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THEATRE

## Case study: CX innovation at BT

- Phil Brunkard, CIO UK & Ireland-housing Sector – BT

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# CX innovation at BT

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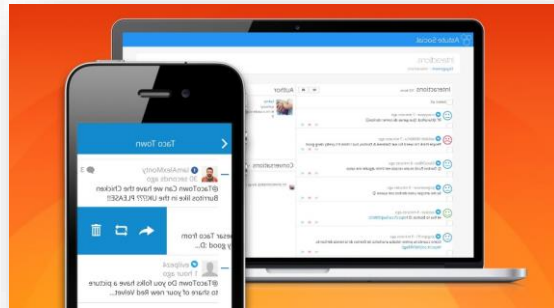
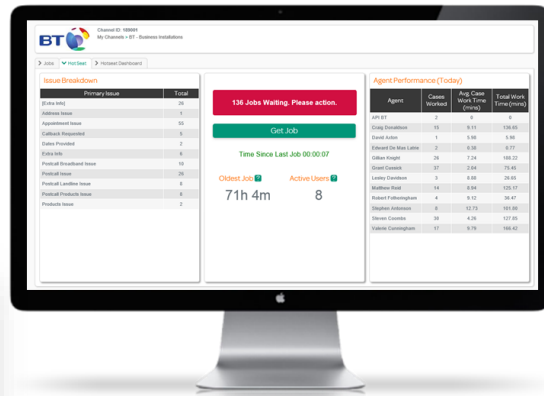




# Topics



Global scouting,  
prototyping &  
experimenting



Chat-bots & AI  
For CX



Personalised  
Micro-apps



Visual  
CX experience





# Global scouting for CX

- Evaluate new and emerging digital channels to support our customer service operations
  - AI, Chatbots, Virtual assistants, Async messaging.
- Drive increased engagement on digital channels
  - Personalised Video, Wrap, Contact Engine
- Provide new capabilities to contact centre staff for better customer service
  - Remote Video support
- Provide better knowledge tools for easier support
  - AI Sat-nav tools for agents

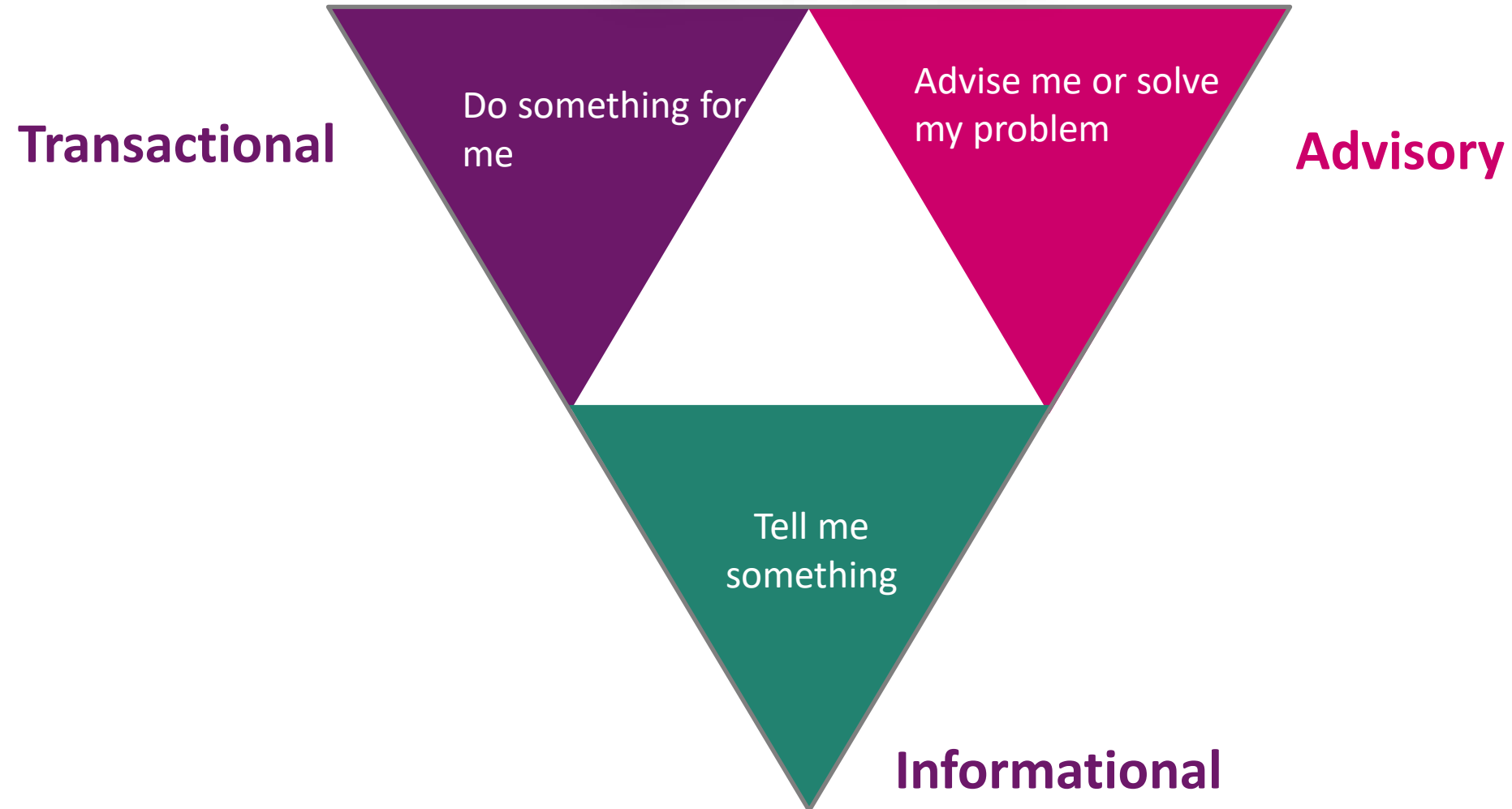




# Chat-bots & AI for CX

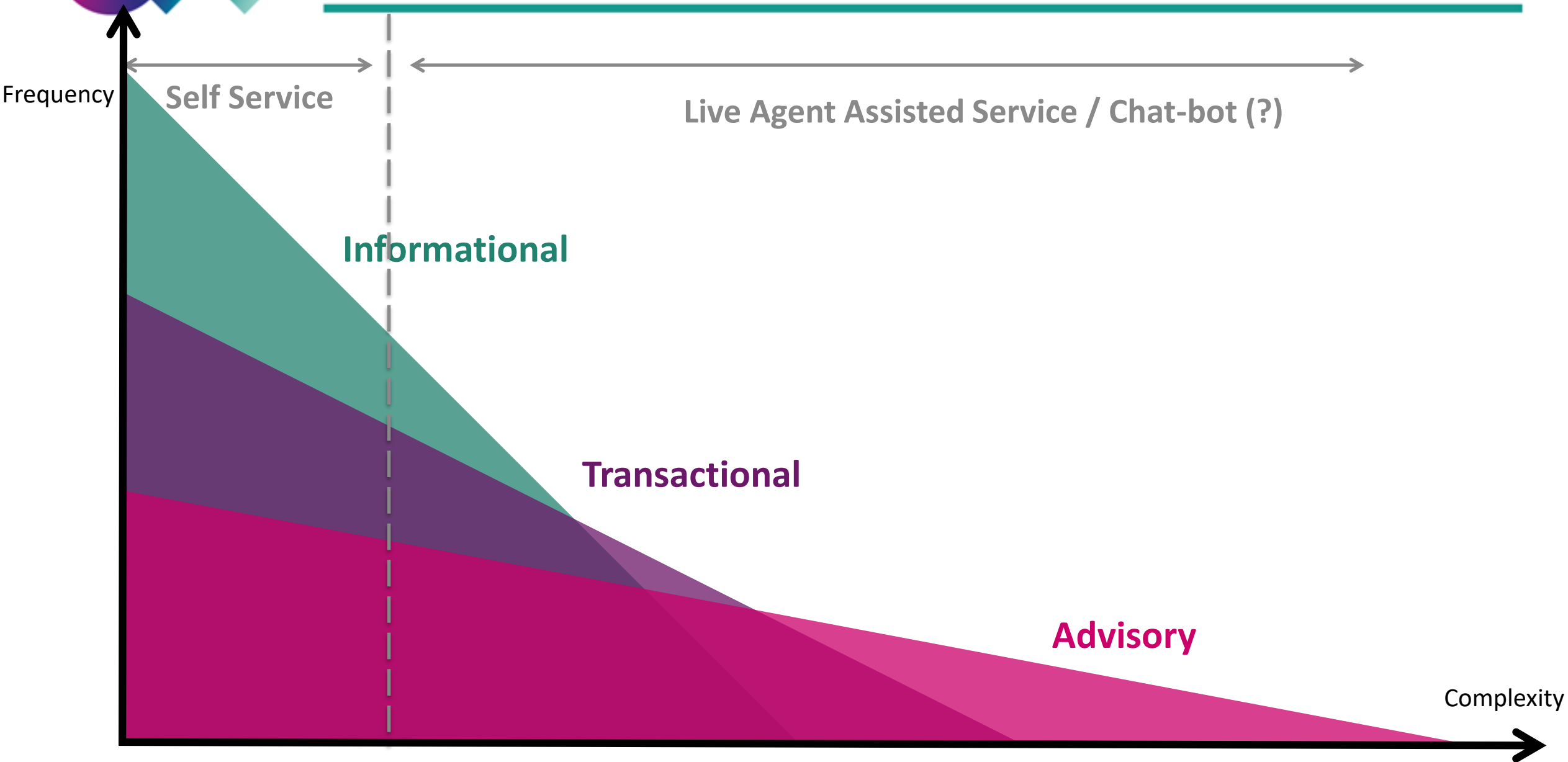
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## Types of contact



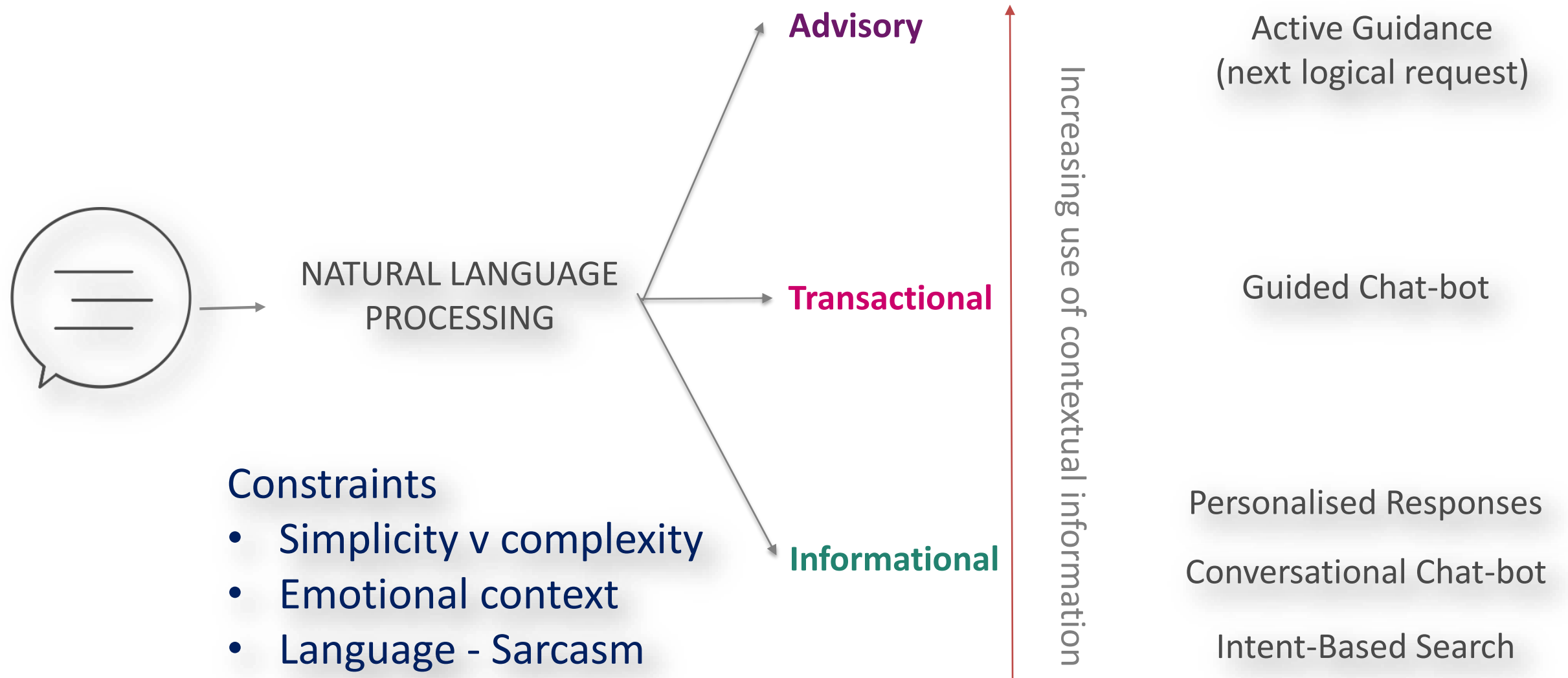


# Chat-bots & AI for CX





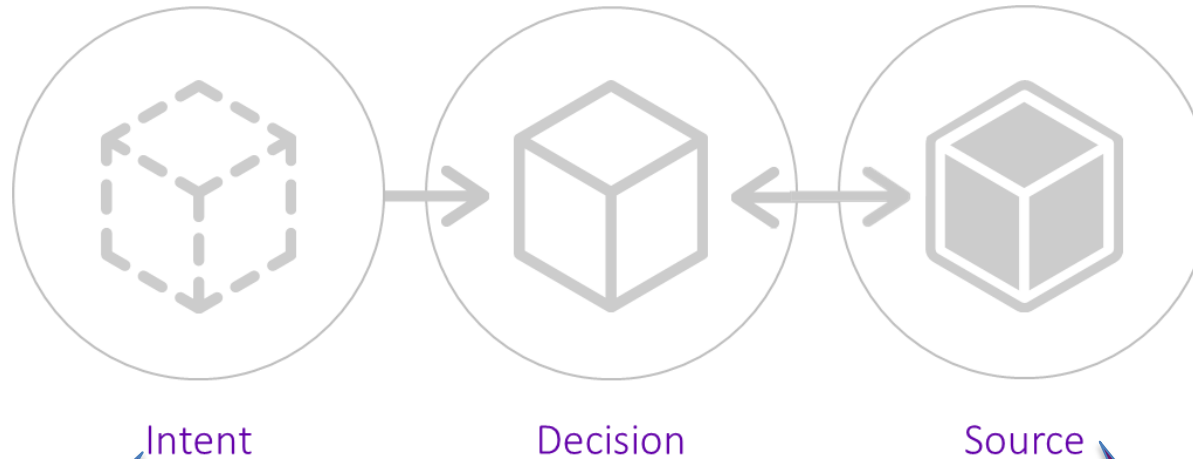
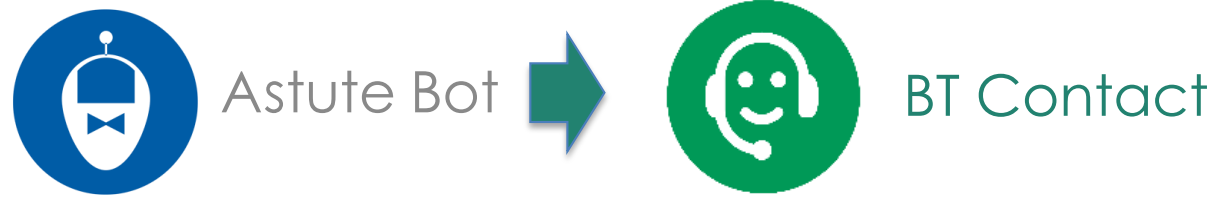
# Chat-bots & AI for CX







# Chat-bots & AI for CX



Using NLP and semantic analysis:

- Check spelling
- Determine intent
- Ask for more information or capture additional information from source

- Monitor conversation, determine response source based on intent
- Based on user utterances, decide next best action using AI algorithms and techniques

- Deliver content from multiple sources
- Capture information during dialogue – CRM, KM, Web

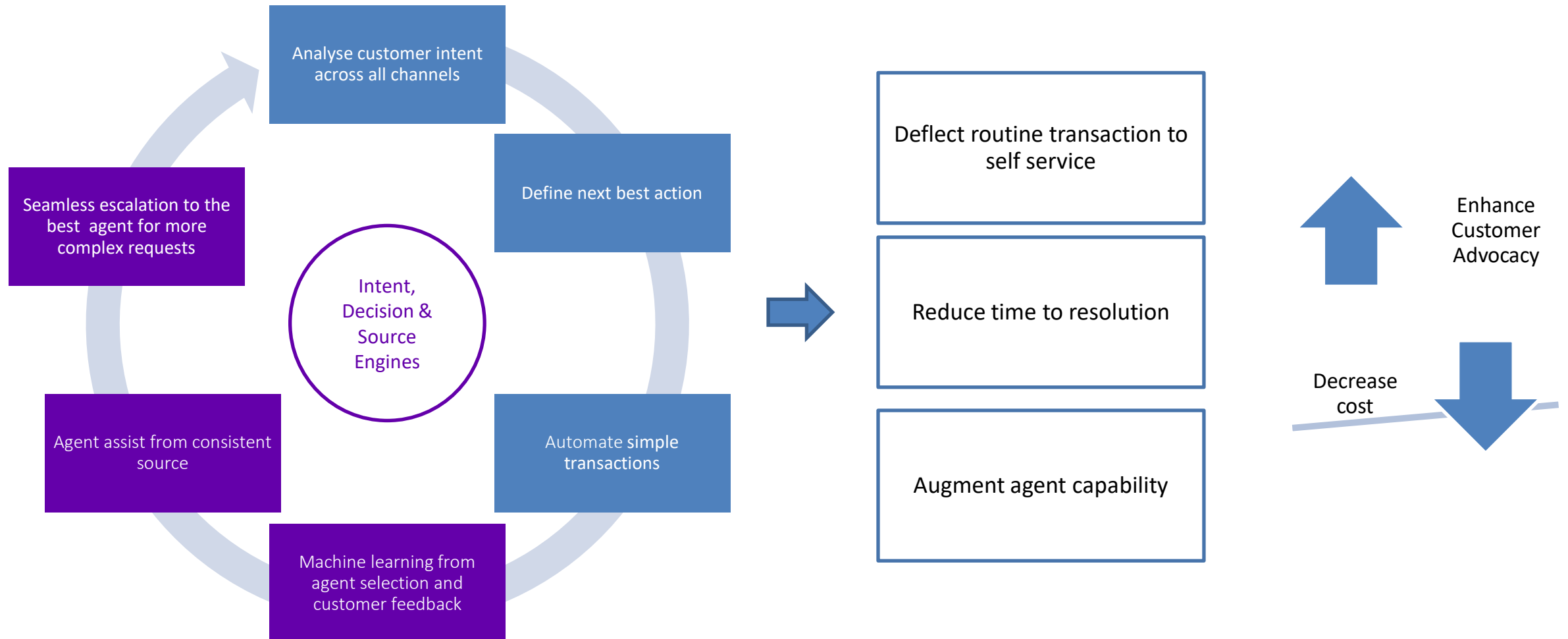




# Chat-bots & AI for CX



## Objectives



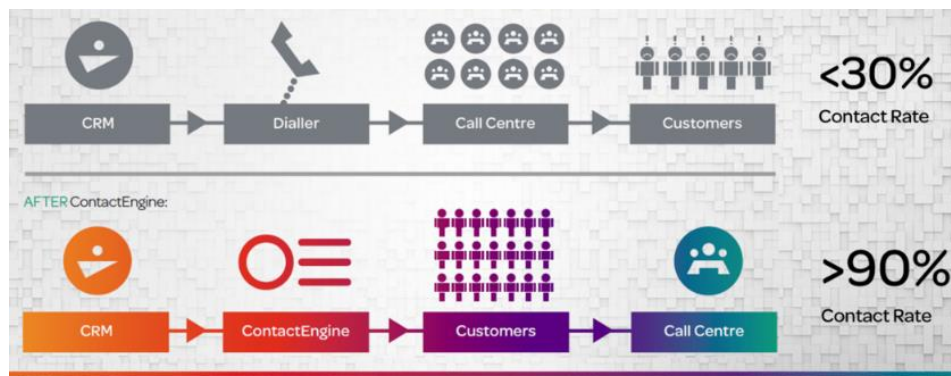


# Chat-bots & AI for CX



Automated, intelligent *conversations* (across multiple channels) between you and your customers.

- Order provisioning and engineering appointments (SMS, email, online)



## KPIs

- Increase right first time
- Reduce inbound calls
- Better customer experience
- Reduce order cancellations and no-shows
- Complaint avoidance

The screenshot shows the BT Hotseat dashboard for Channel ID: 189001. It includes sections for Job Details, Contact Details, and Issue History.

Linked Jobs	Appointment Type	Order Number	Customer ID	Order Date	Order Status	Order Sub-status	Service ID
0	Installation	BT4C329V	CUG5600305958	02/02/2018 17:12:48	Open	InProgress	01159879300

DC Mobile	DC Tel	DC Email	Product Name	Appointment Status	Appointment Start	Commitment Date	Send Comms
07742381418		hayleysanghera@hotmail.com	Business PSTN Service Value	SupplierChanged	12/02/2018 08:00:00	12/02/2018 23:59:59	1

Issue History		Issues/Outcomes	Agent
Mon 05 Feb 2018			
09:11	→	Hi, it's BT. We'll be installing your landline and broadband on Mon 12 Feb at 4 NG4 *** between 8am-1pm. All OK? Reply YES or NO.	
09:28	←	NO	Appointment Issue Shelved Until: 05/02/2018 10:28:36
09:28	→	Ok, to help resolve immediately, could you confirm what the issue seems to be? Pls text A if the address is wrong, B if it's the date or C if it's the products.	
09:28	←	C	Products Issue
09:28	→	Right! Thanks for that, could you text us back a number to call you on and we'll call you back within 4 hours to resolve the issue. Bye for now.	
09:48	←	Please call me at 12 noon on 07742381418	
09:48	→	Right! Thanks for that, we'll call you back to resolve the issue. Bye for now.	
10:23	←	Sorry please call me at 12:30pm on 07742381418	

Follow-up Action: All Issues Resolved. --Please choose--

## First year results for broadband provision

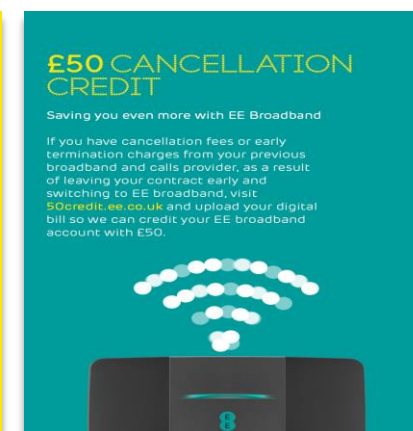
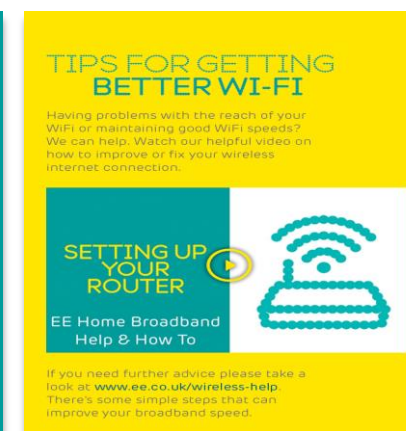
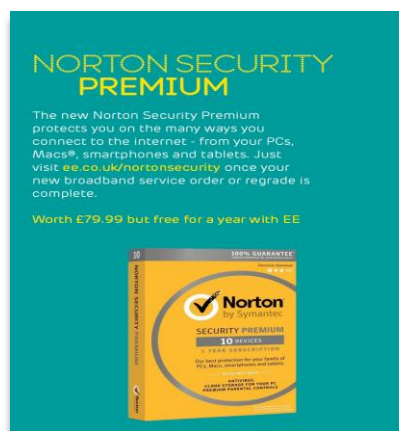
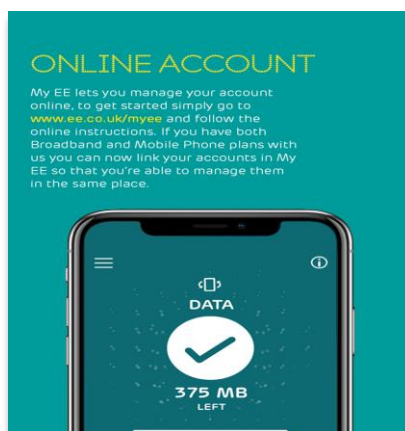
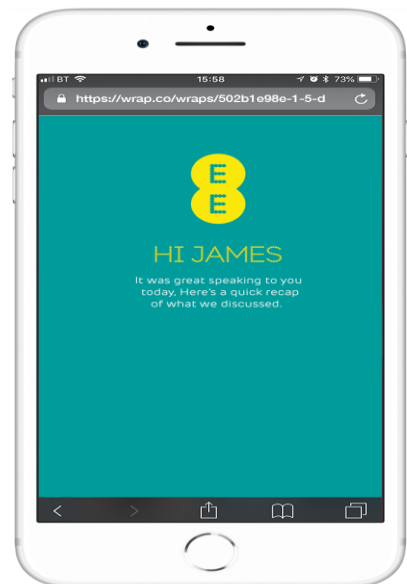
- Contact Response rate increased from 10% to 70%
- Order cancellations (customer driven) reduced by 35%
- 13 FTE currently handle 3500 orders a week
- Net Promoter Score increased by 34%



# Personalised Micro-apps



- Provides a micro-app experience for the mobile Web
- Generate a personalised micro-site for the customer they can reference
- Connects with back-end systems to enable advanced user interaction and transactions
- Housing use case – New customer on-boarding





# Remote video assistance



## 1 Share video through phone



Agents sees video streamed from the phone back camera in live

## 2 Pause & guide remotely



Agents and customers both can highlight information by annotating paused video or images

## 3 Screen share document



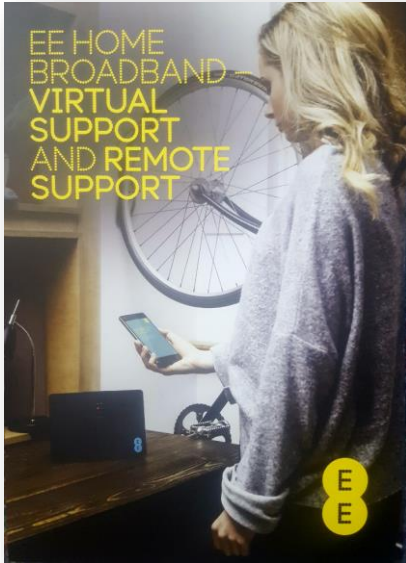
Agents and customers can simultaneously Browse documents or files.

Agent sees what the Engineer or customer sees and guides them

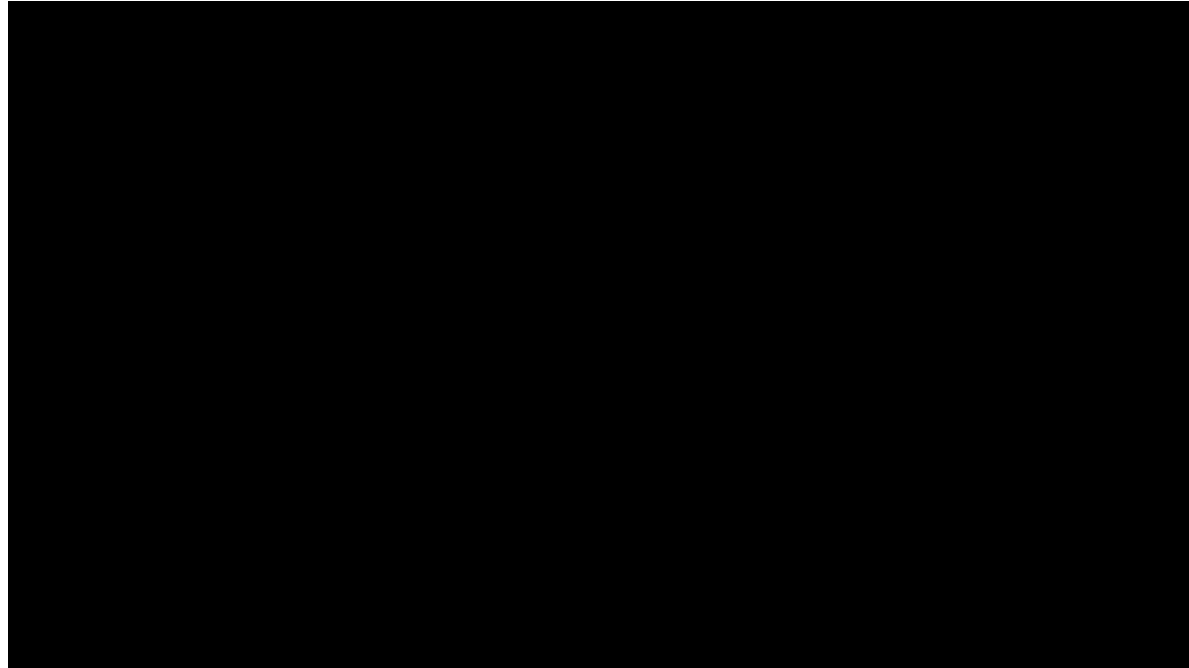
- Video starts via an SMS/e-mail sent by the agent to the customer
- Agents benefit from a complete set of tools such as remote flashlight, remote zoom and Augmented Reality



# Remote video assistance



- Reduced engineer appointments by 60%
- NPS up 30 points



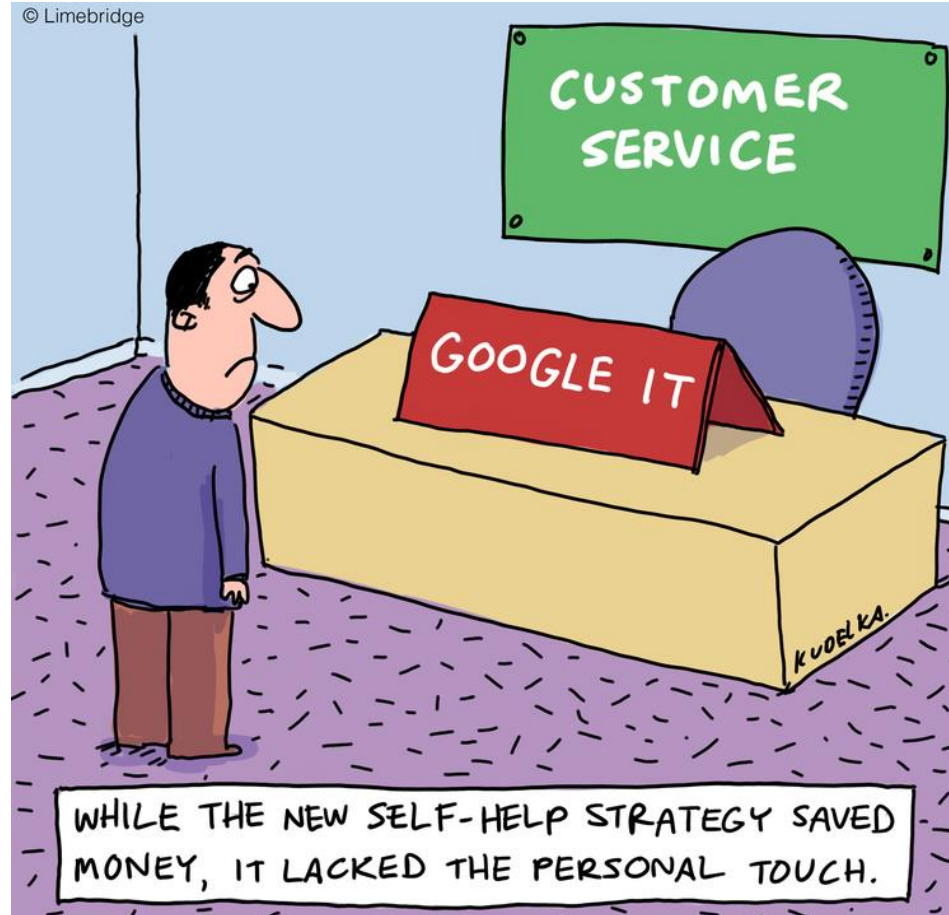


# Personalised video

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