

ENLIGHTEN XO

Why self-service needs a human touch

How to make the most cost-efficient touchpoint intelligent and effective



NICE

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High demand, high expectations

Self-service has emerged as a key contact center strategy – both in terms of improving customer experience and reducing cost in the contact center. Yet the delivery of self-service still hasn't lived up to the promise.

EXPECTATIONS FOR CONSISTENCY

- 80%** of customers expect the same level of service regardless of where they engage¹
- 32%** of global consumers will walk away after one bad experience²
- 66%** of customers expect companies to understand their needs and expectations³

¹ Salesforce: State of the Connected Customer: Engagement trends you need to know (2019)
² PWC: Experience is Everything: Here's How to Get it Right (2018)
³ Salesforce: State of the Connected Customer, 4th Edition (2020)

In today's digitally centered world, a consumer can order the day's groceries online before their workday begins, run to pick them during a lunch break and make a bank transfer or a healthcare claim on their phone while they wait for the groceries to be put in their car. More and more, digital touchpoints are central to customer experience, and demand for 24/7 self-service channels is soaring.

More than **80% of customers will try self-service first**, which explains why 80% of enterprises have some self-service offering, according to Forrester. Yet Gartner estimates that only 9% of inquiries are resolved in self-service, which means that 91% end up in live service, which costs 100x more than self-service. "While there will always be live service, that type of service should be treated like a precious resource," notes Gartner, rightly. The percentage of successful resolution in self-service represent only the most basic inquiries: the rest use precious live resources.

As the number of channels for customer service proliferate and customers use them all, maintaining happy customers across the channels gets even more difficult – and expensive. The need for an effective customer service channel strategy is key, and self-service plays a vital role.



Self-service yields savings

“Live channels such as phone, live chat and email cost an average of **\$8.01 per contact**, while self-service channels such as company-run websites and mobile apps cost about **\$0.10 per contact.**”



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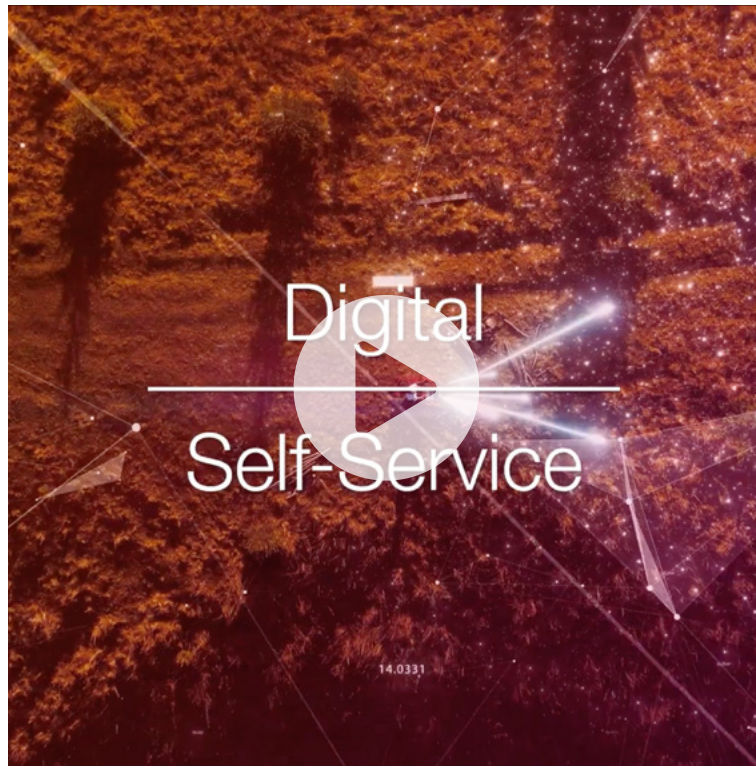
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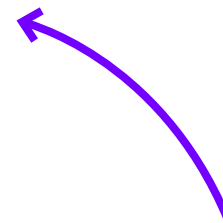


Traditional self-service models are manually created using a narrative approach, meaning humans guess which phrases customers might use to express intents (i.e., the assumptions made about what a customer is intending to accomplish). The narrative approach is reactive, time-consuming, and inaccurate. The result is not only poor outcomes and decreased customer satisfaction, but a huge spend going to outside resources and management consultants in efforts to improve containment.

And by continuing to analyze the failed self-service interactions – focusing on where it went wrong instead of mining the intelligence around where it went right – companies are doomed to repeat their mistakes.

Let data drive

What if companies pursued a data-driven approach that took the insights from employee-assisted interactions to learn where self-service channels can improve? If instead of guesswork, we used customers' experiences with humans – the Voice of the Customer – to understand their needs and adapted self-service to fit their intents? This is what's possible with Enlighten XO from NICE.



Watch the video to learn more
about Enlighten XO 



**“I don't understand
the question.”**

– CHATBOTS



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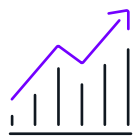
To drive improvement in self-service, it's important to include the most valuable data source you have in the contact center - human conversations. By leveraging AI and analytics, contact center leaders can use data from employee-assisted interactions to drive intelligent self-service. Enlighten XO builds smart self-service channels by automatically generating insights from human conversations on any channel. The insights transform self-service channels with a data-driven, empirical approach that continuously updates with every interaction.

Enlighten XO discovers customer intents from human conversations, uncovering thousands of training phrases that pinpoint each customer's needs on every touchpoint. The data-driven approach means more precision, new insights - and no more narrative guesswork!

Enlighten XO identifies and prescribes the best self-service opportunities. Its AI-driven automation scores identify customer intents with the greatest ROI for self-service, making it easy to know where to focus. Further, Enlighten XO automatically understands the detailed conversational flows that model the ideal resolution paths.

Customers and businesses constantly change. What if your self-service could keep up with the rapid changes in your business? Enlighten XO continuously updates so you can adapt self-service to match your changing business needs. For example, if there is a new campaign driving an increase in live customer service, with Enlighten XO you can easily identify the newest customer intents, quickly update self-service for greater coverage, and improve resolution through digital channels.

BENEFIT FROM SMART SELF-SERVICE



Increase First Contact Resolution (FCR)



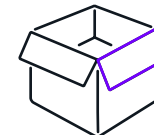
Improve CX by providing the 24/7 convenience customers expect



Increase self-service containment



Decrease costs for human-assisted channels



Develop new self-service capabilities with out-of-the-box AI



“More than three-quarters of buyers and sellers now prefer digital selfserve and remote human engagement over face-to-face interactions.”

- MCKINSEY »



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SUCCESS STORY

Leading healthcare company improves CSAT in digital, while keeping up with changing benefits

THE CHALLENGE

Traditionally, healthcare insurance choices were relatively straightforward—medical, dental, and vision plus individual or family, and finally HMO or PPO. Nowadays, choices have exploded. There are insurance markets, premium or high-deductibles plans, HSAs and FSAs... you can even insure your pet! If humans can barely grasp the complexity, how are chatbots supposed to comprehend?

A Fortune 100 healthcare company needed to keep up with this complexity in its self-service channels, making it easier to answer benefit questions 24/7, while reducing the operational load on the call center. But where to start building automation and keep up with the changing benefit landscape in the self-service channel?

THE SOLUTION

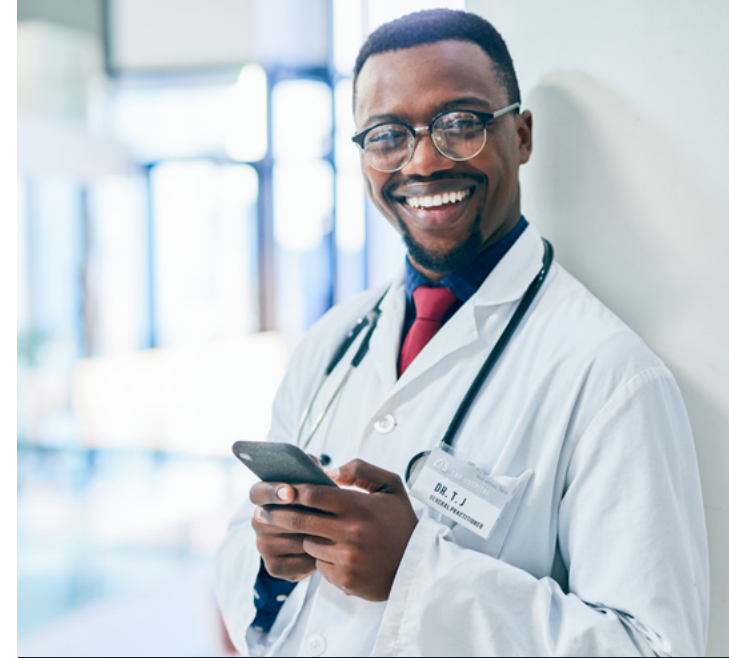
The healthcare company deployed Enlighten XO to the largest contact center handling member inquiries on both chat and voice channels. Using Enlighten XO to:

- **Listen** in on the human conversations to identify the best place to start automation.
- **Identify** the questions members had about the new benefits, and how they asked those questions.
- **Understand** what responses were making customers most happy, and ensure that's how the chatbot was programmed to answer questions.
- **Apply** the insights from Enlighten XO to streamline the development of new intents

THE RESULTS

With a data-driven approach, the insurer brought their self-service to the next level, highlights including:

- **Improved** member satisfaction on the digital channel
- **Reduced** volume on HSA and FSA benefit calls, which were top priorities for automation
- **Faster** cycle time to release a new intent; saving hundreds of hours per month



“Simply put, our self-service needed to get better, and Enlighten XO got us on the path to success.”

– SENIOR DIRECTOR OF DIGITAL EXPERIENCES



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SUCCESS STORY

Household media company adapts to reduce friction, maintain competitive edge in a hot market

THE CHALLENGE

Today, consumers have more media options than ever before. Not only are there more products and providers, but consumers can change who they do business with, often with the click of a button. In an effort to keep up in this fiercely competitive market, a major media company was running various promotions at once to win customers. Yet handle time on sales calls was going up and the self-service channel wasn't carrying enough of the load.

THE SOLUTION

The media company turned to NICE for help, rolling out Enlighten XO to the 500 sales professionals on the voice channel. The goal was to understand the customer's questions about the promotional offers that were driving up handle time before the sale.

They could learn from the best agents how to effectively communicate the "fine print" behind the promotional offer. For example, it was unclear whether there was a commitment period with one of the promotions, driving up volumes – they were able to not only identify the issue, but communicate to marketing to clarify the offer in future ads.

Additionally, they could train product-specific chatbots with new intents focusing on the promotional terms, along with the ideal resolution paths.

THE RESULTS

The media company was able to identify points of friction and improve across all channels:

- **Handle** time started to decrease shortly after each chatbot was updated with new intents
- **Conversion** rates slightly improved or remained steady
- **Conversion** rates slightly improved or remained steady

“The guessing game is done.”

**– CHATBOT DEVELOPER,
GLOBAL MEDIA BRAND**



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SUCCESS STORY

Large bank improves self-service using omnichannel insights

THE CHALLENGE

As interest rates hit record lows, this bank saw an increase in refinance applications – and an increase in handle time and customer frustration, as their existing self-service systems could not keep up.

The team responsible for CX evaluated previous self-service interactions, but found no clear improvements to make. To improve self-service, they needed to understand what customers were asking, the best resolution path, and the changes needed in the self-service system to get there. But if not within the self-service system itself, where are the insights for improvement?

THE SOLUTION

To learn from the Voice of the Customer (VoC), across all interactions, the bank's CX team partnered with NICE to gain new self-service insights from Enlighten XO. With data-driven insights, the bank's self-service development team know exactly where to focus their efforts to improve their customers' digital experiences. They quickly learned the highest priority questions from customers and the specific training phrases to include in the self-service channels.

With artificial intelligence (AI), Enlighten XO identifies specific insights from every interaction for every customer need, task, and conversational turn. Using the Voice of the Customer (VoC), the bank gained a new understanding for the driver of each customer's outreach on the refinance application process.

THE RESULTS

By streamlining refinance applications in self-service, the bank realized:

- **Faster** development time via data-driven approach – no more guesswork
- **Improved** self-service containment with better digital resources for customers
- **Increased** CSAT by improving customers' experiences in self-service channels



“Enlighten XO provides the data to make our self-service work.”

**– VP DIGITAL CX,
FINANCIAL SERVICES**

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Elevate Experiences with Enlighten XO: Smart self-service with human intelligence.

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Better self-service powers better CX

Increase self-service engagement by upgrading digital channels, including chatbots, to resolve more complex issues and satisfy customers' needs - the first time.



Harness data from live interactions to improve self-service channels

Discover new insights from human-assisted interactions and replace guesswork with an agile, data-driven, digital customer experience strategy.



Enhance self-service continuously

Respond quickly to customers' evolving needs and optimize your self-service channels with a continuous feedback loop.

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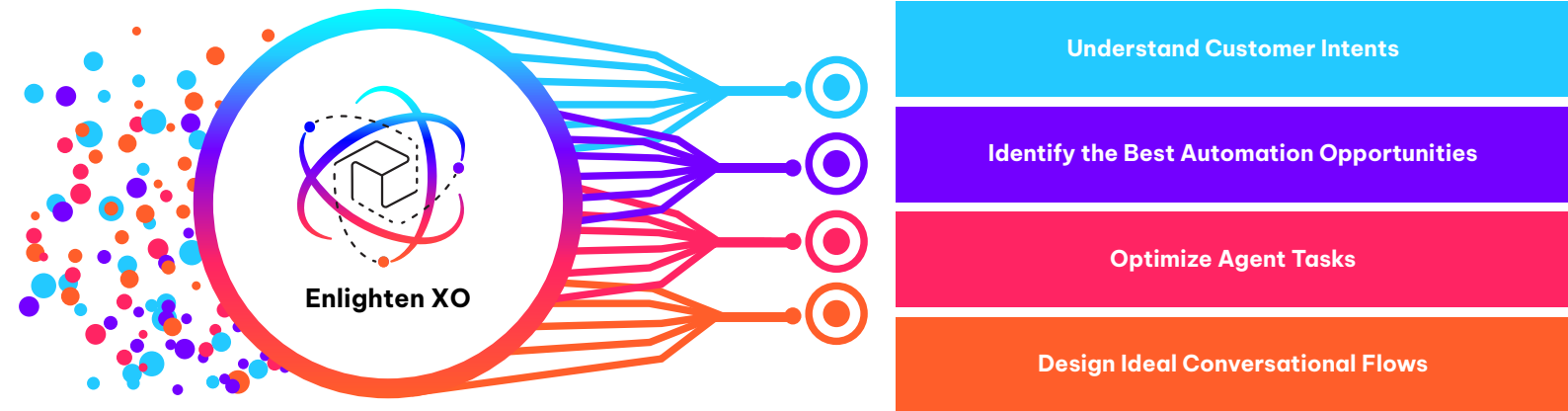
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The heart of Enlighten XO is powered by Enlighten AI, the first comprehensive framework for customer experience (CX). It is a set of purpose-built AI technologies that make every CX application and process smarter in real-time. Developed from more than 30 years of industry expertise and using the largest syndicated interaction dataset, an array of self-learning AI solutions are embedded across the NICE product portfolio and delivered out-of-the-box.



“76% of CIOs report increased demand for new digital products or services during the pandemic, and 83% expect this demand to increase further in 2021.”

– GARTNER »

Build smart self-service, fast with Enlighten XO

Read more at [nice.com/EnlightenXO](https://www.nice.com/EnlightenXO) 

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud-native customer experience platform, CXone, NICE is a worldwide leader in AI-powered contact center software. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform – and elevate – every customer interaction.

www.nice.com



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