HCL IntelliService AI Service Optimization Platform

Maximize Customer Success with the Right Data

AI Delivers Customer Service Results

The wide adoption of AI across industries benefits companies of all sizes and market focus. Today, varied organizations leverage AI to turn customer service into customer success with AI-based service optimization platforms.

Evolve customer service into customer success.

> **The amount of data created in 2023 will reach over 100ZB, one trillion gigabytes.**[1]

AI and Data Drive Service Optimization

AI-based service optimization platforms turn data into results by collecting and leveraging all available data to improve customer service with:

- Predictive analysis to identify the likelihood of future outcomes based on historical data
- Prescriptive analysis to examine data or content to answer questions

The solution provides customer service representatives visibility into all relevant data by breaking down silo (i.e., standalone, disconnected systems) walls to provide easy access to information from across the organization that was previously inaccessible (e.g., business units, branch offices, geographies). And, advanced search capabilities allow customer service representatives to find more relevant, accurate information faster with capabilities that surpass traditional keyword-based search engines.

[1] IDC, May 21, 2020, The Data-as-a-Service (DaaS) Market at a Glance

MANUFACTURING

50% Reduction in knowledge articles access time

HIGH TECH

45% Reduction in ticket resolution times

TELECOM

25% Improvement in service agent productivity

MEDICAL

30% Reduction in call/ticket volume

SOFTWARE

35% Improvement in service response times

FINANCIAL SERVICES

80% Reduction in ticket creation times

Customer Service Data Gathered Is Varied

Most service-related data resides in separate, disconnected locations. Data collected during customer service engagements most often remains locked in support databases or, worse, in comments or notes fields as unstructured text. Other valuable data is locked in silos and is inaccessible to customer service teams.

Data sources from services organizations includes:

- Triage data
- Ticketing data
- Telemetry data from IoT devices
- Parts-repaired data
- Call resolution

Supporting data sources include:

- Service bulletins
- User care manuals
- Knowledge bases
- Community forums
- Articles
- How to guides

Because of the difficulty of viewing high volumes of data with analytical tools or human eyes, most data is often generated and then passively stored. Thereby, leaving the value of the data hidden.

With AI-based service optimization platforms, varied types of data are ingested by advanced analytics systems. Here machine learning and natural language processing, analyze the massive amounts of disparate data to uncover hidden value. AI platforms identify patterns and solutions that significantly increase the efficacy and efficiency of customer service operations.

How Data Improves First Contact Resolution (FCR) KPIs

Also referred to as first call resolution, FCR remains one of the most important metrics in customer service—whether for call center agents or for organizations that deploy technicians on site. The dramatic impact on revenue is why management trains customer service agents to strive for FCR.

For organizations that sell non-portable durable goods, FCR rates are 20% on average. This means that 80% of the time, a solution is not identified during the call.

The result is that 80% of incidents require a scheduled field service appointment to diagnose the problem or a return merchandise authorization (RMA)—both of which increase the cost center footprint.

Organizations that achieve 80% FCR realize a 6.2% revenue increase.

In contrast, those below suffer at least a 2% decrease in revenue.

Service Operations Face Complex Customer Success Challenges

Resource constraints contribute to limited success with FCR along with drops in customer satisfaction, because:

A lack of call center staff with the capabilities to triage or resolve incidents results in long hold times.	Customer interaction times are extended as customers move through multiple levels of agents with varying skill levels and domain knowledge.	Customer service representatives are unable to find information that could resolve the issue.

In these cases, access to the right data and limited search capabilities are the cause of the low FCR. Information that could help increase FCR is trapped in digital and human silos.

Knowledge silos are created and expanded by customer service representatives over time as cases are repeated and information is memorized. Because of the fast-paced environment, this knowledge, often referred to as tribal knowledge, is retained by individuals and is not available to other team members who could use it to expedite service calls and increase FCR.

Incidents are routed to the people who have tribal knowledge, which inevitably creates bottlenecks at best and significant losses when these people leave the group. Many organizations have tried to combat this issue through training or documentation policies for recording past incident data, but both approaches are time-consuming and contribute to increasing the loaded cost-per-incident metric.

The results are low FCR, poor customer experiences, and stratified teams.

# Benefits of AI-Based Service Optimization Platforms

Improved Customer Satisfaction
Customer satisfaction (CSAT) plummets the longer a customer has to wait on hold. Then, it is exacerbated when the customer has to wait again for a field service agent to be sent out to diagnose a problem. CSAT scores are increased when customer service agents are able to find answers quickly to resolve issues using intuitive support tools.

Reduce Knowledge Gaps
Knowledge silos must be broken down and information shared. Disseminating that data reduces the overall knowledge gaps between tiers of service personnel. This is important not just in call centers, but also on the field service side. Technicians document work that is done in the field, which amounts to a treasure trove of information that could be used by call center teams to increase FCR. However, that information rarely makes it back to the customer service knowledge bases.
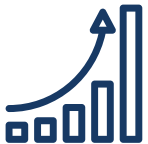
Efficient Workforce Performance
The ability to measure customer service teams' workflows and performance gives visibility into non-revenue results. Understanding where improvements are being made and areas that still need work needs to be quantified. This should include FCR, mean time to resolution (MTTR), and CSAT metrics as well as more nuanced measurements of staff performance and the efficiency of workflows.

HCL IntelliService AI-Based Service Optimization Platform

Technology Differentiators

Value-Based Success Model

HCL IntelliService stands behind its ability to align customer service and profits with a unique approach. With a value-based success model, HCL commits to customers that they only pay only for the value received. As noted, AI platforms have a big price tag for value that is incrementally realized. HCL understands this and has incorporated it into its pricing model with value-based pricing.

Conversational AI

Customer self-service can be enhanced and streamlined with conversational AI, also referred to as chatbots. However, conversational AI has developed a reputation for frustrating customers, because it often only has basic functionality and limited data for responses. This results in annoying responses, such as, "I'm still learning, and I don't know how to answer your question at this time. Is there something else I can help you with?"

The sophisticated conversational AI within HCL IntelliService supports unscripted conversations. Customer self-service made possible with this type of conversational AI has resulted in call deflections of 20 to 35% by HCL IntelliService customers.

Cognitive Search

Using cognitive search, HCL IntelliService materially reduces knowledge gaps and improves customer service KPIs. With the vast amount of unstructured data needing to be searched, using only keywords will return irrelevant results because the context of the query is missing. Improving the efficacy of customer service teams requires a solution that surpasses traditional keyword-based search engines to deliver high search accuracy and solves the data access challenges.

Intelligent Triage

Intelligent triage is crucial to enabling more data-driven decision-making processes. Intelligent triage guidance goes beyond cognitive search to significantly reduce knowledge gaps in service operations. By automatically extracting symptoms, root causes, recommendations, and associated costs from service tickets, HCL IntelliService translates historical data and tribal knowledge into prescriptive intelligence. In addition, context-aware questions allow more level 1 agents, versus level 2 or 3 agents, to answer challenging questions and increase FCR.

Augmented Analytics

HCL IntelliService has deep augmented analytics that improves workforce performance. Agents can see how a call was answered and what data was given to the person who took the call. This provides a detailed view of how an issue was navigated and how the problem was solved. This type of augmented analytics expands the capacity of service teams, speeds MTTR, and increases FCR. It also provides managers with insights into how team members perform.

Workflow Automation and Continuous Learning

With workflow automation and continuous learning, HCL IntelliService organically pulls in new data as it becomes available. This includes gathering and learning from conversations between agents and end-users and information from notes fields. The platform also collects reports from the field service repair work. AI is applied to all of this to provide intelligent guidance and cognitive search solutions for the agents to achieve more FCR.

How the HCL IntelliService AI-Based Service Optimization Platform Works

Deployment Options

HCL IntelliService connects remote agents, customers, and on-site technicians for a wide variety of organization types, including highly-regulated industries with stringent security requirements. To meet the needs of these organizations, HCL IntelliService offers flexible deployment options.

- Multi-cloud
- Private cloud
- On-premises

Integrations

Any system with an Application Programming Interface (API) can connect with HCL IntelliService. Data is retrieved from these systems and ingested into the data lake to be analyzed by the AI platform. This includes everything from:
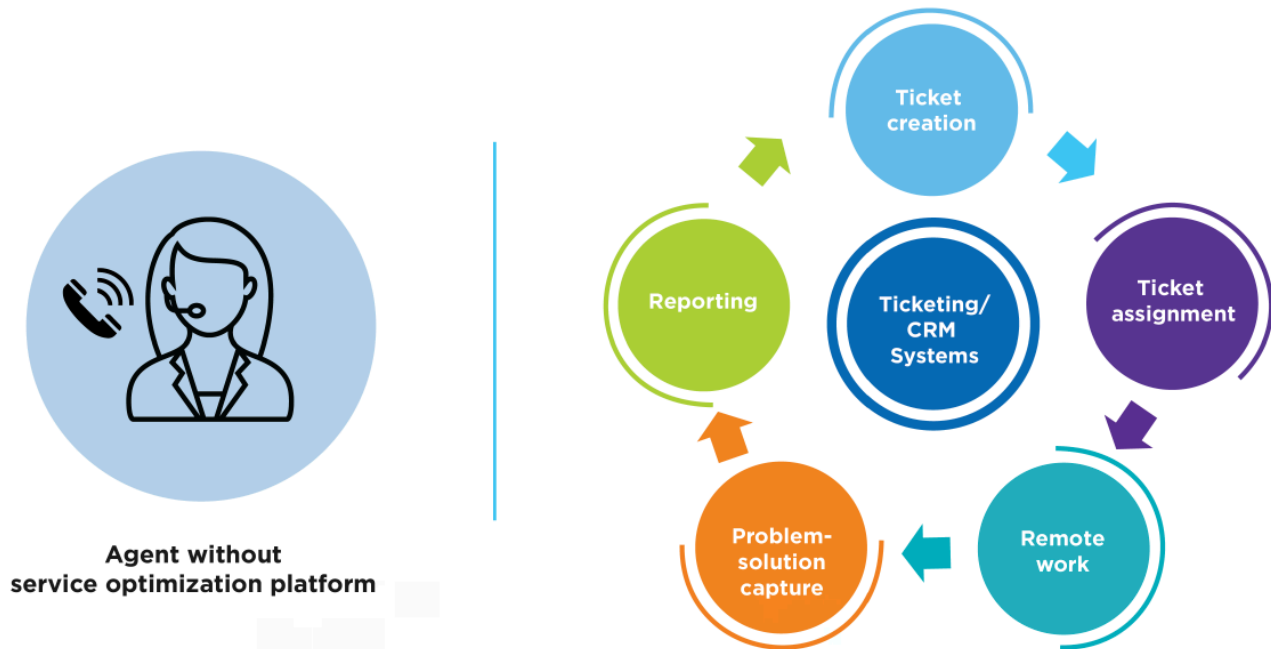
- Logs and alerts
- Enterprise systems' knowledge repositories
- Back-end ERP systems with bill-of-materials data
- Customer relationship management (CRM)
- Sales force automation (SFA)
- Emails and document management systems (DMS)
- Enterprise service management (ESM)
- Service automation tools (e.g., ServiceMax, ServiceNow)

Remote Call Triage

For most call center agents, a day looks like repetitions of this cycle, and most are only achieving a 20% FCR, on average. Nothing changes, and new data are not incorporated into the cycle, unless someone proactively finds additional information outside the system. As a result, agents are locked into a low FCR that will not improve.

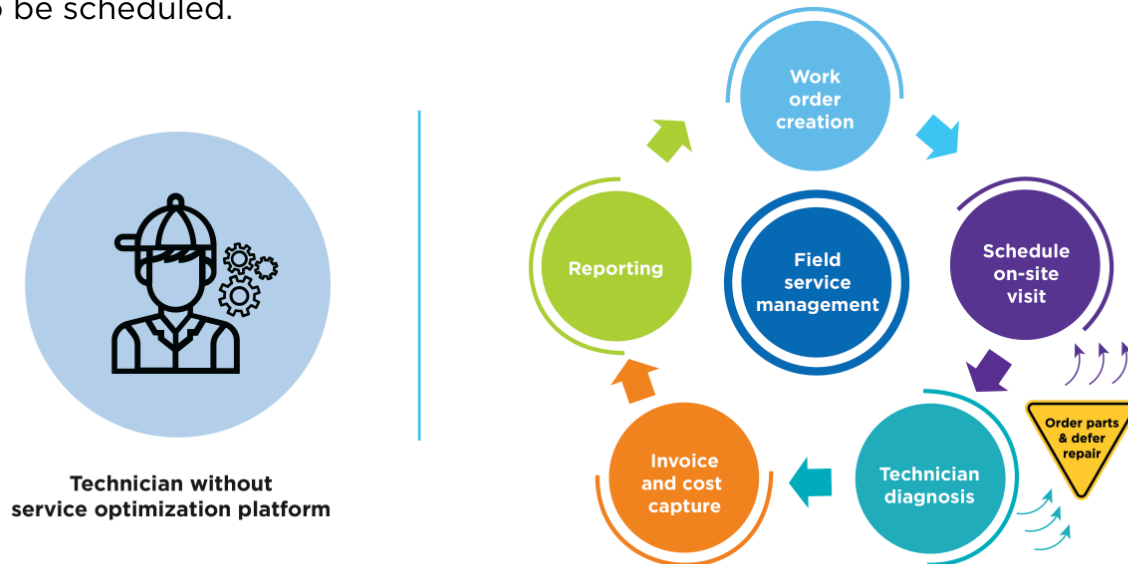With HCL IntelliService, new information is continuously pumped into the system, growing the knowledge base and resources available for agents to use to resolve issues quickly and effectively. In essence, intelligent triage capability elevates agents.

Agent without service optimization platform

Ticket creation

Ticket assignment

Ticketing/ CRM Systems

Reporting

Remote work

Problem- solution capture

Field Service Calls

Field technicians suffer from the same challenges as call center representatives, but the stakes are higher. They receive a work order and go on-site to make a diagnosis with very little background or preparation. If they can do a repair or have parts on the truck to replace something that is broken, the cost is that of a single truck roll. However, when multiple on-site service visits are required, the per-incident cost can increase substantially. A truck roll cost can go up to $220 per[2] visit.

Often, HCL IntelliService can eliminate the need for a truck roll. And, if on-site service is required, the technician can have the part on the truck and have a good idea of how long it will take to do the repair—making appointments much more efficient and allowing for more visits to be scheduled.

Technician without service optimization platform

Work order creation

Schedule on-site visit

Order parts & defer repair

Technician diagnosis

Invoice and cost capture

Reporting

Field service management

2 Aberdeen Group

Warranty Claims

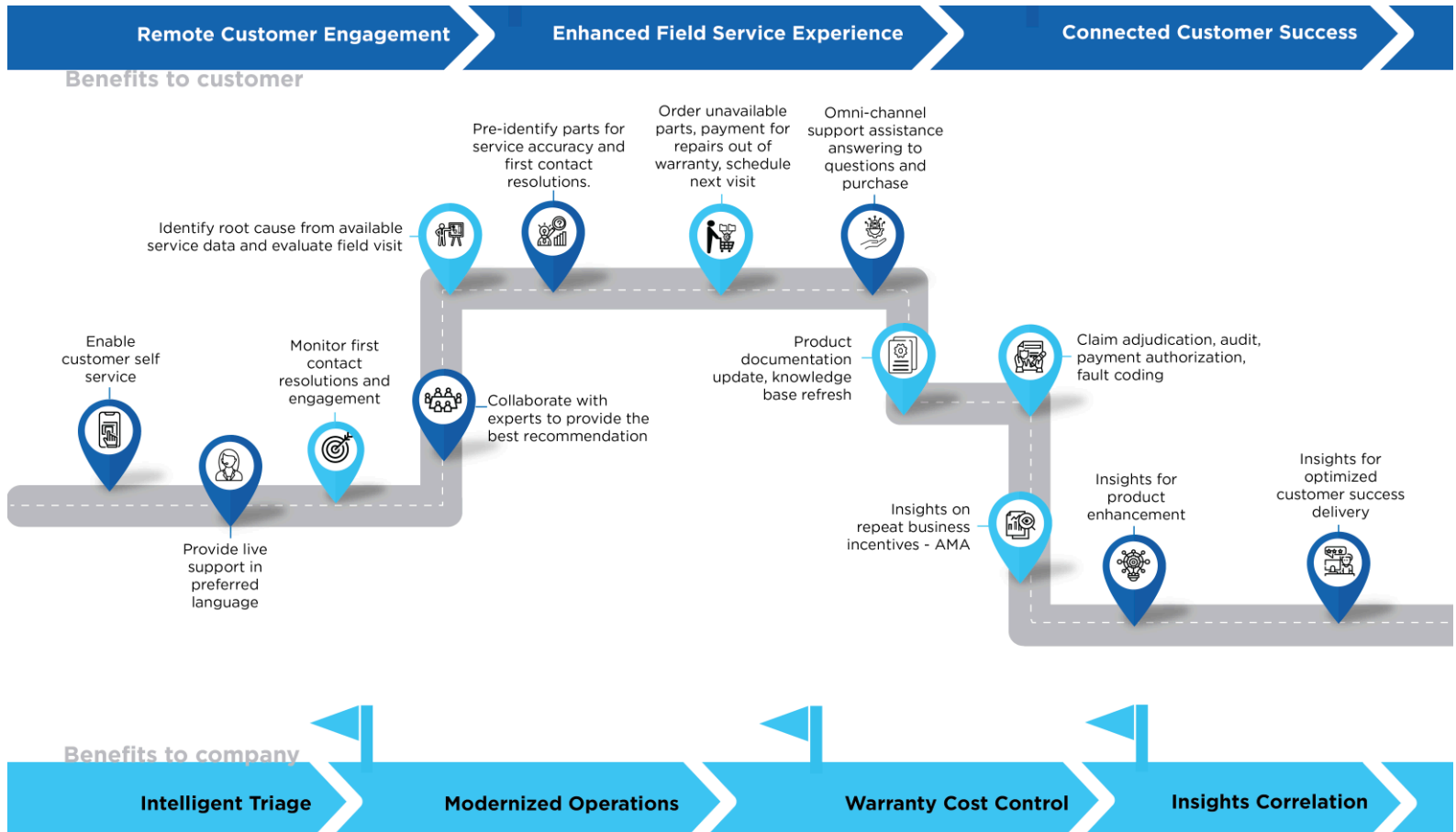Field service is commonly done through contractors. When manufacturers' warranties are serviced, claims are sent back to the manufacturer to review and approve. Although this process is important, it can be extremely time-consuming. This is commonly the case when there is not a replacement part involved that can provide insight regarding the "what" and "why" of the job.

The AI capabilities built into HCL IntelliService, specifically, natural language processing, analyze data from the work order, notes and follow up on reports. This data is used to provide a picture of a claim for assignment, adjudication, and auditing. By providing credible recommendations and assisting with other customer service areas about whether to approve the claims or not, claim authorizations, processing the payments and returns, and resolution coding are expedited. Also, by categorizing this data, it can be used to analyze future claims and assist in other customer service areas.

Warranty agent without service optimization platform
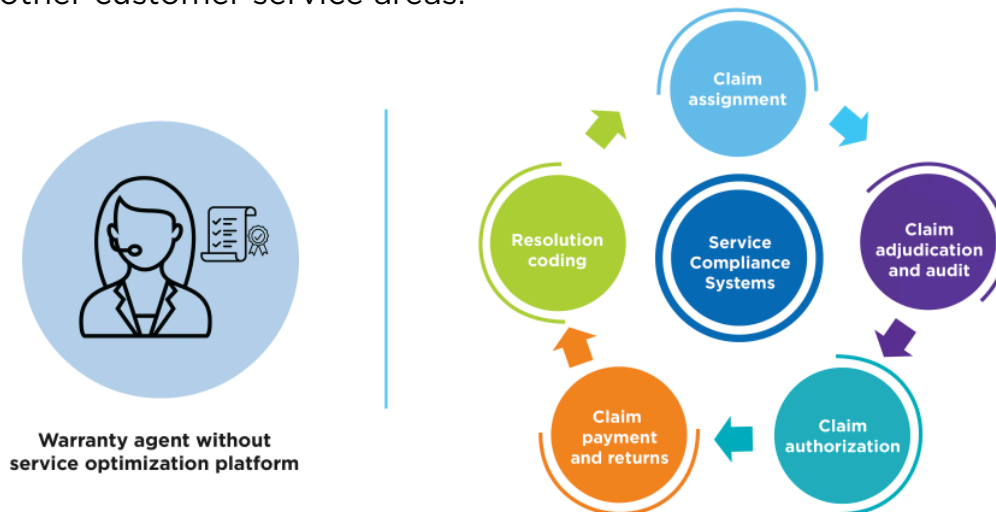
Customer Success Journey and Beyond with HCL IntelliService AI-Based Service Optimization Platform

Remote Customer Engagement	Enhanced Field Service Experience	Connected Customer Success

Benefits to customer

Identify root cause from available service data and evaluate field visit

Pre-identify parts for service accuracy and first contact resolutions.

Order unavailable parts, payment for repairs out of warranty, schedule next visit

Omni-channel support assistance answering to questions and purchase

Enable customer self service

Monitor first contact resolutions and engagement

Collaborate with experts to provide the best recommendation

Product documentation update, knowledge base refresh

Claim adjudication, audit, payment authorization, fault coding

Provide live support in preferred language

Insights on repeat business incentives - AMA

Insights for product enhancement

Insights for optimized customer success delivery

Benefits to company

Intelligent Triage	Modernized Operations	Warranty Cost Control	Insights Correlation

CUSTOMER SUCCESS STORIES

Global System Integrator

" HCL IntelliService reduced the volume of support tickets by 14% for our organization of 170,000 plus employees. More than 80,000 automated conversations related to employee queries for HR, Accounts Payable, Travel, and Expenses are being managed monthly.

- Head of IT & Employee Service "

G2000 Manufacturer

After HCL IntelliService implementation, the Mean Time to Resolution (MTTR) dropped by 25% to an average of 32 ½ minutes. According to the customer, this is "phenomenal" for this type of product and shows the value from HCL IntelliService.

Why HCL IntelliService

HCL IntelliService AI-based service optimization platform gives services organizations easy access to powerful technology that will:

- Transform customer service engagements
- Create a faster product support workforce
- Provide advanced search capabilities that tap into all data sources
- Elevate existing customer service teams
- Improve overall employee satisfaction and retention
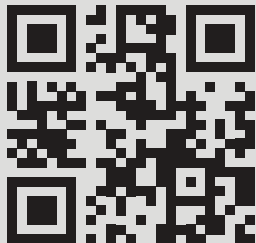- Increase FCR to reduce costs grow revenue

Find how HCL IntelliService provides ROI day one instead of one day.

Contact us

For more information about HCL IntelliService, visit
www.hclindustrysaas.com/intelligent-enterprise-cloud/hcl-intelliservice

HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on December 31, 2021, HCL has a consolidated revenue of US$ 11.2 billion and its 198,000 ideapreneurs operate out of 52 countries. For more information, visit www.hcltech.com

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