Rezo's

AI-Powered Contact Center

Transforming Customer Experience

www.rezo.ai



Pin Down Technological Buzzwords



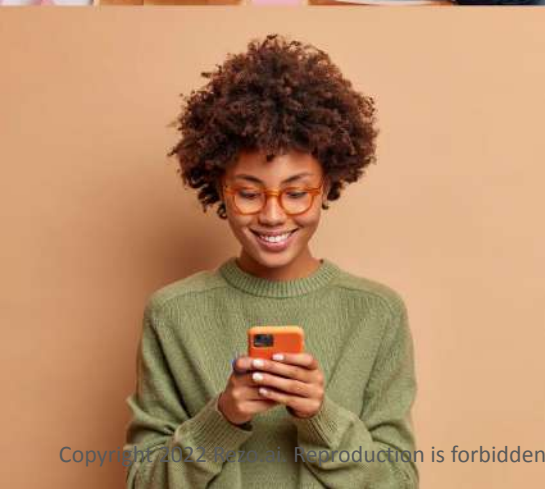
1. **AI -** Artificial Intelligence is an algorithmic computer program that simulates human intelligence
2. **ML -** Machine Learning (ML) is AI that alters itself based on data
3. **NLP -** Natural Language Processing (NLP) is a branch of AI focused on helping computers understand and communicate in human language
4. **RPA -** Robotic Process Automation (RPA) is a computer program that is processed to simulate human actions to complete tasks and workflows
5. **VOC -** Voice Of Customer (VoC) is the customer's feedback about their experiences with and expectations for your products or services
6. **ASP -** Automated Speech Recognition (ASP) The process of enabling a computer to identify and respond to the sounds produced in human speech
7. **Chatbots -** Chatbots are automated tools that use AI to create a smarter, guided customer service experience 24/7, 365 days a year
8. **PA -** Predictive analysis includes emotion, tone, and sentiment identification and automated signals for upselling or cross-selling accordingly
9. **CSAT/CX -** Customer Satisfaction (CSAT) and Customer Experience (CX) reflect the level of service you deliver to your customers

Buzzwords

Copyright 2022 Rezo.ai. Reproduction is forbidden unless authorized. All rights reserved







Chapter 1: War Of Customer Attention And Retention

01

In comparison to worldwide norms, customer support in traditional contact centers is quite appalling due to a high number of queries, insufficient capacity of agents, and inane customer support systems. Businesses struggle with a multi-fold rise in customer discontent and bounce rate, resulting in connectivity failure points between them and customers.

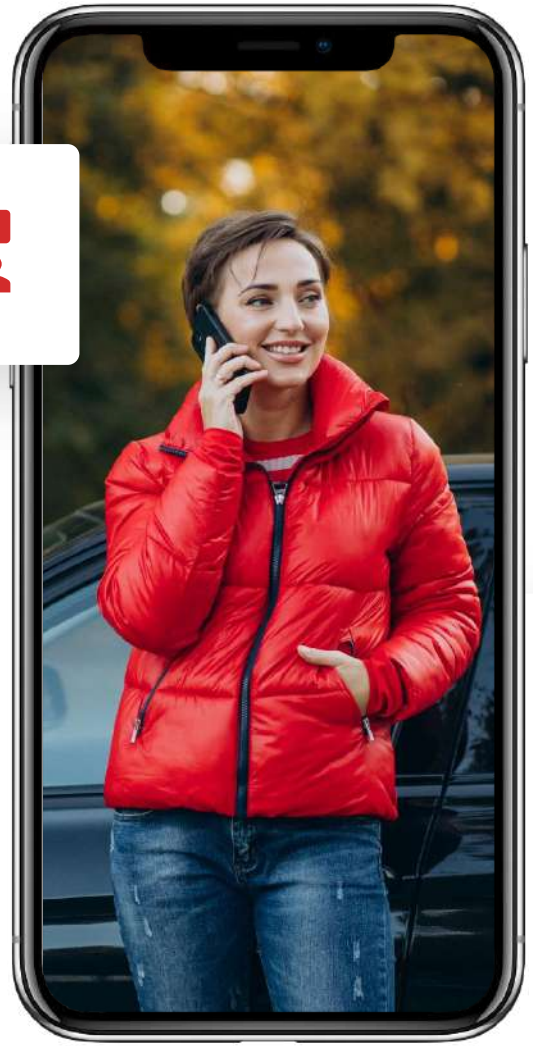
32% of all customers say they would switch to a competitor after just one bad experience.

Customers want solutions more than just a novelty label, while enterprises want to effectively automate customer journeys to pave the way for brand cultivation and nurture customer relationships to create strategic advantages. The change in consumer behavior has experienced a huge shift in an astonishingly short period, and it continues to have a substantial impact on the contact centers by either pushing them into the spotlight and illuminating their challenges or silencing them. In today's fast-moving world, customers seek accuracy and have little tolerance for dead-end interactions, it's no longer acceptable to keep customers on long hauls or endlessly route them where a solution isn't delivered. The leaps in communications technology and overall consumption mean businesses need to strive harder to attract and retain their customers. In other words, it's not the product or service but the overall customer experience that makes or breaks a brand.

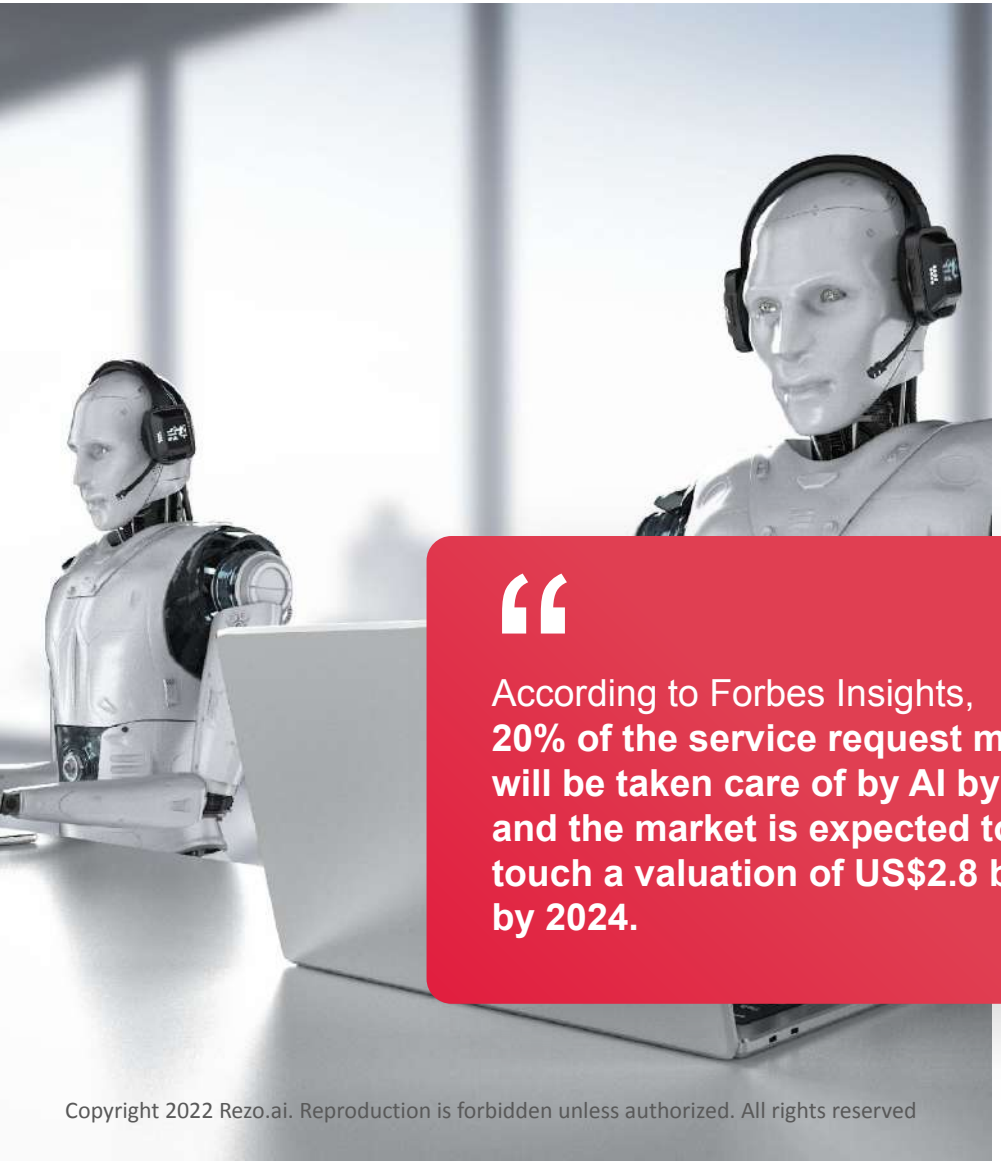
Copyright 2022 Kezo.ai. Reproduction is forbidden unless authorized. All rights reserved

That's why businesses are investing in AI-Powered contact centers to better scale with huge customer bases, avoid churn, improve CSAT and boost revenue without overwhelming
agents - especially now that there's a way to do it without increasing costs.

In this ebook, we'll learn how AI-powered contact centres, together with intelligent automation solutions, are ushering in a new age of customer experience transformation.



Copyright 2022 Rezo.ai. Reproduction is forbidden unless authorized. All rights reserved



> According to Forbes Insights, **20% of the service request market will be taken care of by AI by 2022, and the market is expected to touch a valuation of US$2.8 billion by 2024.**

Chapter 2: What's An AI-Powered Contact Center?

A couple of decades ago, when businesses started investing in contact centers to help their customers inquire or complain about a product or service, the idea was to build a deeper connection with the brand. Traditional contact centers work on a human resource-heavy model with heaps of non-contextual, dated and highly prone to breach data, time-consuming repetitive tasks, and hidden costs leading to customer experience far lower than optimal. Moreover, the complexity of data points, medium, and other KPIs associated with each customer query makes it very difficult for human agents to manage the workload and provide accurate resolution to customers within a committed time frame.

Fast forward today, as we enter a new decade, AI has made its presence felt across industries to automate iterative tasks, reduce risks and errors, and decrease operational costs. The contact center industry is no different.

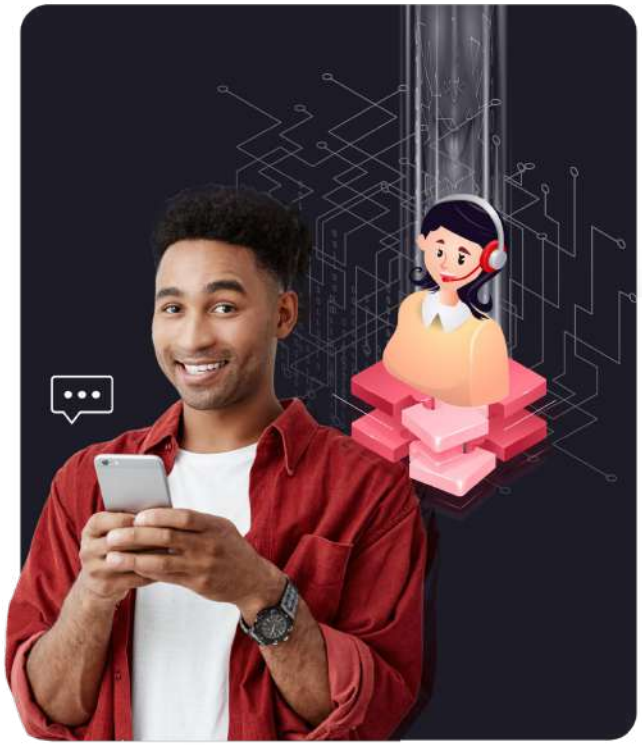
Copyright 2022 Rezo.ai. Reproduction is forbidden unless authorized. All rights reserved

Emerging technology platforms like AI-Powered contact centers look poised to simulate the conversational environment, create personalized experiences and augment human workers at scale. It serves a substantially larger cohort of customers in a shorter amount of time, freeing up space for more specialized work. With the ability to understand the intent and tone of the words framed together into a sentence, and then process a response to the text or voice message, AI-Powered contact centers accommodate customer-agent interactions most naturally. AI-based technologies in tandem with human agents have enabled customers to connect with their favorite brands at all times across multiple platforms of their preference.



Copyright 2022 Rezo.ai. Reproduction is forbidden unless authorized. All rights reserved

Chapter 3: Anatomy Of AI-Driven Customer Support



03

Natural Language Processing

To interpret customer interactions and to be able to appropriately take actions, one needs NLP algorithms that can run at scale and with precision. A platform leveraging precise intent classification, sentiment prediction, knowledge base retrieval, and content summarization capabilities can truly augment the effectiveness of customer agents interactions.

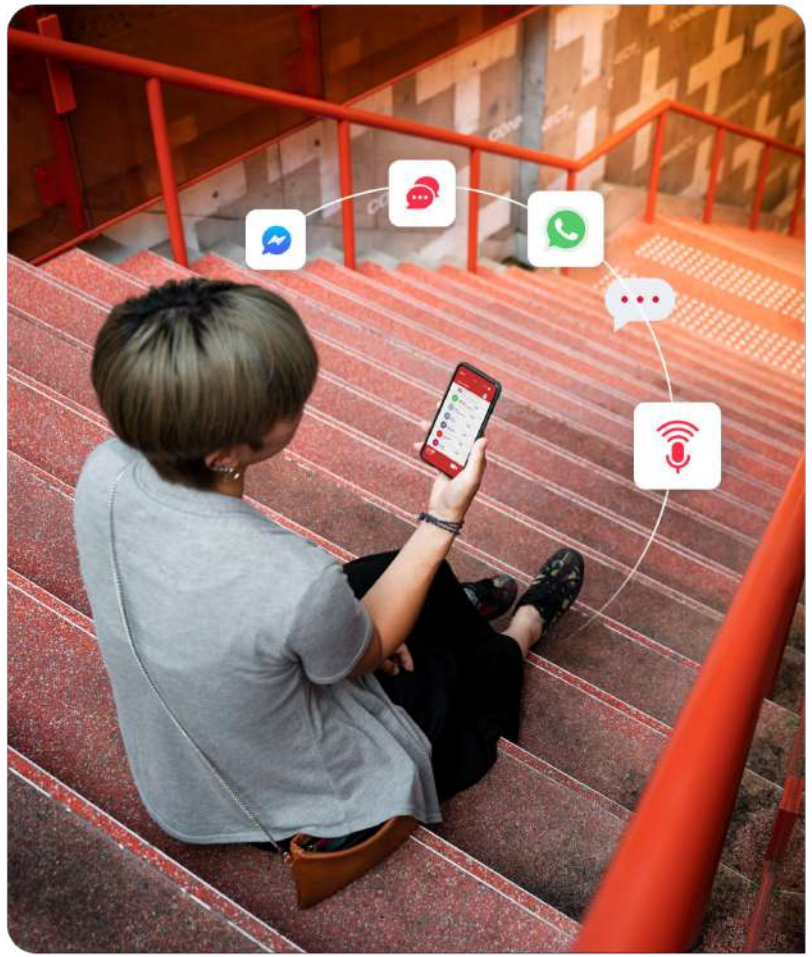
Machine Learning

Cutting-edge machine learning algorithms with a major focus to parse through complex unstructured data are driving the state of art behind AI-Powered contact centers. The algorithm helps drive a drastic increase in customer experience (CX), agent productivity, and streamlines repetitive tasks. It works across channels data and provides the best outcome in the shortest time.

Automated Voice Recognition

Lots of customer interactions across industries are happening over phone calls. To interpret these phone calls, real-time speech to text is required. There are plenty of challenges with this 2-way interaction data. Some of the issues are background noise, accent, inconsistent quality, and dual-channel separation.

Copyright 2022 Rezo.ai. Reproduction is forbidden unless authorized. All rights reserved



Language Agnostic

Designed for scale, the algorithms can help train the system in minimal time to deploy intelligent conversational AI bots in multiple languages across multiple channels.

Robotic Process Automation

Leveraging the power of cognitive RPA, AI-Powered contact centers can automate the backend repetitive tasks and facilitate the integration of different systems, enabling agents or departments to keep track of the progress, without having to monitor all applications.



Copyright 2022 Rezo.ai. Reproduction is forbidden unless authorized. All rights reserved

Chapter 4: What's In It For You



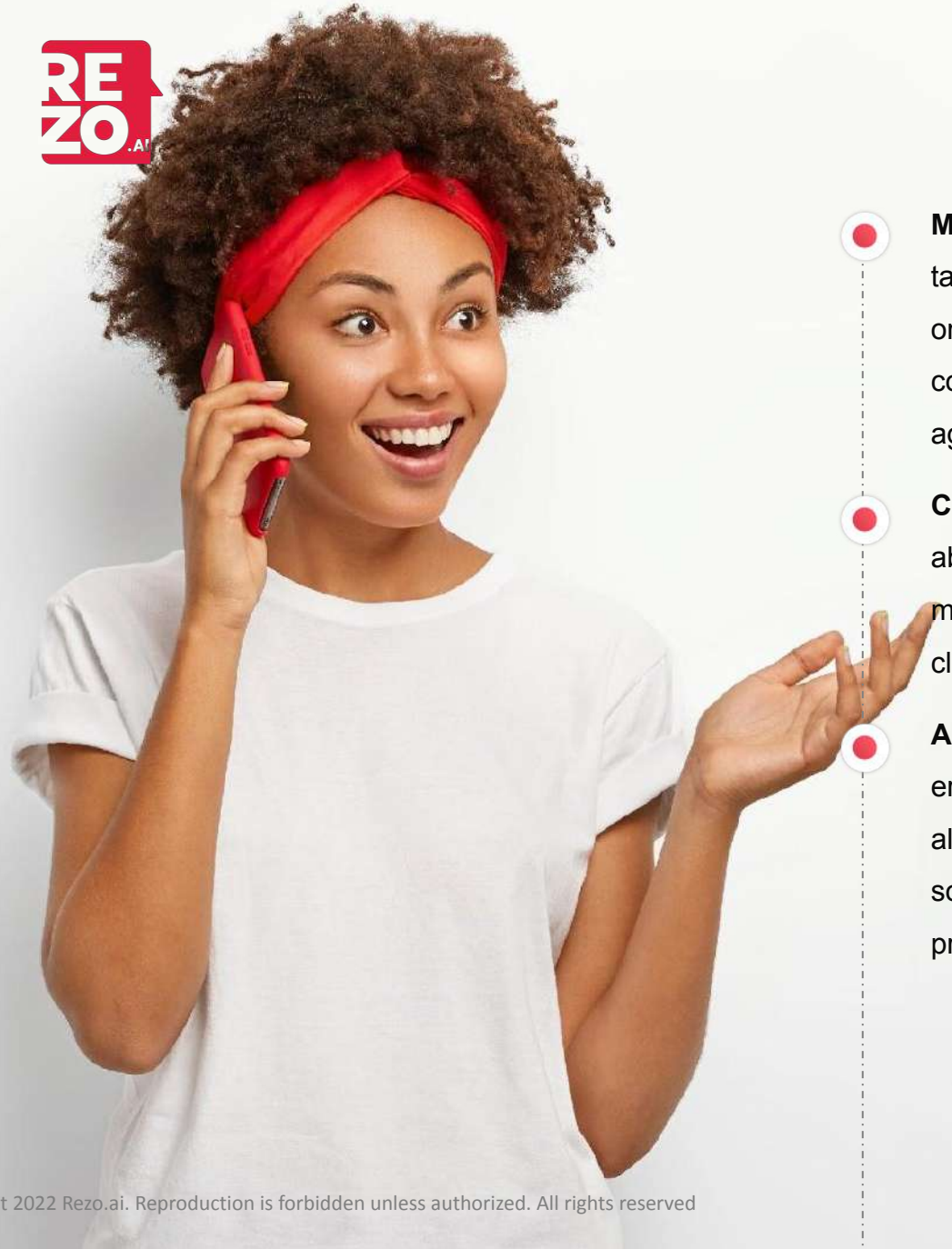
AI-Powered contact centers help to deliver elevated customer and agent experience at reduced cost and higher efficiency, leading to a win-win for both customers and enterprise

Here's how AI is reshaping the customer experience at contact centers:

Faster Turnaround Time: Human agents have a limitation when it comes to processing repetitive tasks. While juggling between calls, emails, messenger texts, and cubicle conversations, they also feel fatigued and may lose concentration. As a result, customers have to wait for longer than expected time to receive an appropriate response. On the other hand, AI-Powered contact centers do not feel tired, demotivated, or lose concentration. These bots can function round the clock and perform at an optimal speed. Thus, customers do not come across any disappointment or anxiety regarding turnaround time on their requests. This improvement is a big plus point in strengthening the equity between a brand and its customers.

Accurate Resolution: Humans make mistakes. Period. AI-powered contact center engines can process enormous volumes of unstructured and structured data about customers, their queries, and complaints. This processing ensures that customers receive accurate responses to their requests without any failure. The combination of speed and accuracy is often good enough to make brand loyalists out of window shoppers.

Copyright 2022 Rezo.ai. Reproduction is forbidden unless authorized. All rights reserved



More Value For The Human Workforce: Since AI helps automate several iterative tasks at contact centers, human agents have the newfound time and energy to focus on qualitative work. They can address a part of customer engagement that is more complex and might not be managed by computer algorithms. By doing so, human agents have more fulfilling work experience.

Continuous Learning And Improvement: Combined with machine learning (ML) ability, contact center algorithms can continuously learn from customer feedback, market trends, and audit findings. These learnings make the system more robust and closer to customer expectations.

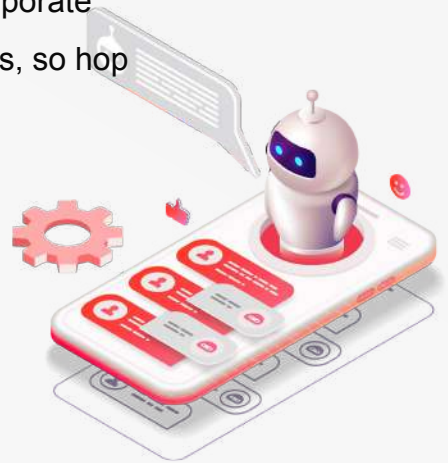
Achieve More With Less: AI-Powered contact centers automate time-consuming, error-prone, and costly tasks performed by humans in traditional contact centers, while also processing greater volumes of queries and giving more accurate information. The sophisticated automated and predictive solutions upsell and cross-sell appropriate products in real-time to customers who might otherwise be unaware.

Copyright 2022 Rezo.ai. Reproduction is forbidden unless authorized. All rights reserved



Chapter 5: Future Of Customer Experience With Technological Innovations

As we approach a new decade, emerging technologies such as AI-Powered contact centers appear ready to alter the consumer experience environment. AI's transformation from a fascinating tool to an irrevocably important technology looks to be unavoidable. AI has unquestionably seized the mantle of technological innovation in recent years, broadening its appeal and accelerating implementation. The AI-Powered contact center platform is already a reality, and it is having a significant influence on how businesses operate and engage with customers. It's just a matter of time until corporate leaders begin to embrace it to overcome the connectivity failure points, so hop on and don't miss the train.



Copyright 2022 Rezo.ai. Reproduction is forbidden unless authorized. All rights reserved

Transforming Customer Experience

Rezo.ai is an AI-Powered contact center that enables enterprises to enhance customer experience and boost revenue by automating customer agent interactions across multiple channels including voice, email, chat/Whatsapp and social, whilst training agents with minimal costs. We simplify workflows by resolving time-consuming and manual tasks that humans are unable to perform at the speed and scale required for efficient and effective customer interactions.

INDIA

Smartworks Corporate Park,
Tower A, 3rd floor, Sector 125,
Noida, Uttar Pradesh 201303

USA

ITECS, IT & EBusiness
Consulting Services, Inc., 25
Melville Park Road, Suite 225,
Melville, NY 11771

UAE

Office 705, BineryTower,
Business Bay, POBox –
487954, Dubai, UAE

info@rezo.ai

Follow Us

Get in Touch

If you are looking to deploy AI-Powered contact center, or want to know more about us, please fill out the form below and we will reach out!

Feel free to contact us

Copyright 2022 Rezo.ai. Reproduction is forbidden unless authorized. All rights reserved