**Intelligent Service helps contact centers serve new customer access channels, improve customer service, and lower costs of operation.**

The huge popularity of social media and messaging is creating customer preferences to communicate with your company using SMS text messaging, Facebook Messenger, Slack, Siri, Amazon Alexa, Google Home, and many other new channels.

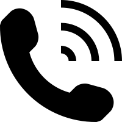
App fatigue has set in. Customers are weary of installing, updating and learning how to use mobile apps. Your customers want to communicate with you using their messaging service of choice or just talk into their smart phone, computer, Amazon Alexa or similar device.

Sensible automation of customer interactions on these new channels can provide better service at even lower costs of operation.

According to Gartner’s report, by 2020, 85% of customer interactions will be managed without a human.

Using specific techniques, Intelligent Service will help you shift some traffic from higher cost telephone calls to lower cost messaging channels. Shaping your traffic into lower cost channels has great financial benefits.

Existing channels have different costs

 Telephone call with a live agent

Average cost per call is $17 \*

 Email with a live agent

Average cost per email is $15\*

 Webchat with a live agent

Average cost per web chat is $12\*

\*Above costs are sited from an HDI research paper

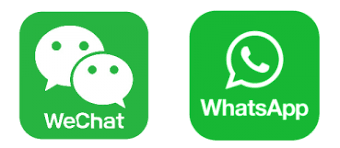
**These are notes to the designer!**

**Can we create a visual effect that makes it look like a portion of the above is being moved/channeled/shaped to the below? Maybe something like a funnel siphoning off some of the above to the below. Or a river diverting some of the stream?**

**Arrange the below icons in a visually appealing way.**





With these new channels, the cost is similar to webchat.

Carefully automated interactions are at an even lower cost

**Engagement model**

*Proposal*

Intelligent Service provides a written proposal that describes our engagement methodology, costs and report content.

*Engagement*

Intelligent Service will meet with all the stakeholders to identify:

* Historical traffic patterns
* Actual costs of service per channel
* Review marketing plans that may impact customer service
* Review product plans that may impact customer service
* Explore the competitive landscape as it relates to customer service
* Review the existing corporate data store, analytics and reporting
* Review the current plans, metrics and budgets for customer service support

*Transformation Report*

* Executive summary
* Cost analysis by channel
* Traffic patterns by channel
* Probable impacts of product and marketing plans
* Recommendations for achieving competitive advantage through service
* Recommendations for new channel types
* Recommendations for traffic shaping
* Near and long-term options for sensible automation
* Technology recommendations for implementing new channels
* Projected financial impact of recommendations