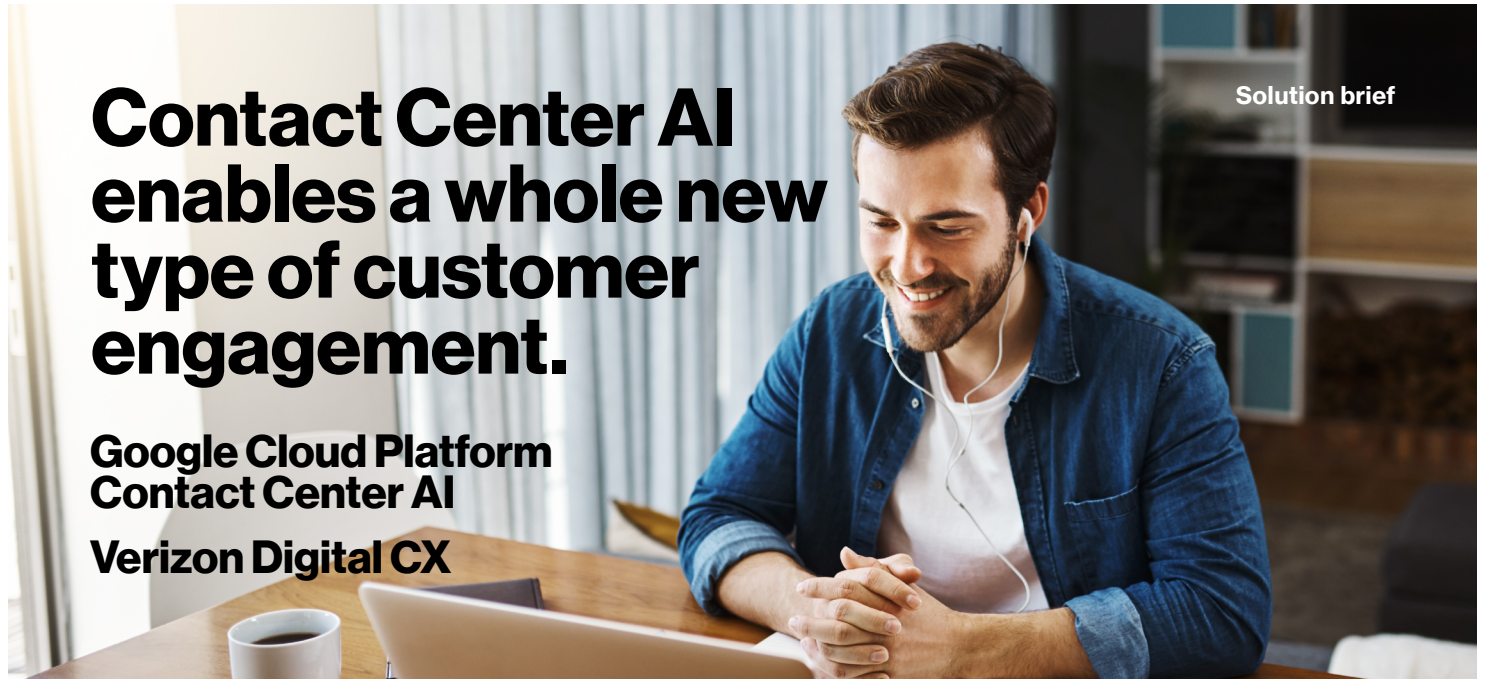# Contact Center AI enables a whole new type of customer engagement.

Google Cloud Platform Contact Center AI

Verizon Digital CX

Best-in-class customer service is crucial for the success of any business, but it can be a challenge to deliver.

Increasing call volumes can overload staff and drive costs up. In addition, today's customers expect personalized, proactive and efficient service that is accessible through multiple channels and platforms. Verizon and Google are collaborating to help you meet these challenges with Google Cloud Contact Center AI (CCAI).

Do your bots feel like a 1990's IVR?

57%

57% of organizations across industries believe that they are delivering a better customer experience than their competitors. But the majority of customers aren't happy with the digital service they currently receive.[1]

72%

72% of consumers say that a poor or inconsistent digital journey would prevent them from making a purchase.[1]

Google CCAI helps you leverage AI to scale your contact center interactions while maintaining a high level of customer satisfaction. CCAI can improve customer service with AI that understands, interacts and solves customer problems. This can increase first call resolution through self-service with a virtual agent. It frees up staff to concentrate on more complex calls and can help reduce contact center costs. And Verizon can integrate Google CCAI with most contact center platforms.

Google Cloud CCAI includes Virtual Agent, powered by Dialogflow, and Agent Assist. They combine to provide intelligent automated virtual and live conversations with with lots of potential for business efficiencies.

Virtual Agents, powered by Dialogflow: Provides conversational self-service through a virtual agent, using natural conversation to address customers' issues. Virtual agents can be text or voice based and can exist across multiple channels. Virtual Agents can provide help 24/7 and have the ability to hand off to a live agent, if required.

Agent Assist: Brings AI to human agents to increase the quality of their work, while decreasing agent handling time. Agent Assist shares initial context and provides real-time, guided assistance to coach agents through competitive advantage. AI can analyze voice calls to gauge key call drivers, customer sentiment and the omnichannel environment customers are using today.

How can CCAI create better experiences for agents and customers?

When your customer's chat or voice call is first served with CCAI, a Virtual Agent engages with the user, understands their intent and fulfills the request by connecting to the customer's backend systems. If necessary, the call can be handed off to a contact center associate, who can use Agent Assist to view the transcript of the interaction with the virtual agent, get feedback from a knowledge base to respond to queries in real time and receive a summary of the call at the end.

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Google Cloud

Benefits

- Improve customer service and increase CSAT with AI that understands, interacts, and responds appropriately

- Free your team up to focus on more difficult and specialized calls, providing them with real-time information, workflows, and turn-by-turn guidance

- Enable natural interactions with virtual agents

- Deliver effective and natural customer experiences that support accurate multi-turn conversations, built with deep learning technologies powered by Google Dialogflow

- Turn your conversations into insights through analytics and reporting that uncover key call drivers, customer sentiment, and more

- Reduce costs by improving operational efficiency

Key features

Provides intelligent customer experience across channels and devices – Manage multiple channels, large volume of interactions and complex interactions, all in a single platform.

Multimodal, omnichannel customer experience – Web and mobile SDKs (iOs and Android) embed the support experience across all channels (Voice, Web, Chat, SMS) for consistent customer experience across all devices.

AI-Driven Routing – AI powered operations for contact deflection, predictive routing, agent productivity and operational efficiency. Reduce handle time by providing deep interaction context and turn-by-turn guidance on the conversation flow based on customer intent.

Visual IVR – Provides customers with self-service via Web or Mobile interfaces. Functions just like an IVR or Virtual Agent would function, just via a visual interface.

Inbound and Outbound Voice, SMS and Chat – Ability to handle multiple channels simultaneously and pivot between channels during an interaction.

Verizon Consulting Services

Verizon Business Group Consulting Services (VCS) can help with deployment, implementation and support of Google CCAI. Verizon Consulting Services consists of a large contact center and customer experience team with decades of experience advising and implementing large and complex contact center solutions. The team is vendor agnostic and focuses on the specific needs of each customer. Our IVR and Speech team consists of seasoned professionals with experience in design development, and deployment of AI powered virtual assistants, in addition to many other customer experience solutions. The team is highly skilled in software engineering best practices across the entire Software Development Lifecycle and possess multiple industry recognized certifications.

Verizon's Integrated Service Desk has a strong history supporting our most advanced contact center solutions. This team has now expanded to include professionals certified in Google Cloud Platform to ensure the best integrated solution support that will help to proactively ensure your customers have the best experience possible.

Why Verizon?

Verizon has been providing contact center solutions for over 30 years and is a Premier Partner of Google. This partnership enables Verizon to be a single source provider of a complete Customer Experience solution for our customers. Verizon's contact center experts can help you seamlessly integrate Google CCAI into your contact center, to help you get the most out of this powerful solution. And it's all delivered across Verizon's best-in-class network, with world-class security and global support.

Google Cloud Partner

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