

AMELIA®

What it takes to build
**Extraordinary
Customer
Experiences**



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01

Introduction

Businesses today flourish or fail on customer service, and the pandemic brought the need for efficient customer service into sharp relief. Spurred on by consumers' march to all-digital services when in-person support all but disappeared for almost two years, many enterprises made improvements to increase customer service efficiency while simultaneously handling massive spikes in digital-service demand – with [varying](#) degrees of success.

With the world moving to a post-pandemic state, companies are now taking an even deeper look at every aspect of their customer service operations, and how to make them even more efficient and remove any points of friction. However, in addition to efficiency, customer service also needs to be memorable, personalized, trusted and proactive. In other words, customer service needs to deliver truly extraordinary experiences, ones that make users feel valued, understood, and loyal to your brand.

In this paper, we'll explore what elements are required to create extraordinary experiences, and the mission, mindset and technology that enable this new era of customer service.



02

The Undeniable Changes in Customer Service

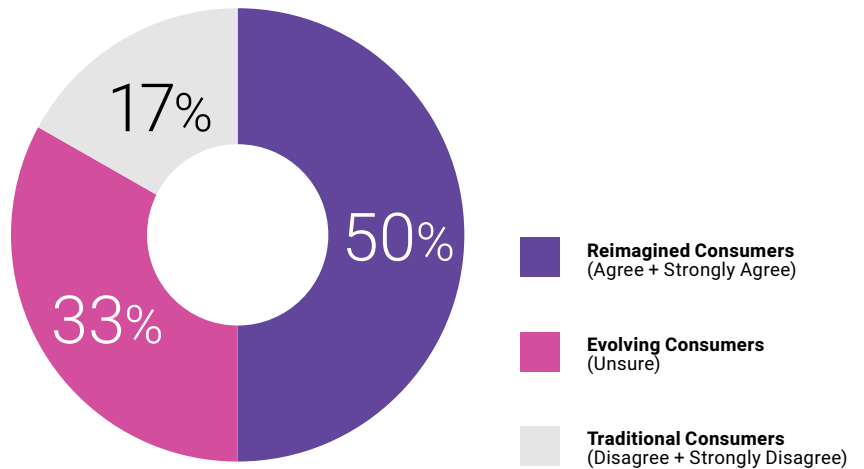


Many companies took the pandemic as an opportunity to work on creating greater efficiencies for their customer service operations. This effort was, for the most part, completely unexpected and involuntary, in that the pandemic radically altered users' buying patterns and behaviors and their perceptions of what customer service means.

Customer and user expectations for what defines quality service have irrevocably changed. Accenture's recent [research](#) of 25,000 consumers across 22 countries shows that a majority of customers said that the pandemic made them rethink what's important to them in their lives. A majority of those consumers, whom Accenture dubbed "reimagined" customers, also said many companies "disappointed them by not providing enough support and understanding of their needs during challenging times." In addition, 72% expect companies to understand and address how their needs and objectives change during times of disruption.

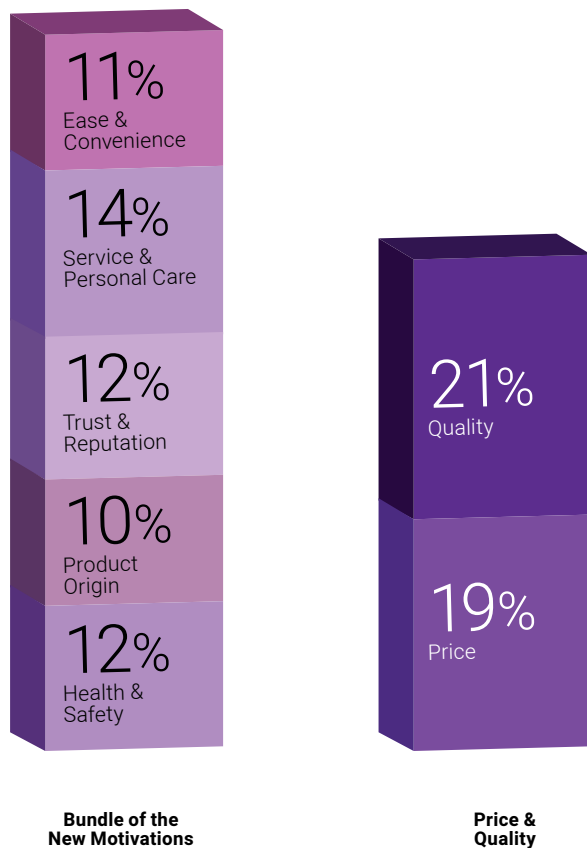
Reacting to the statement

“The pandemic made me totally revise my personal purpose and what is important for me in life”



Base: All respondents (N=25,444)
Source: Accenture Global Customer Pulse Research 2021

Reimagined Consumers



Traditional Consumers



Weighted importance of factors in consumers' purchase decisions was determined through survey responses to questions about seven different value drivers for decision-making on brands in each of 14 industries. This is an aggregate global industry view.

Base: Reimagined and Traditional Consumers (N=17,165)
Source: Accenture Global Customer Pulse Research 2021

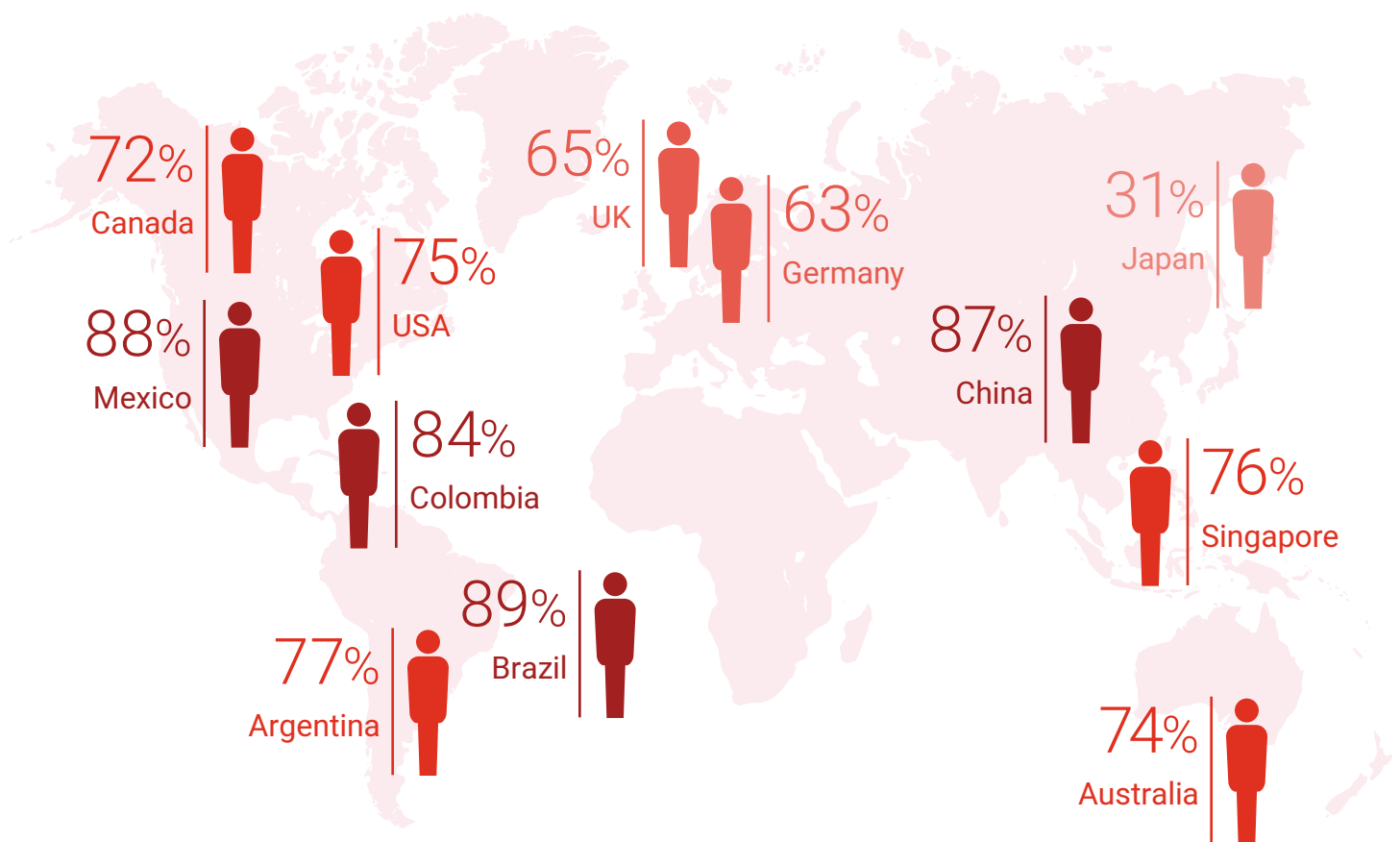
03



Efficient Service is Not Enough

Efficient service is a concept dominated by time — completing a task, transaction or query successfully in the quickest manner. This may sound elementary, but as anyone who has been stuck on what feels like an endless customer service call can attest, it's still a basic precept that many companies are struggling to achieve. Quick and efficient customer service is not only required but expected among users and consumers, and there are some companies that are still failing their users in this regard (just consider the abysmal state of customer service at [major airlines](#) via mobile apps, text or chat in recent months).

The entire *raison d'être* for digital customer service is to resolve an issue, place an order or complete a transaction in a way that's faster than an in-person experience, in a manner that's as effortless as possible for consumer and company. When that doesn't happen despite repeated attempts, it shapes consumers' and users' perceptions not just about the subpar service delivered but of the companies behind that service.



Question

When it comes to making purchase decisions, how important is customer experience in choosing between options?

As PwC Research shows (see chart), these perceptions greatly influence which providers, companies and brands that users globally prefer for their goods and services. It's even worse for consumers if they experience poor service or long-wait times through digital technology that, in theory, is supposed to make the process run more smoothly – such as simple chatbots, online portals or menu-based phone support systems in call centers (known in the industry as Interactive Voice Response or IVR).

04

The Shift to Extraordinary Customer Experiences



Consumers' growing sophistication with digital channels is beginning to shape their perceptions of simply efficient service versus extraordinary customer experiences.

Companies are responding with multiple efforts and investments designed to remove any barriers, technological or otherwise, to experiences that make users feel served in unique and personalized ways.

Achieving this goal means a company must commit to first rethinking how service is delivered, and then investing the necessary capital. For several years, many enterprises skipped the first step and went right to technology investments in low-level chatbots for FAQs, RPA and analytics tools to enhance service, which is why so many businesses are currently struggling. Some gained new efficiencies, but others discovered that the technology was inadequate as it simply layered

new tools on age-old and broken processes, so any underlying failings in customer service operations remained.

Some businesses are starting over, mapping out detailed digital customer journeys with an eye toward making service not just efficient but extraordinary, taking into account consumers' desire to have service available 24/7 over any channel, and users' heightened **expectations** (as Accenture notes in recent research) that companies need to make users feel that they care about their needs. This approach has major implications for how a company's back-end systems (orders, purchasing history, personal user buying preferences and patterns, invoicing, payment processing, etc.) must be seamlessly integrated in order to access all necessary information and provide an end-to-end experience.

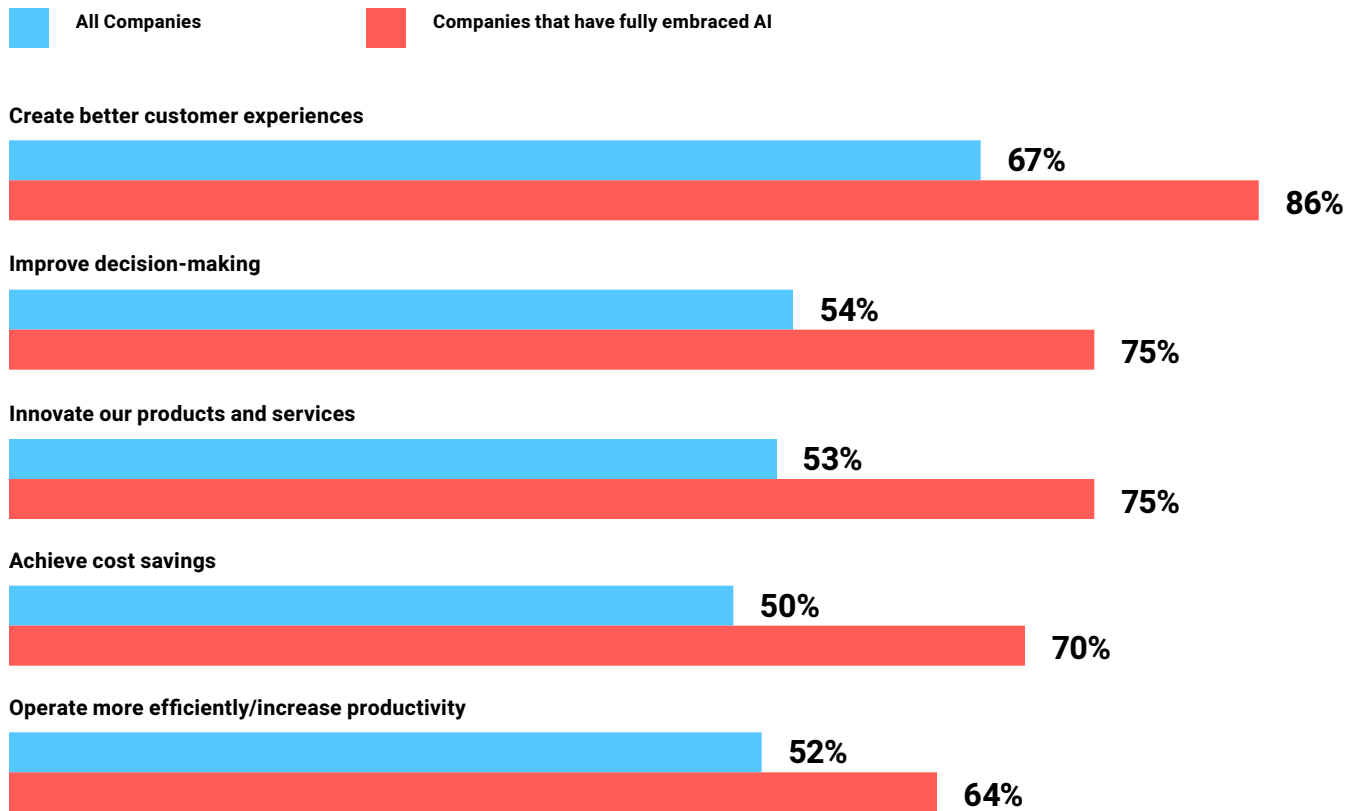
For example, a customer seeking information on account balances or credit card charges, without the need to perform anything transactional, requires a very different journey compared to someone looking to make a purchase, transfer funds or schedule an important appointment. Each of those two distinct journeys may initially need access to similar systems (customer name, account number, identification verification), but ones requiring a completed transaction need an ability to process and execute on certain tasks securely and in a much more nuanced way.

Moreover, the interaction between user and company for each customer journey will be very different. For example, a consumer looking solely for a checking account balance can be provided the information rather simply, with a relatively high degree of confidence that the information is accurate. However, what if a user notices fraudulent information that must be addressed immediately? The user will want to alert the bank, stop a payment, and/or ensure that their account hasn't been compromised.

Those outcomes require a much higher level of urgency. The overall experience must leave the user feeling assured and comforted that the bank takes this matter seriously, that it cares about the outcome, and that the situation will be resolved so as there is no negative impact on the user — and those are much higher standards to reach compared to mere speed and efficiency.



More AI means more benefits



Q3: To what degree have your AI investments in this area lived up to expectations, % answering "currently realizing benefits" Top five from list of 10 options.
Sources: PwC 2021

To reach those higher standards, companies are increasingly realizing that AI technologies, in particular Conversational AI and back-end Intelligent Automation, are fundamental to make a move beyond efficient to extraordinary. A PwC study found that 52% of companies accelerated AI adoption plans due to the pandemic.

More businesses now recognize how deploying intelligent digital agents, armed with human-like conversational intelligence and complete user histories via back-end data integrations, can create a virtual front-line of customer service agents that can tackle any issue with a personal, AI-powered touch.



05

Creating the Extraordinary

Companies are taking ideas about extraordinary experiences seriously. Service must be cost-effective and efficient, of course, but companies also want AI-powered service that motivates repeat customers, creates real emotional connections with end users, and engenders new customers as satisfied users spread the word about their experiences to friends and family.

In thinking about what elevates efficient to extraordinary, businesses can frame their thinking along several dimensions as they build their AI-based use cases.

Extraordinary Experiences Require:



- + Service that is personalized and interactive, so customers feel as though a company treats their problems as priorities, and that it is truly invested in building relationships for the long-term.



- + Services that are tailored to customers within specific industries, especially banking, insurance and retail where traditional brick-and-mortar businesses are disrupting their own business models in an effort to keep up with digital-born competitors.



A method for customers to interact with companies on any device or platform securely and instantaneously, and seamlessly switch between platforms without any loss of information or context.



Service that is proactive, anticipating a customer's future needs, before the customer even realizes what those needs are.



With these kinds of connections, companies can drive improved retention rates, cross and up-sell opportunities, and ultimately increased revenue — not to mention create a more loyal and satisfied customer base. There are already companies and businesses out there that have made these investments and are experiencing the benefits first-hand.



06

Extraordinary Use Cases

There is a growing group of companies, based in a variety of industries, that are making investments to provide the kind of extraordinary experiences that will position them for future success. These companies have hired Amelia, the industry-leading solution that has both the front-end Conversational AI capability to interact with customers in a personalized, human-like fashion, and back-end Intelligent Automation to connect seamlessly to any required system or customer information source. Below is a sample of use cases from companies that are determined to rise above mere efficiency to the extraordinary.

Aveanna

Amelia as a 24/7 Employee Services Support Agent

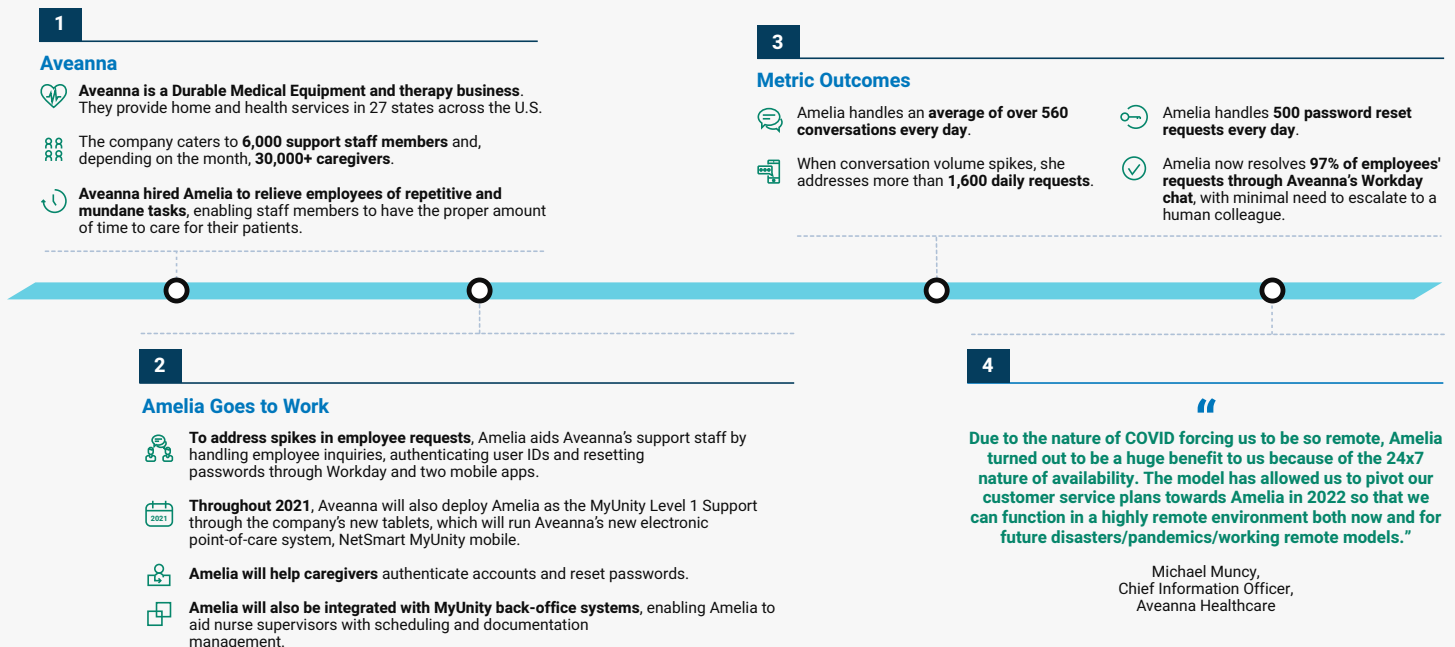
Aveanna Healthcare is a Pediatric and Adult Home Health provider providing patient care as well as medical equipment and therapy to patients across 27 U.S. states. The provider currently employs more than 40,000 staff members, including 6,000 support staff and 30,000-plus caregivers, depending on the month.

Before hiring Amelia, Aveanna support staff manually handled all employee requests, from password resets to user authentication. These requests would spike every year due to two coinciding employee deadlines: requests for W-2 tax forms and mandatory compliance training.

Such a high volume of requests would consume support staff members' workload, resulting in delayed response times and overwhelmed employees, which negatively affected the overall provision of patient care.

Since Aveanna Pediatric caregivers sit with patients throughout the night, caregivers need to be able to resolve issues quickly, quietly and without disturbing patients.

Amelia now handles an average of more than 560 daily conversations. When conversation volume spikes, she manages more than 1,600 requests in a day. Amelia resolves 97% of employees' requests through Aveanna's Workday and EVV chat, with limited need to escalate to her human colleagues. Amelia helps Aveanna caregivers quickly and seamlessly resolve their questions, allowing them to provide patients with their undivided attention. The company's support staff also benefits from Amelia's deployment, as they now have more time to take on higher-value responsibilities within HR and training.





Kenneth S. Nugent, PC Attorneys at Law Amelia as a Digital Legal Assistant

Kenneth S. Nugent, P.C. Attorneys at Law, wanted to find a way to more rapidly handle client service inquiries. The 30-year-old Georgia-based firm employs more than 200 staffers and 47 lawyers across the southeastern United States. Prompt and efficient service has always been a staple of the firm.

Amelia functions as a round-the-clock legal assistant. Clients are provided with access to a free Client Portal. The site contains custom-built tools to discuss new details of an accident, and Amelia records details in an electronic medical treatment journal. Clients are encouraged to log into the portal on a daily basis to provide any updated information and to track progress on their claims. This information helps case managers track treatment of known injuries and injuries that may not have shown up immediately. All of this data is important for building a solid case for clients.

Amelia also assists clients with their inquiries via web chat, and supports the firm's intake specialists by collecting initial information from web visitors before routing them to the appropriate person. By engaging in conversations with clients through the portal, Amelia extracts real-time data that clients' legal teams can later use to build their cases. In addition, she reduces the pressure on busy case managers by automatically replying to questions from clients visiting the portal. Case managers are now able to focus more time on building the best possible client cases, rather than answering basic and repetitive questions.

Kenneth S. Nugent, P.C. Attorneys at Law

Ken Nugent created one of the **Southeast's largest law firms** devoted entirely to representing injury victims and their families, with **eight offices** scattered across Georgia employing more than **200 employees** and **47 attorneys**.

Results

- ☆ Amelia handles 40,000 web visitors. Visitors are uniquely **welcomed to the website with a tailored message based on the page they entered**. She is able to handle existing clients with legal team questions. Even more powerful is her ability to qualify potential new cases.
- ☎ She answers **100% of all inbound phone calls from 25 different phone lines**. Amelia is able to complete 75% of those calls without transferring to a receptionist.
- ✓ Amelia has directly signed more than **1,100 new clients** to the firm.

Amelia Goes to Work

↑↑ The law firm wanted to **improve efficiencies**, enhance customer service and **give hours back to busy staff**.

👤 The firm hired Amelia in **January 2020** to fill the role of a digital legal assistant to support clients of Nugent's eight offices across Georgia and surrounding states. **Amelia offloads administrative duties** for hundreds of intake workers, case managers, paralegals and attorneys at the firm, further improving the client experience, minimizing delays and helping client managers build better cases.

📞 She provides case manager assistance, customer portal support and phone-based customer inquiry support. **Amelia has become the first point of contact for clients over the phone**. She is able to identify current clients and automatically connect them to the relevant member of the team handling their case.

“

Amelia is massively alleviating the demands on our case workers by removing mundane and time-consuming tasks. It's like giving a personal assistant to each of our case managers, so they can spend more time connecting with our clients and building winning cases.”

Ken Nugent,
Founder and Attorney at Kenneth S.
Nugent, P.C. Attorneys at Law

Future

📄 The law firm plans to use Amelia to generate letters and email messages to concerned parties, further supporting the case management team.

📞 The law firm also intends for Amelia to make outbound calls to clients, which will **save an average of 60,000 to 75,000 hours per year** in case management.

Resorts World Las Vegas Digital Hospitality Concierge

Resorts World Las Vegas is the first integrated resort to be built on the Las Vegas Strip in more than 10 years. The resort features 3,500 guest rooms and suites, a next-generation gaming floor, top food and beverage options, a 5,000-person capacity theatre, unique nightlife venues, and more.




From the beginning, Resorts World Las Vegas wanted to streamline its internal IT operations and integrate an IVA into the resort's architecture. The resort wanted to maximize technology to improve the guest and employee experience, while also limiting the number of apps and vendors required to achieve a fully integrated resort.

Amelia was hired as Resorts World Las Vegas' digital concierge, renamed RED. RED handles the entirety of the Resorts World Las Vegas call center, allowing guests to speak directly with RED for assistance with anything, at any time. For example, RED can help guests make dinner reservations, purchase show tickets, order room service, set wake-up calls, and more.

Eventually, Resorts World Las Vegas wants to extend RED's capabilities into its Human Resources department. In this role, RED will support onboarding and the post-hire process for new employees at Resorts World Las Vegas. The resort also plans on expanding RED's support throughout all internal departments.

1

Resorts World Las Vegas

-  Resorts World Las Vegas is the newest resort on the Las Vegas strip. **The resort features 3,500 guest rooms and suites.**
-  The company wanted to deploy an **Intelligent Virtual Agent** that would deliver exceptional service to hotel guests.
-  Resorts World Las Vegas also wanted to facilitate enterprise-wide, **low-code automation** while keeping its IT team size to a minimum. **To bring this vision to life, Resorts World Las Vegas hired Amelia, renamed RED, as the resort's Digital Hospitality Concierge.**

3





“

As we look toward serving increasing numbers of guests who are excited to travel more often for leisure and business, we are introducing Amelia to our team in order to expand our capacity to serve guests' standard stay needs so that our employees can focus on the one-on-one personalized customer experience with the dedicated, instant attention our guests require during their stay.”

Namratha Nandagopal, Director of Application Development and Quality Assurance at Resorts World Las Vegas


2

Amelia Goes to Work

-  By leveraging Amelia's cognitive and conversational intelligence, multi-threaded intent recognition, natural language, and context switching capabilities, RED improves the resort's guest and employee experience, and enhances internal operations.
-  RED is **available via phone, chat and social channels** to serve guests and employees.
-  **Hotel guests can speak directly with RED** to order extra towels, schedule late checkouts and more. **RED immediately responds to high volumes of service requests**, freeing human employees to focus on more personalized, one-to-one guest services.
-  **Resorts World Las Vegas employees can interact with RED** to inquire about PTO balances, shift schedules and to book time off. They can also ask RED for IT-related support with resetting passwords, requesting new monitors and more.

4

Future Goals

-  RED will eventually support business operations in all internal departments. For example, RED will soon provide onboarding and post-hire support for the company's HR department. **The company will also expand RED's responsibilities to cover additional external operations and guest services.**

07

Take the Extraordinary Journey



Extraordinary, as the word implies, applies to things that are unexpected and surprising – even joyful and delightful, in the proper circumstances. At present, few would consider dealing with many companies’ customer service operations as an extraordinary experience – and customers’ collective dissatisfaction, as well as companies’ need to grow and thrive, appears poised to generate fundamental shifts in customer service in the near term.

As companies move ahead with investing in Conversational AI and creating experiences that are both efficient and extraordinary, the chasm between successful and struggling businesses will be shaped to large degree by whether they adopt the extraordinary approach. Creating extraordinary digital service experiences, where emotional connections build loyalty between customers and large “unemotional” corporations, is an attainable goal, with significant potential business gains, and the opportunity to build a more loyal and satisfied customer base. Building extraordinary experiences can surprise and delight not just consumers, but companies as well, as they watch how their investments drive future success.

Author: John Madden

AMELIA®

08

Contact Us

Amelia is the world leader in Enterprise AI and the home of Amelia, the industry's most-human digital AI colleague. Amelia's ability to learn, interact and improve over time makes her the market's only AI that can fully understand user needs and intentions.

Learn more at
Amelia.ai

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