

Omnichannel intelligence 24x7

# Winning edge in Customer Service



# C Omnichannel intelligence 24x7 Customer Service 2020

B2B customers have now come to demand B2C experience. Across studies slow response time and inability to find the right answer first time are emerging as key areas of dissatisfaction. Couple that with complexity of products and asks, add expectations of omnichannel engagement and what we have in hand is the new normal of Customer Service.

Gone are the days of marketing where customers found companies and their onsite sales teams panned out to help them research and evaluate. Deep dive technical information request needed a visit and a month to plan. B2B customers now demand ability to find, research and compare with competition entirely online. Just remember she's not your customer yet, you don't know her by name but her service expectation is already rising.

Cut to aftermarket. Your product with all its geo specific tech and support commitment variants is in use across customer's global operations. Your expectation is to have a unified cross language omnichannel problem solving capability that cuts through today's 'follow the sun' support centers and responds to requests instantly first time right.



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## Omnichannel cross language triaging

B2B Customer Service is transforming like never before. Emails, phones and in-person meetings still dominate engagement options. Over last decade online forms, customer portals, knowledge bases and forums have gone mainstream. Messenger apps, mobile apps and even texts are options that customers are now demanding as near defaults though channel mix typically depends on industry. And then comes voice activated assistants.

Shifting buying behaviour and availability of technology have brought customer service from long relegated annual maintenance contracts to center stage. At such times implementing globalisation via pull-down language options appears like throwback to different times and assumes a non global world with fixed setting operation.

Omnichannel has thrown up another significant challenge for the service organisation. Explosion of duplicates just adds to this rather bumpy experience.

### **Sainapse is built for next gen Customer Service:**

- Language-Switch identifies incoming language and switches to appropriate knowledge base for reference
- Attachment reader reads through images and screen shots to understand context better
- Mutli-dimension classifier identifies appropriate topic, sub-topic, priority, assigned group and any number of critical classifiers that operations need
- Sainapse De-dupe function then checks for potential duplicates so that customer service can stay focussed
- Sainapse then creates 'case' in any underlying datastore and informs

# M Omnichannel intelligence 24x7 Multi-source recommendation

Since early days of going digital enterprise content has always been a challenge worth solving and yet never quite getting solved. Knowledge scatter is hence an integral part of any corporation. As customers demand answers first time right ability to scan through this scatter and find answer with 'needle in a haystack' contextual precision becomes critical to service teams.

Product manuals, SOPs, FAQs, problem solving guides, forum discussions are just some of present-day knowledge sources. Add complexity of multiple CRM or data stores often employed for the same target group.

Most industry options limit their recommendations to learning from own or few sources stitched together during implementation.

Finally, knowledge notes and how-to's delivered via multi page files leave customers frustrated to fall back on <ctrl> f.

## Sainapse Recommendation engine:

- Learns from any number of knowledge sources even including multiple instances or different core datastores
- Renders relevance ranked recommendation with page/record level granularity
- Escalates cases that are new and not adequately covered in learning
- Recommends remediation options
- Closes loop with 'customer acceptance' information

# C Omnichannel intelligence 24x7 ross platform remediation

Time to solve continues to be the holy grail of Customer Service. Service levels have stopped meaning much unless it offers zero wait time in an omnichannel personalized world. Customers want their asks delivered and problems fixed moment she informs. Often this means finding and triggering a multi step enterprise transaction remotely and tracking as it runs.

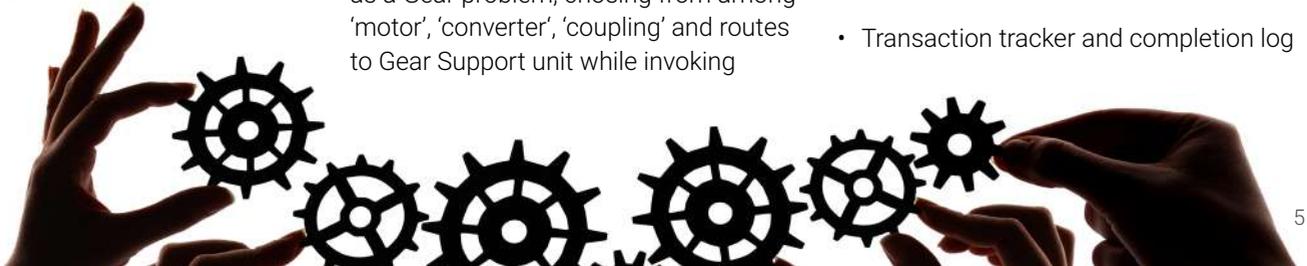
Support desks in IT have long included scripts and BOTs triggered to solve from password resets to asset provisioning. Business process support increasingly include multi-step scripts written up to digitalize experience and cut down on cycle time.

Enterprise customer service running on the back of large CRM solutions lift the complexity bar by many notches. Imagine shopfloor engineer reporting a problem about noisy drive. Sainapse trained on contextual information classifies case as a Gear problem, choosing from among 'motor', 'converter', 'coupling' and routes to Gear Support unit while invoking

workforce planning so that customer gets to know name and visit time of the engineer all within few seconds.

## **Sainapse Remediation framework includes:**

- Assisted invoking
- Automation orchestration for simple scripts
- Sainapse programming model that supports invoking cross platform transactions on underlying CRM or ERP based on defined data markers
- Transaction tracker and completion log

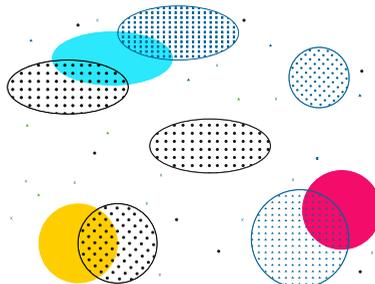


# Omnichannel intelligence 24x7 **Insights and Theme Discovery**

Customer Service teams depend on frequency of occurrence to prioritise focus and budgets. Unfortunately by the time an issue makes billboard list it's created significant customer side challenge and frustration. Bigger the enterprise bigger the snowball. Sainapse' proprietary CX-AI spots emergence of potential problems and reports before it turns to crunch.

Sainapse offers Insights for next step actions in two different ways. Sainapse APIs give you access to volumetric, remediation logs, recommendation metrics, performance measures to build dashboards that can be embedded in customer landscape.

Sainapse Theme Discovery Engine uses Modified Variational Inferencing techniques and spots next quarter's burning issues today. Theme trend allows users to study identified data cluster, check adjacencies, attach an appropriate name and start problem solving weeks or even months ahead of time.



# S ummary: Omnichannel Intelligence 24x7

Sainapse brings an omnichannel unified cross platform cross lingual AI answer for your Customer Service.

***Sainapse is enterprise ready NOW***

Sainapse uses proprietary patent pending 'inside your firewall' technology that is hand crafted for high accuracy in enterprise Customer Service. Sainapse demands no data cleaning requirements on you and is good to go with even low initial data volume.

Sainapse trains in hours and needs just an everyday VM to go productive.

Sainapse is happy just being your brain inside, problem solving 24x7 while you

do the heavy lifting of keeping your customers delighted.

Sainapse ticks relevant security and standards compliance boxes.

## **Ask Sainapse how to**

- Drop solution time dramatically – even by >80%
- Bring service ops cost down like no levers have done
- Get your org ready for Customer Service 2020





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