing customer experience consulting services. We have been designing, implementing and supporting customer experience solutions for over 30 years. From small single-site implementations to sprawling global enterprises, our customers know Verizon has unrivaled experience in supporting premises-based, cloud, hosted, managed and hybrid contact centers.

100+

CX consultants
across the globe

35+

countries with
Verizon CCaaS
solutions

Learn more

To learn more about the service contact your Verizon Account Manager.