

# Improving Performance Variability: Educate and Automate



*Strength Conditioning: Capabilities for Consistency*  
eBook Series



Though a fear exists that robots will replace customer service interactions, true human touch is still very much in demand—and in fact increasing.



## The Industry Challenge

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Contact center agents truly want to provide each customer with the results desired in the shortest amount of time possible. But if the information they need to complete an interaction isn't readily available, the customer may spend extra time on hold while the agent searches through multiple screens or applications to gather what's needed, causing both the agent and the customer to have a challenging experience.

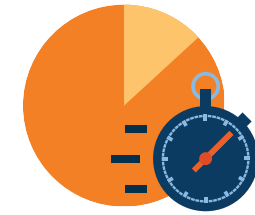
Even further, when agents must click through multiple systems and enter information multiple times, mistakes are more likely to occur. **So when manual processes are automated, productivity and accuracy increases, leading to happier agents, customers and clients.**



A person is running on a treadmill, captured in a low-angle shot. The image is heavily filtered with a warm, yellowish-orange hue. The person's legs and feet are in motion, with one foot planted on the treadmill belt and the other in mid-stride. The treadmill belt shows some motion blur. The background is out of focus, suggesting an indoor gym or fitness center setting.

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# Exploring Solutions



## Let Agents Relate While Robots Automate

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*“Today’s service calls take **16%** longer than 7 years ago because more complex issues require live conversations.”<sup>i</sup> — Contact Babel*

When agents struggle to resolve customer inquiries, customers become frustrated and often **become dissatisfied or detractors**. Embracing this challenge as well as the intelligent automation that makes agents’ tasks easier and more efficient will significantly increase the number of happy customers (and agents).

# Empowering Agents with Automation

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Improve consistency across operations by investing in one or more of the following smart systems:



**Robotic Desktop  
Automation (RDA)**



**Robotic Process  
Automation (RPA)**



**Artificial Intelligence (AI)**



*Alorica's Systems Integrator is currently deployed with dozens of key clients in multiple industries, reducing AHT by 10-15% and improving agent accuracy to nearly*

**100%**

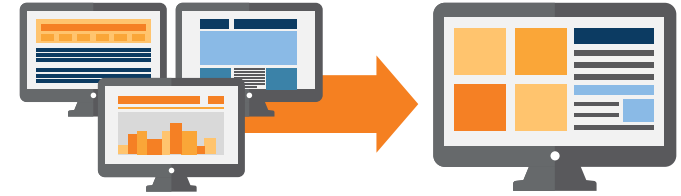
# Robotic Desktop Automation

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**Robotic Desktop Automation (RDA)** is also known as Assisted Automation. To Alorica, it is our Systems Integrator® proprietary software—a smart technology that reduces handle times and manual agent processes and errors by consolidating multiple systems and data through intelligent rules-based workflows.

# Robotic Desktop Automation

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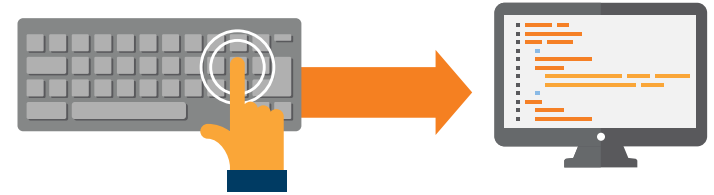


Systems Integrator is essentially a guide. For example, it can consolidate 30 screens into a single screen, pre-populating fields whenever possible. Depending on an agent's actions, an automated workflow will steer next steps. When mundane, repeatable tasks and keystrokes are automated, valuable time is saved, and **the agent can focus on managing the customer conversation and the right resolution with near-perfect accuracy.**



# Robotic Process Automation

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**Robotic Process Automation (RPA)** is an advanced software that is unattended, meaning “robots” work without human intervention to complete manual processes.

Alorica’s custom-designed robots tackle manual, repetitive and rules-based processes that were once completed by live agents, but in a fraction of the time and without errors. One robot typically equates to an average of 3-4 FTE, and a process can be automated in 4-8 weeks, realizing cost ROI in as little as 3 months. Companies can then free up human resources to better serve more complex customer cases.

# Case Study

## Robotic Process Automation



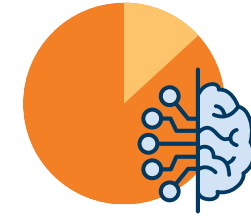
When a worldwide shipping and logistics company sought to improve efficiencies, Alorica deployed robots into two U.S. site operations.

### The Benefits

- **Streamlined the processing of millions of simple transactions** for more than 137,000 distinct small package shipper accounts
- **Decreased time and costs** by automating highly manual and repetitive processes
- **Eliminated data input inaccuracies** due to human error

### The Results

- **\$500,000 annual cost savings** by automating manual, standardized transactions
- **Over 1,000,000 transactions** processed each year by robots
- Multiple agents moved to **more complex and rewarding work functions**



# Artificial Intelligence

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“By 2021, **15%** of all customer service interactions will be completely handled by AI, an increase of 400% from 2017.”<sup>ii</sup> -Gartner

Data-enabled intelligence allows us to provide simpler and faster engagements, regardless of who is delivering the answer to the customer—human or machine. These smart systems are enabled using a combination of client and customer data as well as integrated knowledgebase systems.

With supervised machine learning, we can teach the systems reasoning based on historical interactions and patterns and new product/process data to better guide and empower both agents and customers.

# Artificial Intelligence

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With assisted intelligence, the technology has been “trained” with different scenarios that demonstrate how to help guide an agent to answers and resolutions—increasing agent effectiveness, accuracy, speed to proficiency, and performance predictability. Unbeknownst to the customer, the agent receives automated help that provides relevant data or solutions to resolve customer issues quickly and accurately.

# Three Stages of the AI Journey

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For all three steps of automation, availability of data, agreement to prototype first, and fail-fast iteration are needed. And because each stage builds capabilities for taking AI to next level, following the below three journey steps linearly is essential.



## 1. Assisted Intelligence

Unbeknownst to the customer, the agent assisting the customer receives automated help that provides relevant data or solutions to resolve customer issues quickly and accurately. This can also be used to make outbound sales or email campaigns smarter and drive revenue.



## 2. Augmented Intelligence

Both machine and agent are exposed to customers, and they are served by both seamlessly. Mundane, repeatable tasks are automated, and the agent manages complex human interactions.



## 3. Autonomous Intelligence

In this nirvana stage, the machine handles the entire customer interaction to resolution with no involvement of an agent.





When handling complicated inquiries, agents need the ability to find the right answers faster. The intended outcome of smart systems such as RDA, RPA and AI is to solve issues more quickly. These tools help reduce performance variability, leading to more positive and memorable experiences for both the customer and agent.

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For more information on transforming your company—and consistently delighting your customers—call 866-ALORICA or email [sales@alorica.com](mailto:sales@alorica.com).



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# About Alorica

# Alorica



Alorica is a leading provider of Business Process Outsourcing solutions that span the entire customer lifecycle. Good, glad we got that out of the way. Here's the deal—we think serving customers is awesome. And that's why, when it comes down to it, we really only do one thing—we make lives better...one interaction at a time.

## **PASSION • PERFORMANCE • POSSIBILITIES**

These are the principles that guide us in helping others make better choices and informed decisions. They're more than words. They're our rally cry.

### **PASSION**

Everything starts with conviction. A desire to obliterate the status quo, and the audacity to believe that we will. We're problem solvers. Question answerers.

Strategic dreamers. We see every interaction as an opportunity to create opportunities—for our customers, our clients, our colleagues and our communities.

### **PERFORMANCE**

We're 110% committed to the end result. Onward and upward, it's all about taking our clients to the next level. We stay engaged. We mine new sources of inspiration. And we give it our all, no matter the challenge. They say go big or go home. We don't believe in the latter.

### **POSSIBILITIES**

100,000 employees. Operations in 15 countries. Over 70% of our business is with Fortune 500 companies. So where do we go from here? Anywhere. Everywhere. We're always innovating, evolving, imagining new ways to continuously improve. Some

see the sky as the limit. We see the sky as a stepping stone.

### **WHAT'S IN OUR SECRET SAUCE?**

A spoonful of customer care. A dash of technical support. A pinch of revenue generation. Equal parts receivables management, customer retention and reverse logistics. Fulfillment and B2B solutions, for sweetness. And finally, hosted contact center solutions, direct response and back office processing for that added kick.

Guess it's not so secret anymore, huh...

# Bibliography

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- i “The US Contact Center HR & Operational Benchmarking Report 2014, 1st Edition.” Contact Babel, 2014.
- ii Gartner Customer Experience & Technologies Summit 2018 Announcement, [https://www.gartner.com/binaries/content/assets/events/keywords/crm/cet18a/gartner\\_cet\\_summit\\_overview.pdf](https://www.gartner.com/binaries/content/assets/events/keywords/crm/cet18a/gartner_cet_summit_overview.pdf)