AI DELIVERING CONSISTENT, QUALITY CUSTOMER EXPERIENCES

Closing the gap between expectation and reality

DIGITISED EXPERTISE

FOCUS

Next-generation AI technology has the potential for more intelligent integration of human- machine interactions.

This emerging environment provides opportunities for organisations to increase efficiency while improving the quality and consistency of customer experience, driving increased customer loyalty and advocacy.

Organisations are investing in technology to increase operational efficiency, improve customer experience outcomes and ultimately generate new business growth. For many organisations, most of the effort and investment is skewed towards efficient digital solutions, in many cases with the most cost-efficient option of digitising existing analogue processes. While these have an intended additional benefit of easier customer effort, it's the quality (e.g. level of personalisation, solving existing problems in new ways), context and consistency of these experiences that are often lagging.

This might help explain why investments in digital CX haven't translated to improved customer metrics. Forrester (2019) reports that Customer Index Scores have plateaued since 2016.

"CX is underperforming where it matters most, for customers - and what brands can do to move beyond just solving today's problems for today's customers using today's processes."

- Chris Pemberton, Gartner

Providing customers with **high quality, consistent experiences** relies on a high degree of contextual precision. Traditionally this is the domain of human expertise, the organisations most outstanding customer service and subject matter experts, utilising their knowledge and experience to deliver the best outcomes. The main constraint with human experts is the limits of their capacity.

One source of competitive differentiation lies in the ability to provide automated experiences with appropriate context, delivering outcomes equivalent to those provided by the organisation's best experts, in real-time and at scale. **This is TOM™**

Merlynn Intelligence Technologies have developed a unique technology suite called TOM™. TOM™ enables an organisation to replicate the decision- making capabilities of their best experts. TOM™ combines the factual information and data utilised by the expert with their unique blend of judgment, instinct, reason and empathy. The human expert monitors and maintains their virtual delegate and has a greater capacity to focus on more complex and interesting tasks.

Reduced Risk:
This positively impacts customer experience in 3 ways:

1. The virtual experts **consistently** deliver the **best quality** decisions, across multiple channels. A team of virtual experts can transform customer journey performance when applied across key touchpoints, promoting **trust** and positive customer relationships.
2. The provision of Instant access to fair and equitable expert **decisions reduces emotional and mental effort**, improves first contact resolution rates and positively impacts customer loyalty.
3. Organisations **exceeding customer expectations** through surprisingly easy and consistent customer experiences are more likely to generate customer **advocacy**.

Next-generation TOM™ is the only artificial intelligence technology with the ability to digitise expertise. Decisions that reflect expert attention to detail combined with business acumen are provided to customers on time, every time. This technology is specifically designed to complement existing AI and RPA capabilities and investments.

Technology with Conscience

For more information visit
www.merlynn-ai.com