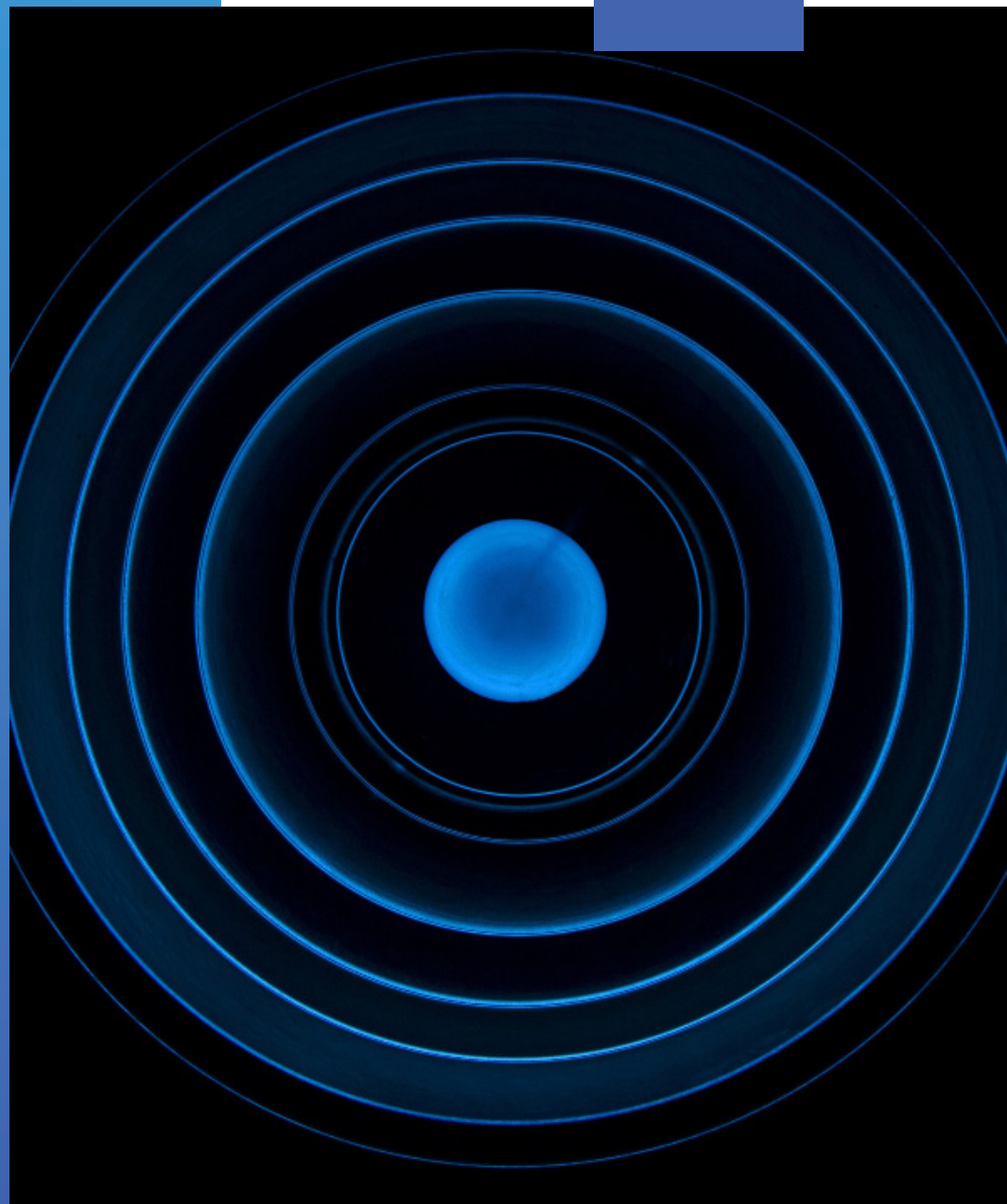
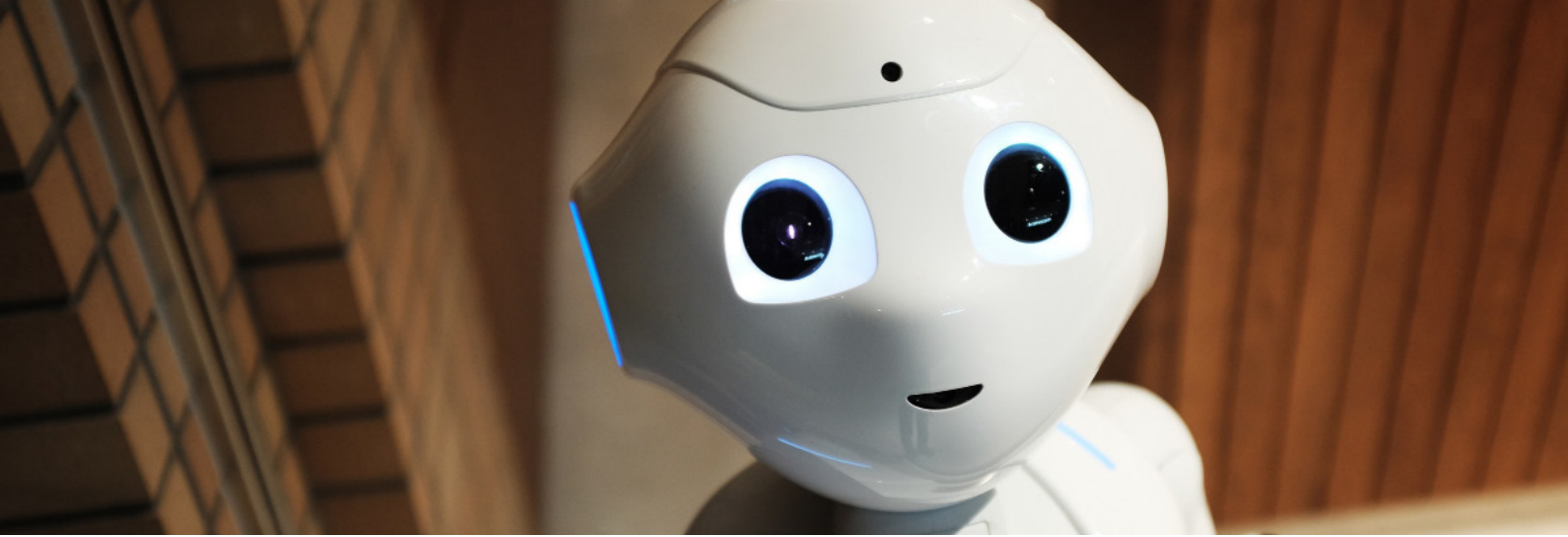


The Blueprint for Intelligent Digital Experiences





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ABOUT THIS REPORT

Virtual Assistants and Chatbots reached peak hype in 2018, before sliding down Gartner's Hype cycle, into the "Trough of Disillusionment". There were many bold claims as to how bots would transform enterprise, but as with most technology, true change requires time.

With 2020 just around the corner, the AI Landscape has evolved. The technology has had time to mature and grow an ecosystem that enables a more robust solution for both organisations and developers.

"Once the current euphoria on bots dies down, we will see the emergence of real solutions to real problems coming out of the chat ecosystem." [Techcrunch, 2016.](#)

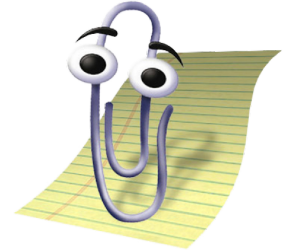
Enterprise who have taken a strategic approach in deploying natural language processing (NLP), machine learning and automation technologies required to build Virtual Assistants are far from disillusioned.

Everise DX's Bot Blueprint 2020 Report is an in-depth look at what makes a successful virtual assistant and steps companies can do to go beyond the hype and build a digital workforce of the future.



1 WHY NOW?

Clippy, Microsoft's Word assistant launched in 1996, and the more talkative SIRI first arrived eight years ago. Today we have popular Home Assistants from Google and Alexa, that have an evolving, younger consumer base who are more comfortable with the interface and demand a more connected experience.



35.8% of millennials use voice-enabled digital assistants at least once a month, compared to just 10.1% of baby boomers.

eMarketer

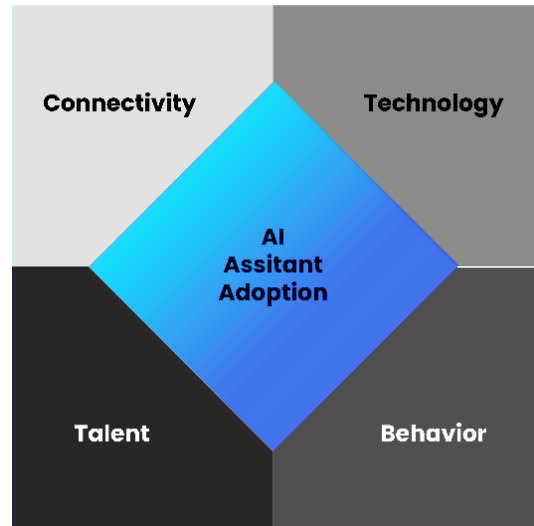
Younger consumers are highly connected, interacting with the world through a multitude of online channels. They are booking flights, shopping online, ordering lunch, all while hailing a ride on their way out the door.

From smart refrigerators that let you know that you are low on eggs or milk by adding it to your digital grocery list, to smart light bulbs that allow you adjust the hue and intensity of light from your mobile device, the wonders of the modern world are endless. Even on the road smart cars have been navigating drivers for years.

So, why has it taken 25 years for Virtual Assistants to arrive?

4 main elements have converged that allow virtual assistants to be embedded into everything from businesses to refrigerators.

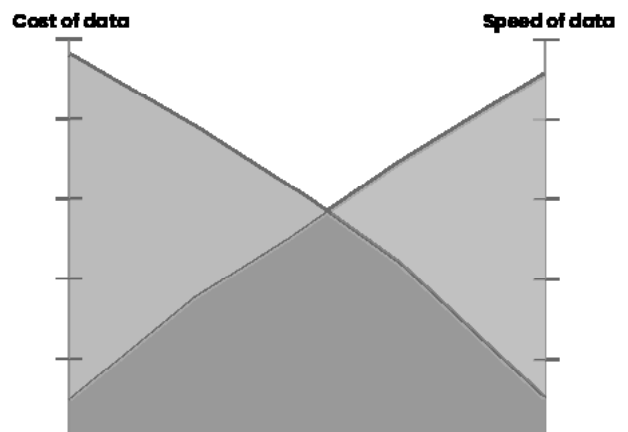
CONVERGANCE

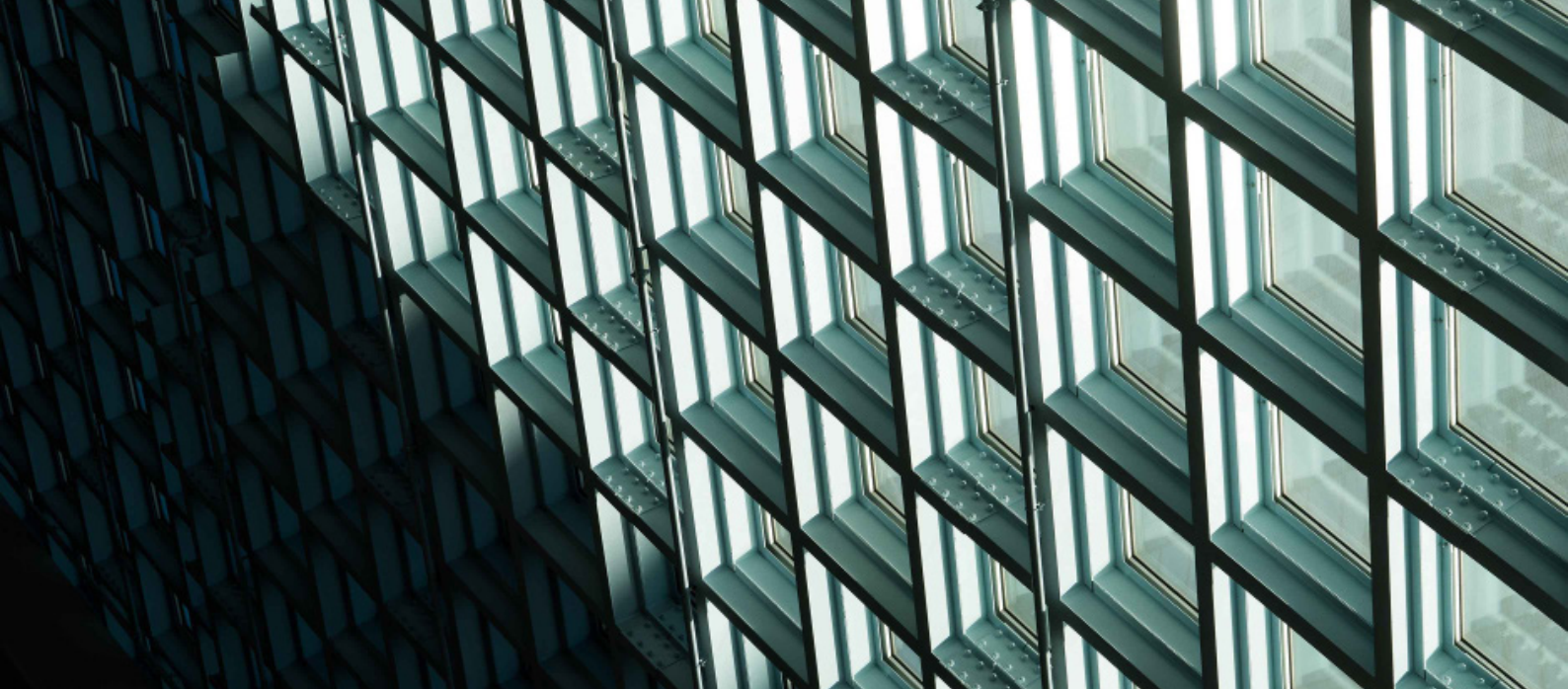


1. CONNECTIVITY

Faster data connections, plummeting internet costs, and new collaboration applications make effective work from home easy. Currently, high-speed connectivity is clustered in pockets, most of which are in business hubs and major cities.

5G, the fifth generation of wireless networks, has the potential to update the internet infrastructure of any city, delivering faster data speeds, more bandwidth, and consistently reliable connections. The release of 5G is poised to change not only our personal lives but also how we work.





2. TECHNOLOGY

There was a time, not too long ago, when it took deep pockets to bring together enough talent and data to build an AI-powered solution for your business. But that was then.

Today, companies like Microsoft, Amazon, Google, IBM and Everise DX have commoditised everything from cloud computing to computer vision to natural language processing, making the technology behind the solutions more accessible to businesses.

While the technology and algorithms are available, it's the uniqueness, quantity, and quality of your data that will have the largest impact on your ability to create a valuable AI solution. Having a firm grasp of your problem and the data required to solve it will help you avoid costly failures, like the widely marketed M.D. Anderson Cancer Center's 2013 venture to use IBM's Watson cognitive computing system to optimize clinical decision-making matching patients to clinical trials.

“IBM spun a story about how Watson could improve cancer treatment that was superficially plausible – there are thousands of research papers published every year and no doctor can read them all. However, the problem is not that there is too much information, but rather there is too little. Only a handful of published articles are high-quality, randomized trials. In many cases, oncologists have to choose between drugs that have never been directly compared in a randomized trial.”

**David Howard, a faculty member in the
Department of Health Policy and Management
at Emory University**

3. TALENT

In 2017, The New York Times wrote about the current state of A.I. talent and how Tech Giants were attracting some of the world's top talent with giant salaries. Deeper into the article, an independent Canadian AI lab, Element AI, further quantifies just how little AI talent exists globally.

“Solving tough A.I. problems are not like building the flavour-of-the-month smartphone app. In the entire world, fewer than 10,000 people have the skills necessary to tackle serious artificial intelligence research.”



2018

Cloud & Distributed computing
Big Data
Machine Learning

Creativity
Advisory
Collaboration

2019

LinkedIn's 2018 and 2019 Global Talent Trends Report

Fortunately, not every business is ‘solving tough AI problems’ that require Ph.D. level Machine Learning Engineers. They are solving tough business problems with intelligent solutions. This is an important distinction for leaders to make.

To reduce cost further, Harvard Business Review recommends that businesses look to hire an “AI Translator” – a senior executive who is capable of translating business objectives into achievable AI and automation projects.

At Everise DX, we've noticed that the bots we deploy with client teams who possess strong soft skills end up being more successful in the long run. This is supported by the change in priorities between LinkedIn's 2018 and 2019 Global Talent Trends Report that highlighted a shift from the hard-skills required to create the technology, to the soft-skills required to use them to solve problems and create applications that connect with its users.

4. BEHAVIOR

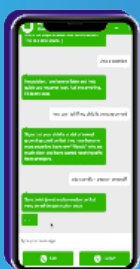
A few years ago, Gartner predicted that by 2020, the average person will have more conversations with an AI than with their spouses. While the goalposts of what is considered AI continually changes, this is a hard statement to quantify. But if you consider the amount times you ask a machine for directions, what movie to watch or to simply turn off the lights, that prediction is likely well past its way to the truth.

The fact is, people are comfortable speaking to machines. At Everise DX, we attribute this behaviour to the phenomenon of anthropomorphism; that is, our tendency to give human characteristics to objects.

“41% of people who own a voice-activated speaker say it feels like talking to a friend or another person.” Google.

In 2017, Everise DX did a user behaviour study, which found that almost half of Southeast Asian’s are comfortable confiding intimate knowledge with a bot. In addition to sharing personal information, Everise DX has found that about 10% of conversations with a bot are made up of “Small Talk”, which include polite greetings, platitudes, and general interest questions. Much like how we chat with our pets, bots are becoming more than functional assistants.

45% of Southeast Asian’s would share something intimate with a bot that they wouldn’t with another human. Everise DX



INNOVATING EDUCATION WITH CONVERSATIONAL AI

The Star Media Group went undercover to produce an award-winning documentary series that highlighted child sexual exploitation through mobile chat apps. “Predator in my phone” obtained critical acclaim. The Star wanted to advocate for comprehensive sexual health education but found the biggest challenge is that people aren’t comfortable speaking about it in public.

Everise DX created Ana the Sex Education Chatbot, who helped teens and children ask questions about sexual health in privacy. Ana was a pivotal part in helping The Star get legislation passed against sexual predators and better inform the Malaysian public. Ana was also able to help more than 190 potential victims seek professional help and report incidents of sexual crimes to the authorities.

2

PRACTICAL
APPLICATIONS**EMPLOYEE EXPERIENCE (EX) USE CASES**

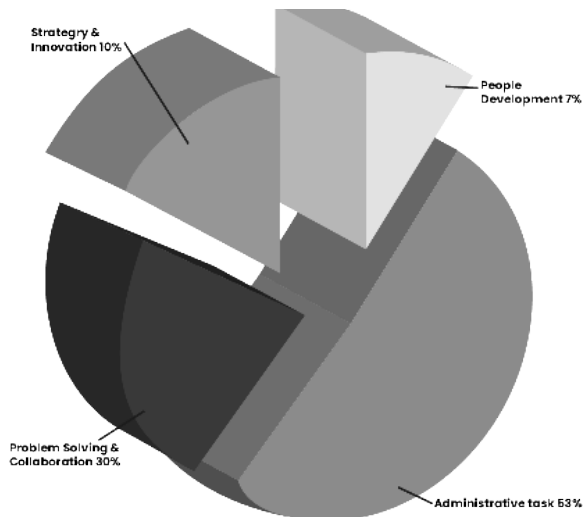
Many of the virtual assistant applications that we know and use on a daily basis are for consumers. Businesses have been more risk-averse when it comes to considering how virtual assistants could be applied to their workplace. But companies who do invest in their employee experience see large returns.

“By 2022, 70% of white-collar workers will interact with conversational platforms daily.” **Gartner**



Virtual Assistants for improving EX are built to help you attract exceptional candidates, nurture high-performing talent, and foster employee engagement so you can focus on real human growth.

Your employees aren't robots, so don't make them work to robotically. The average enterprise currently spends much of its time on low-skill, low value, repetitive tasks.



The average enterprise spends the majority of its time on low skill, repetitive tasks.



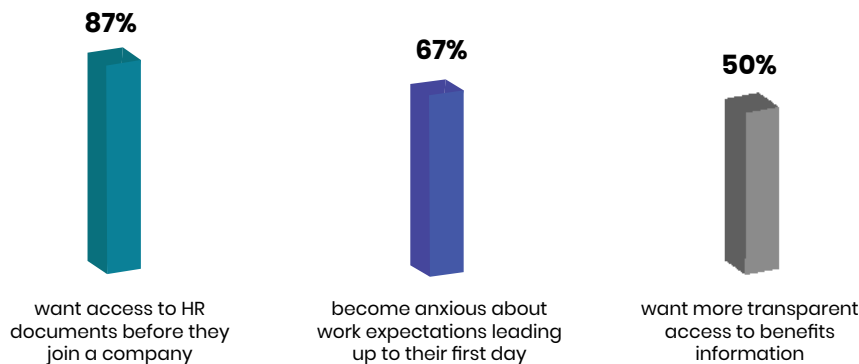
INTELLIGENT SCREENING

Talent acquisition teams spend hundreds to thousands of hours screening and vetting candidates who come through their pipeline. As is human nature, small biases form to help make the process more efficient. AI can be used in this scenario to remove human bias and increase your ability to find the right candidate by scanning through a larger number of applicants.

For example, Everise DX's Smart Recruiter combines psycholinguistics with machine learning to create a powerful screening assistant that supports companies of all sizes automate first-level screening and provide a standard, unbiased measure of your candidates.

AUTOMATED ONBOARDING

Everise DX's Blueprint team conducted a study that looked to identify what gaps existed in current onboarding programs. They found that employees:



Most companies have this information but share it manually. Using this research, Everise DX built a new hire engagement bot for parent company, Everise. Ana intelligently guides candidates from job search to their first day on the job, providing them with 24/7 access to information about Everise, its culture and work environment. In just 3 months, Ana improved Everise's application-to-fulfilment rate to an industry-leading 94%. Ana is now being advanced to support additional roles in the HR Department.

“A day in the life of HALI is certainly filled with many complex processes being simplified, thanks to the amazing chatbot’s artificial intelligence (AI) capabilities. This includes speedy and timely response to our users.”

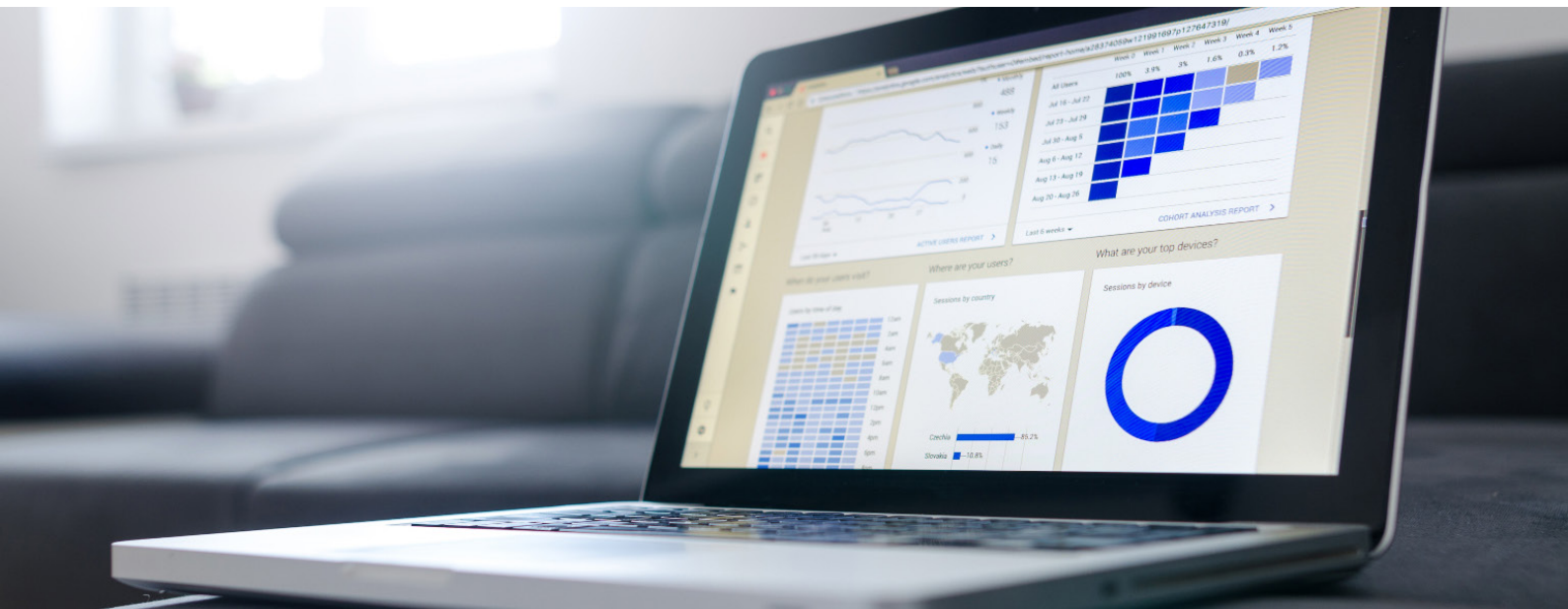
Fiona Fong, Head of Human Resources, Hong Leong Bank

24/7 HELPDESK

Many companies dedicate large teams to answering repetitive questions about information that is often available in an HR Handbook or about processes that are already part of a Human Resource Management System (HRMS). And, with the proliferation of cloud-based ERP's and HRMS's, virtual assistants are an effective solution, connecting multiple systems to a single knowledge base within a conversational interface.

DATA-DRIVEN LEARNING & DEVELOPMENT

Automating your helpdesk also enables businesses to effectively collect and label large amounts of data, which can be used to further improve your employee experience. Some of the opportunities include measuring the pulse of an organization through sentiment analysis and developing training programs based on the most asked questions.



SMARTER EXIT INTERVIEWS

Exit interviews are learning tools for organisations to improve, but most of this data is lost when it is not recorded and analysed. Automate the exit process into a holistic solution for both exciting staff and organisational growth.

Two smartphones are shown side-by-side. The left phone displays a chatbot interface with a blue header and a white chat bubble containing text. The right phone shows a similar interface but with a different layout, including a summary of the exit interview process and a large green button.

MAKING HLB'S HUMAN RESOURCES "DIGITAL TO THE CORE"

Leading regional ASEAN bank, Hong Leong Bank (HLB), had built a large internal Helpdesk to support their Human Resource Department (HR) who handled over 23,500 (often repetitive) email & phone enquiries annually. In response, Everise DX created HALI, who has transformed the HR department and measurably impacted HLB's productivity. By automating core services, HLB saves about 320 hours of monthly manual support. This enabled the Helpdesk team to close, and perform higher value work in other departments.



CUSTOMER EXPERIENCE (CX) USE CASE

In today's experience-led economy, people don't buy products, they buy experiences. And more and more of these experiences occur on digital channels. The shift from calling to live chat is a prime example. Virtual Assistants are effective solutions to help relieve pressure during peak times as well as offer an alternative channel for customers to access information. It's not about replacing human agents, rather, it enhances the opportunity for them to deliver a high-quality experience.

88% of CX professionals that believe AI will enhance, not replace, agents. CCW Digital

Every customer is different, so why tell them the same story? According to Accenture, 48% of people expect personalized treatment for being a good customer. More and more consumers want experiences tailored to them to keep their loyalty. By tapping into account-level data, Virtual Assistants are uniquely placed to offer personalised experiences at scale.

93% of consumers are more likely to make repeat purchases at companies with excellent customer service. Hubspot

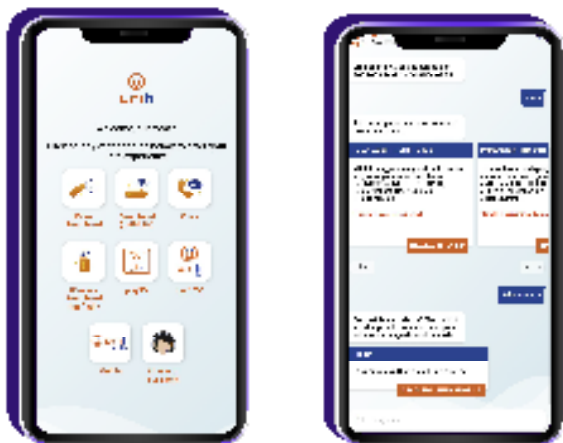


SALES

Build custom recommendation engines using contextual data on top of a deep learning framework geared to better serve your customers with personalized recommendations.

AUTOMATED SUPPORT

Intelligent virtual agents can automate customer support and core workflows to alleviate pressure on your call center or helpdesk pressure while improving the collection and tagging of customer data gathered.



DATA LED TRANSFORMATION FOR A TRADITIONAL BRAND

In early 2019 Telekom Malaysia (TM), Malaysia's largest broadband services provider, launched a new WIFI plan that targeted 2.7 million people most of whom are from the lower income bracket. The projected growth of their target audience prompted TM to seek a cutting-edge solution to help to assist the predicted growth in service requests.

unifiBot was hired as to optimize how TM interacts with its customers, producing actionable data reports that help TM better serve their userbase. Four months after the initial launch, unifiBot has been able to reduce call centre escalations by 70% affording agents more time to ensure that customers with urgent issues have their problems resolved promptly.

LIVE CHAT

Identify core escalation scenarios and route to a human agent with an integrated live chat. Allowing agents to resolve cases quickly from data gathered in through automated support.

CUSTOMER FEEDBACK

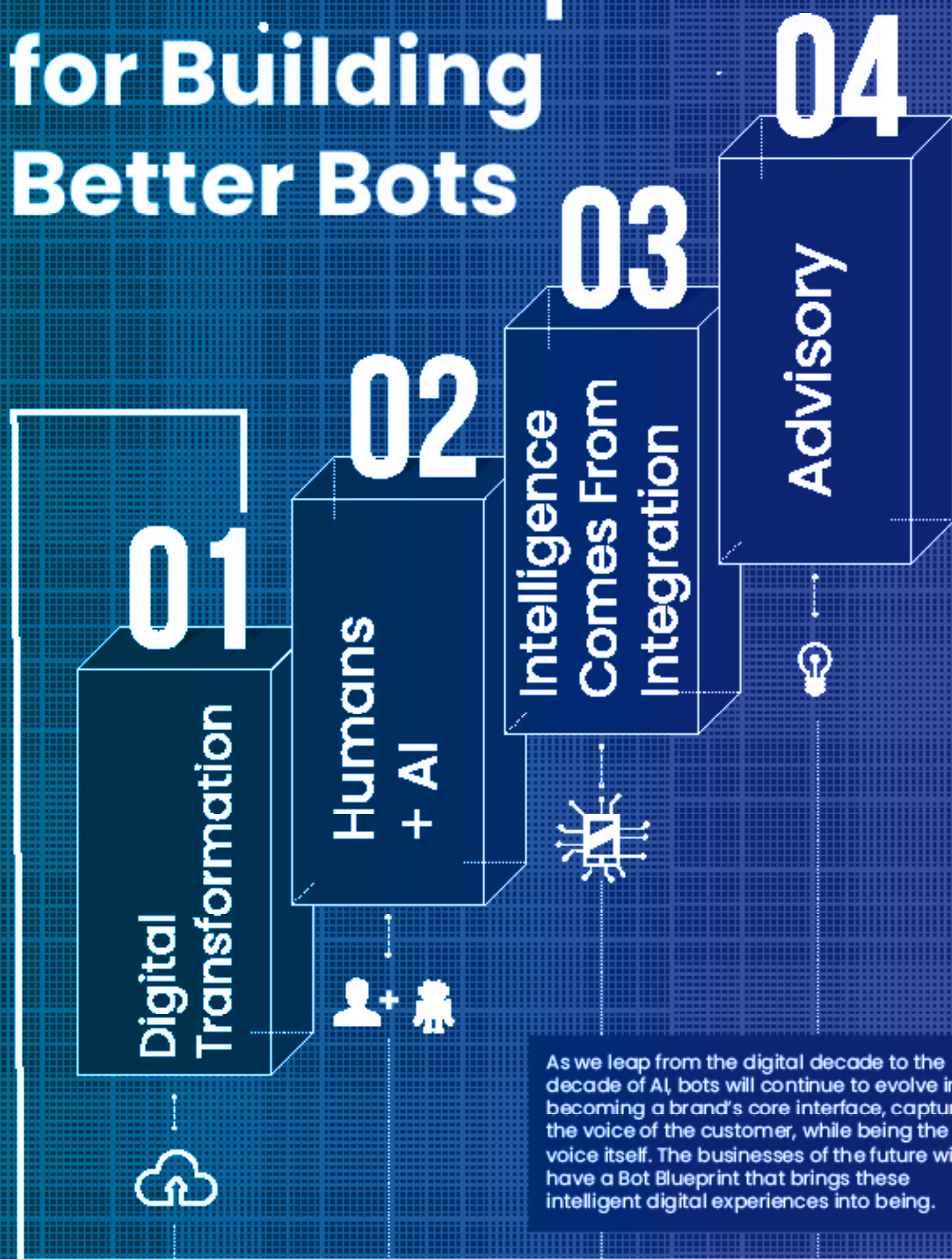
Get real-time insights from your customers with feedback and Net Promoter Score automation that can give your business a more holistic view of the customer experience. This can be done over Voice or Chat solutions.

MARKETING AUTOMATION

Push email & instant message campaigns based on contextual triggers. Use insights that allow you to curate how customers discover products based on previous engagement.



3 The Blueprint for Building Better Bots





01: Map Out A Digital Experience Strategy

In 2020, if you have not developed a Digital Experience (DX) strategy, it's about time you did. This is table stakes for all organisations. The gap between companies who employ a DX strategy and those who don't is only going to get wider over the next decade.

A study of 2,500 U.S. consumers and business decision makers found that business leaders, specifically, believe AI is going to be fundamental in the future. In fact, 72% termed it a “business advantage. [PwC](#)



For CX, this means understanding that your consumers are probably more tech savvy than you are, requiring you to have a mature digital strategy that connects with them on the channels they engage on.

In the workplace, this means investing in a similar experience strategy for your employees. Utilize them as early adopters of your digital strategies and plan to automate their basic tasks while upskilling them in the process.

Planning Achieving this first step in your Bot this journey will already yield results by improving productivity and generating a deeper understanding of how people communicate with your organisation.

4 Things You Need To Do:

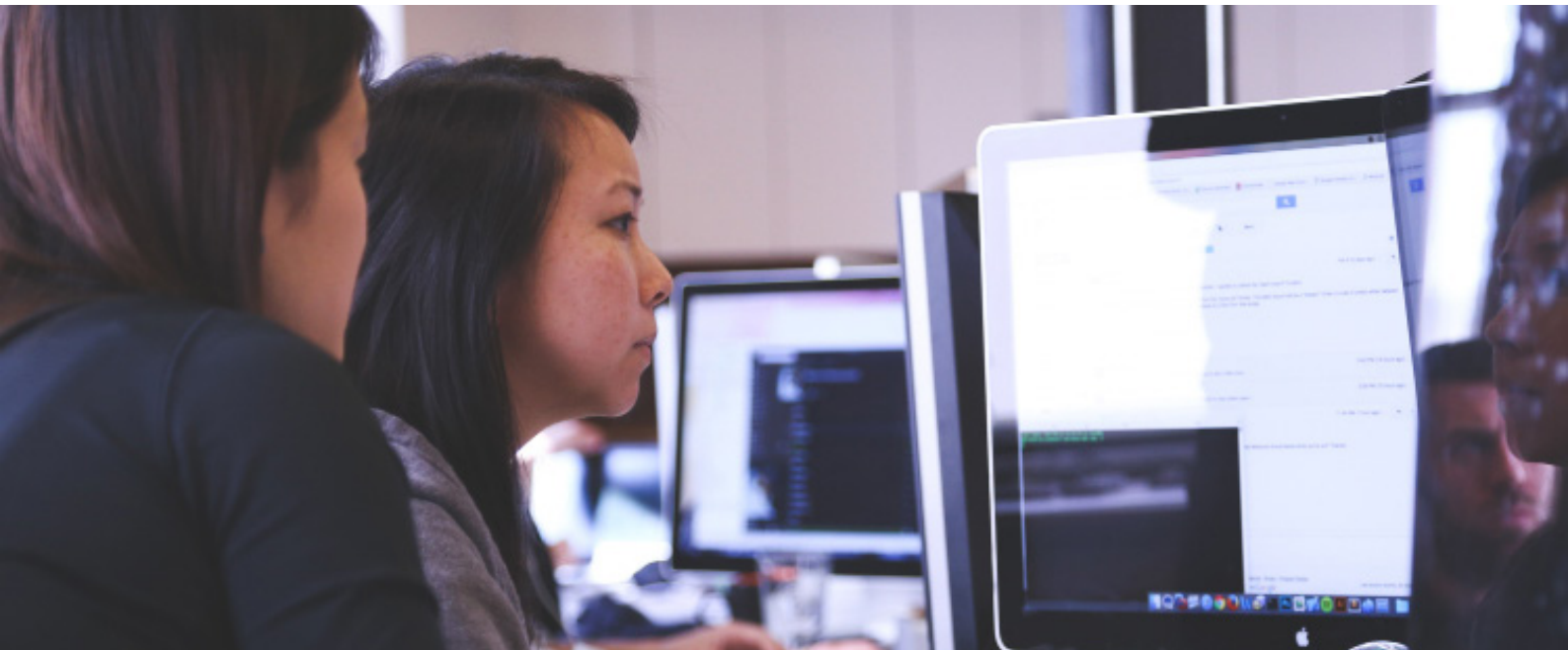
- ✓ Discuss with your CIO/CTO on how you can build a 100% digitally enabled business.
- ✓ Map out your customer and employee digital touchpoints.
- ✓ Ensure you have an omnichannel offering.
- ✓ Create an innovative culture by testing out new ideas with your employees.



02: Blend Humans With AI

Virtual Assistants are incredibly useful at improving the user experience for complex products and services, offering a more friendly and direct way for people to access information. But it's important to remember that a virtual assistant is not meant to replace humans entirely, rather bots are a tool that enable your people to improve productivity and do more meaningful work. Blended AI is a combination of both Agent and AI, using the best of both to deliver superior support and will explode in 2020.

AI and humans should work together to double check for errors and help augment each others' capabilities. By integrating human talents and AI-driven functions, companies across industries can reap the benefits of AI. [Harvard Business Review](#)



The first step is to automate key contact drivers, such as frequently-asked-questions and knowledge base queries. Through the use of Natural Language Processing (NLP), agents and AI trainers can teach a Bot how to dissect a question into the object and entity. This allows a bot to understand syntax, discern meaning and context. By codifying these elements, a Bot can respond to the user with an average accuracy of 85%.

Even nuances like local slangs and dialects can be trained into the Bot's corpus. The applications of these functions are endless as more and more questions are programmed. This empowers agents to hand over up to 80% of their repetitive queries to a bot while focusing on the most complex 20%.

If your user encounters issues or has more complex problems a bot can escalate to a live agent, who will be able to see the entire conversation history between the user and the bot, making resolution swift and effective.

Compared to human-only call or chat services, Blended AI can reduce your cost-to-serve by anywhere between 10X-50X, depending on your current state of CX delivery.

By 2020, AI will disrupt the jobs of 1 million phone-based customer support agents, and 10% of B2C first-level engagement requests will be taken by virtual customer assistants (VCAs), up from less than 1% today. [Gartner](#)



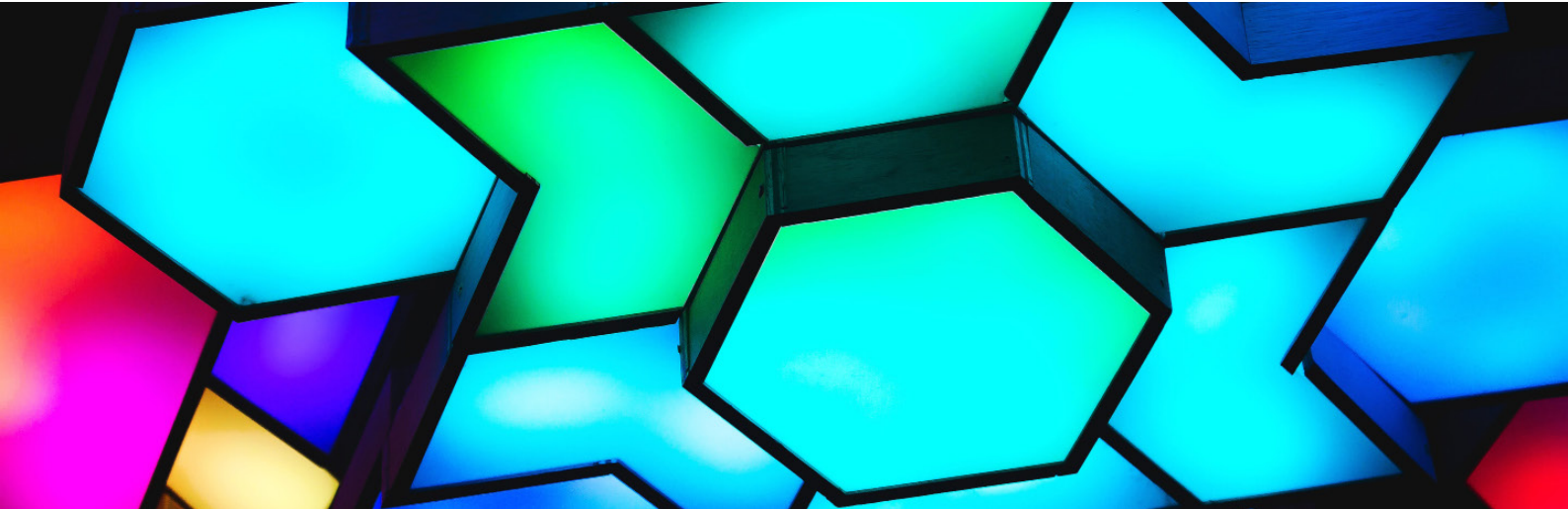
2020 is the year you need to deploy Human + AI experiences in your business so that you can look ahead as to how your Intelligent Assistant can integrate more deeply into your business.

4 Things You Need To Do:

- ✓ Investigate top escalation routes.
- ✓ Identify the best channels (voice, chat) to begin deploying a Blended AI solution.
- ✓ Start building a conversational knowledge base.
- ✓ Set an objective for the planned ROI.



03: Increase Intelligence With Integration

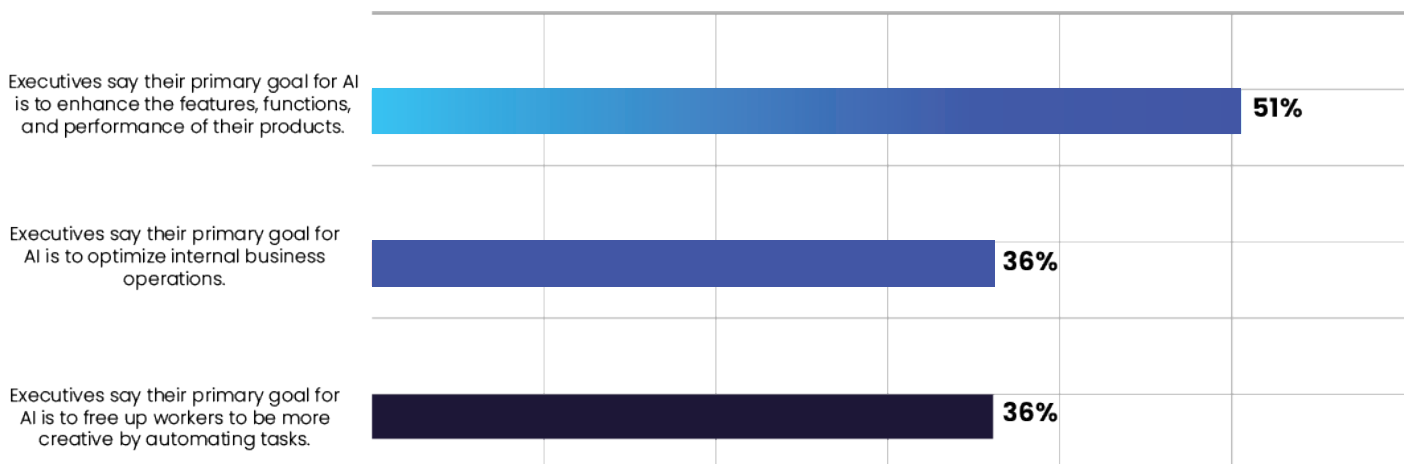


The modern enterprise is filled with applications and legacy systems that plague a company's productivity and cause people to operate in silos. Frustrated employees need to logon to multiple systems and customers are asked to bounce between multiple channels to communicate with an organisation.

“On average 508 applications are in use within each enterprise.” [Forbes](#)

Imagine if these systems all spoke to each other, literally. Smart Office and Virtual Assistants are perfect for integrating disparate systems, offering users a single experience with deep functionality and access to actionable insights. In the cases where internal Helpdesks do this with manual labour, AI-powered Helpdesks can replace people entirely, while improving employee productivity

Primary goal for using AI



In a report by Harvard Business Review on leaders' vision for AI, they found more than ½ of executives are also planning to use AI to improve the performance of the products while improving employee productivity.

Integrating with account level data, billing, and payment features can create a sticky self-service solution when paired with the Intelligent assistant's core neural network, enabling users' quick access to the information they need. Enabling these dynamic responses means going beyond a solely conversational interface. Plan to add visual and infographic elements to make displaying more complex information more palatable to a user. With voice, that may mean planning to move from voice to a screen in some instances.

Marketing and sales prioritize AI and machine learning higher than any other department in enterprises today.

Forbes

Working with your Brand & Marketing Department is vital to developing a strong bot persona that is aligned with your brand voice. Doing so will elevate an integrated bot into a powerful brand experience.

4 Things You Need To Do:

- ✓ Analyse existing conversational data to inform your next steps.
- ✓ Draw out the user journey from a system level and look at how you can integrate them into a single conversational interface.
- ✓ Develop an entertaining bot persona.
- ✓ Design conversational interfaces that go beyond conversation.





14: Evolve To Predictive And Advisory Experiences

As customers become more comfortable with your bots and your organization becomes more productive, the final step in the 2020 Bot Blueprint is to evolve beyond reacting to a user's query by predicting their actions and providing a deeper level of advisory. To accomplish this, companies need to achieve a level of data maturity that enables them to take full advantage of the data they have acquired along the way.

Gartner found that 87 percent of organizations have low BI and analytics maturity. Surprisingly, Cisco reported that 90% of collected data never gets used or analysed.

Businesses who succeed at getting to this level do so because they have a long-term mindset, investing in the talent and infrastructure required. A non-exhaustive list of considerations includes AI engineers, data scientists, copywriters, AI ethicists, and analytics specialists.

Of businesses investing in AI over the last year, 56% increased their data scientist and technologist headcount to support their AI tech expansion, and 54% created new roles focused on emerging technology; 57% report that AI is helping to improve and develop products and 54% report AI helps in optimizing control and collaboration.

Forbes



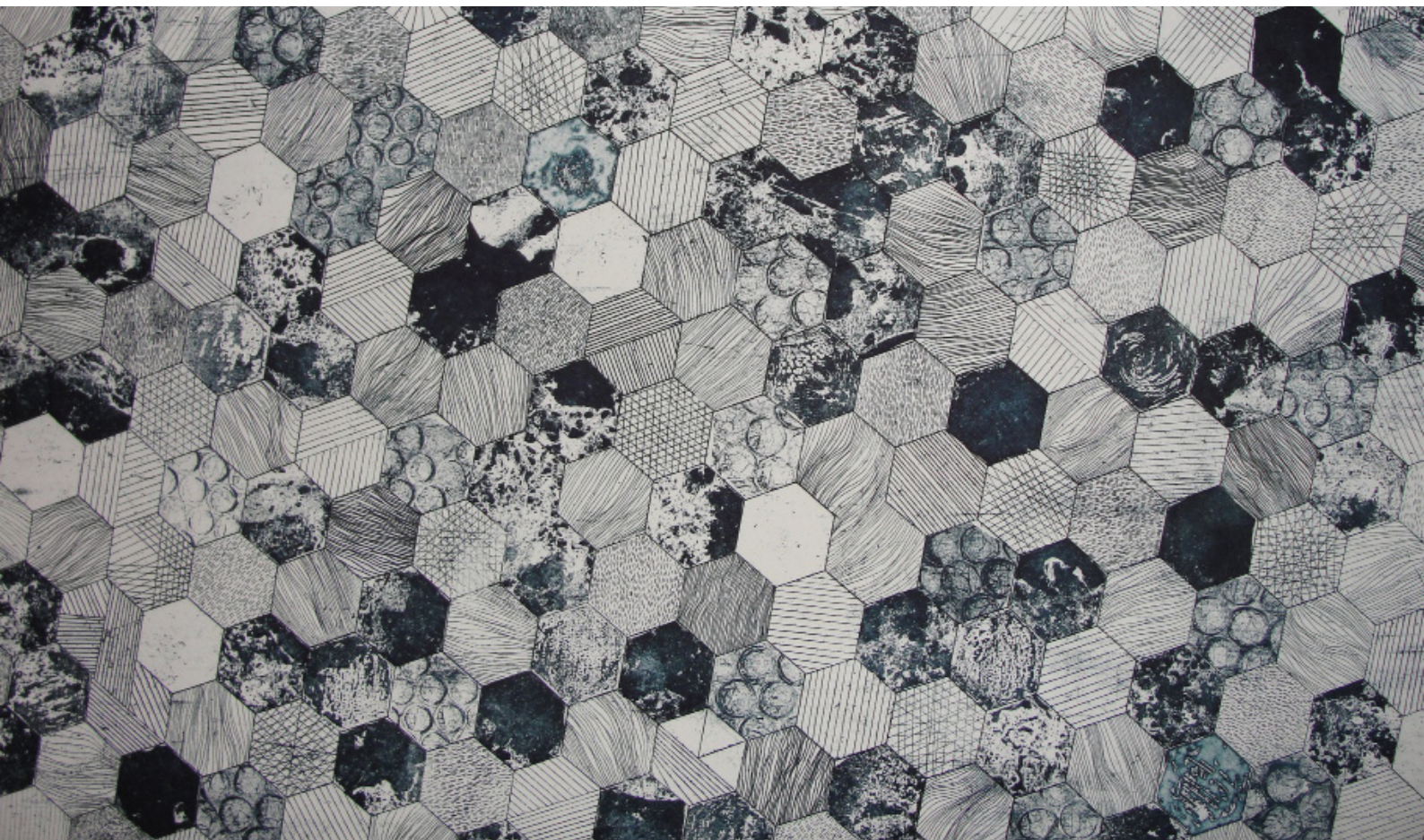
It is important to have a focused collaborated effort to create a return on all investments. The utility of the data generated from virtual assistants can be used to guide future business endeavours, redesign products and refocus goals and improve customer loyalty

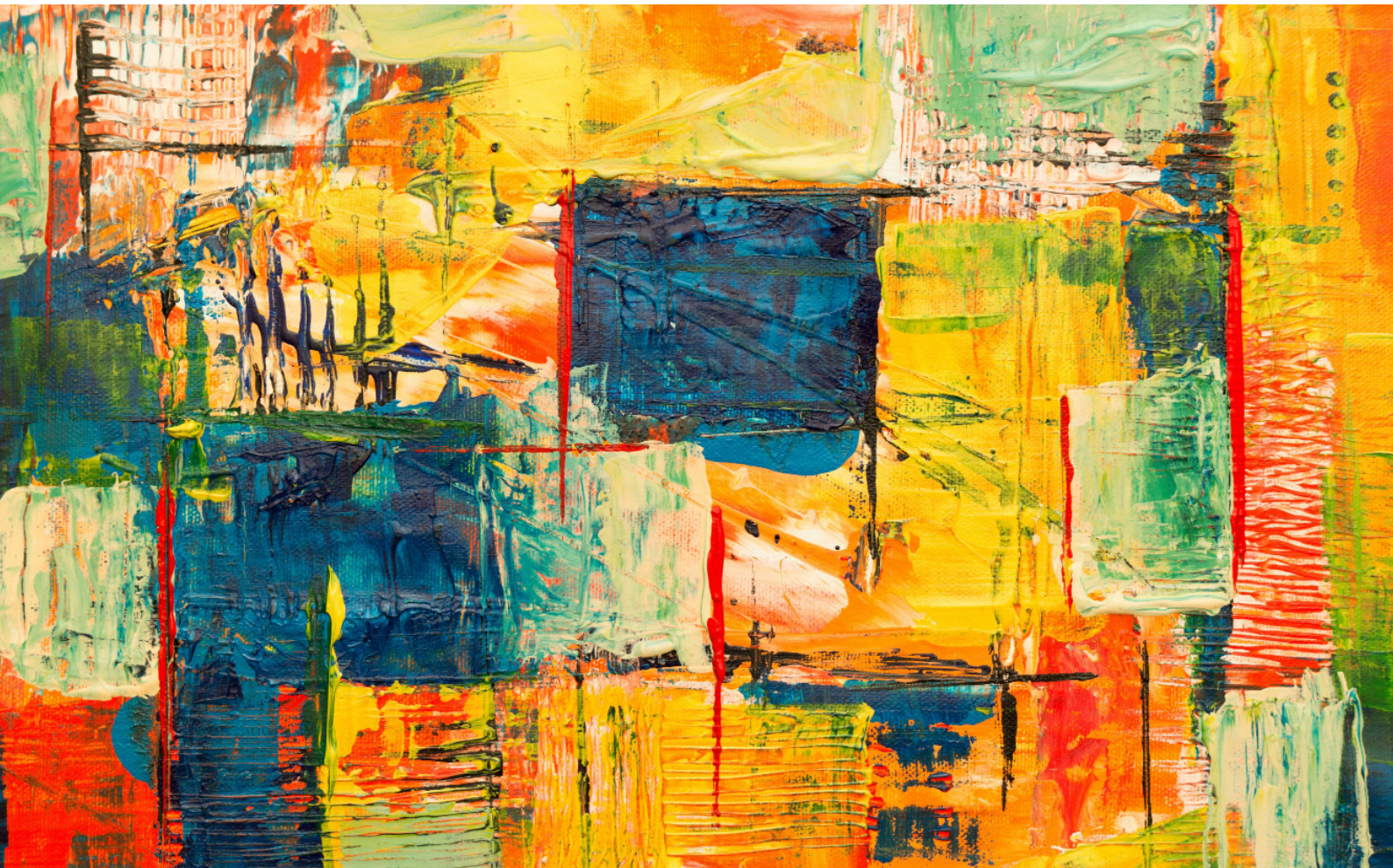
By 2020, insights-driven businesses will steal 1.2 trillion per annum from their less informed peers. [Forrester](#)

To truly scale this technology with a design led adaptive offering, organizations need to understand the landscape and strategically deploy capabilities that allow users to become more comfortable with interacting with AI and trusting their advice.

4 Things You Need To Do:

- ✓ Map out a predictive customer journey that is personalised on a 1:1 basis.
- ✓ Treat first-party data like gold – have a plan to mine, label and store it.
- ✓ Assemble a multidisciplinary AI team that can work across departments.
- ✓ Invest in scalable infrastructure that can grow with usage.





In Conclusion: Experience Is Everything

In 2020 it's about time you look at building an AI-powered business. This starts by planning out a digital experience strategy, before building a virtual assistant that can offer a single experience for your customers and employees seamlessly across multiple channels. Finally, to truly bring your bot into being, integrate it into your core systems and invest in a solid data strategy that enables a predictive experience.

In doing this, always remember that the link between truly exceptional AI and high usability is great design. No matter what stage you are in, a truly great experience succeeds when you put your user first.

“You have to start with the customer experience and work backwards to the technology.” Steve Jobs, 97

Everise DX Advisory

Everise DX's Advisory team consults enterprise on how to analyse, plan, implement, and execute smart digital experiences. Backed by over 10 million conversations with customers and employees in multiple industries, languages, and markets, Everise DX has a deep understanding of core business functions. This allows our Advisory team to guide top executives on how to translate corporate goals and values into digital workflows. Our design thinking utilizes the Bot Blueprint to create intelligent systems that maximize user engagement and ROI.

Contact us to help you build out your own enterprise bot in 2020.

sales@weareeverise.com

