

GBM CHATBOT

Covid-19 Use Case



UP & RUNNING IN 48 HOURS

Solution Details –

“Up and Running in 48 hours”



AI-powered chatbot supporting 5 call centre agents per month, and up to 10,000 Users per month for a period of 3 months – extendable for an additional 3 months if needed



Cloud Ready Solution



Powered on award winning, Industry leading AI solution in Conversational and Transactional BOTs - IBM Watson & LivePerson, supporting both English and Arabic



BOT with advanced capabilities like Digression, Disambiguation, Arabic Support, Intent Conflict Resolution, Intent recommendations and continuous learning



Pre-built Bot content with assurance to add customer specific COVID-19 related content on a need basis - scope for one integration to their CRM/Helpdesk/IVR tool



Supports various channels including Web, Facebook Messenger and WhatsApp and IVR deflection



Live Agent Capability to communicate with multiple consumers at the same time with Assist tools for frequent used replies and possibility to escalate to other agents



Conversational Intelligence Dashboard tracks Agent/BOT performance including CSAT (Customer Satisfaction), Overdue and Pending Status. Moreover Real time Intent Analytics – for Actionable Insights to enhance the AI engine

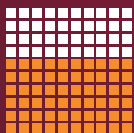
Deploy within 48 hours if the pre-conditions checklist are met

Current Scenario

- 1** Due to Covid-19 there is a tremendous increase in the number of phone calls by the citizens/consumers to the respective organization mostly to Ministries, Hospitals, Airlines, Supermarkets to name a few. There is a big waiting time realized for the Toll Free numbers of the organization. Moreover an increased pressure to support multi channels like WhatsApp, FB Messenger, IVR deflection etc.
- 2** Its important that we offload the contact centre agents communication to AI conversational BOTs and deflect to agents when needed by understanding the intent of consumer queries and fulfilling them in a timely manner.
- 3** Adding to that the contact centre agents are advised to work from home leading to scenarios like BOT deflection to Live Agents at home, manageability of agent performance spread across locations (Customer Satisfaction Score, Pending Status of BOT and Live Agents and other Real time Analytics).

Covid related Queries Overload

Timely manner response to multi channel (IVR, WhatsApp, Facebook, Twitter)

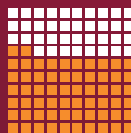


Reducing inbound calls reduces the cost per interaction upto

60%

Contact Centre Agents WFH

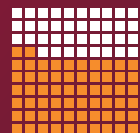
Need to monitor and manage contact centre responses @ WFH scenario



A mobile-first mindset improves overall efficiency

Analyse Query Intent

Addition of more relevant content quicker



Automating customer services increases CSAT upto

20%
(95% peak)

Solution Brief

The solution powers the Communications' workforce (whether at the office or at home) with Conversational AI and messaging. Our cloud-based platform (based on IBM Watson and LivePerson – 2 leading solutions in BOT/Agent Conversation AI) keeps Care Operations running while expanding your capacity and minimizing wait times with AI-powered messaging.

A winning Conversational strategy enables brands to understand and fulfill **consumer intents** through **Conversational AI**.

by managing **BOTs** and **human agents**



6 Key Benefits

- Support Web, Facebook and WhatsApp as channels of communication (IVR deflection can be availed if needed as an Add On)
- BOT with advanced capabilities like Digression, Disambiguation, Arabic Support, Intent Conflict Resolution, Intent recommendations and continuous learning
- Pre-Built content with assurance to add customer specific COVID-19 content
- Real time Intent Analytics – for Actionable Insights to enhance the AI engine
- Contact Centre Capability to communicate with multiple consumers at the same time with Assist tools for frequent used replies and possibility to escalate to other agents
- Conversational Intelligence Dashboard tracks Agent/BOT performance including CSAT, Overdue and Pending Status

Solution Demo will cover the below capabilities

1. Launch of Bot from Website, FB messenger and WhatsApp
2. Conversations with Bot with AI functionalities like Digression, Disambiguation, Skill Search
3. Deflection to live agent from the BOT
4. Live agent screen with Multi consumer chat conversation and the history of conversation
5. Live Agent Manager screen
6. Conversational Intelligence Dashboard
7. Intent recommendations (leverage human to human logs)

Sample preview of what kind of queries are handled “Out of the Box”

- Steps related to register for Covid Testing
- WHO Covid Self Assessment Tests
- Latest Statistics of Infected/Recovered and Deceased
- Queries - reliable Key Links related to Covid
- Myth busters or False Rumors
- Other FAQ's around Employee-Employer covid related labor reforms, Airlines booking status

Timeline to deploy



Future Considerations for the solution deployed

The same platform can be extended to an enterprise wide chatbot deployment (both transactional and conversational) for other use cases like:

- To deploy Transactional BOT ([Click here to see a use case](#))
- To Find Products, Check Inventory and Recommend Items
- To Build Remarkable Customer Experience
- To Process Return and Exchange Requests
- Answer Questions and Inquiries
- Confirm Orders and Track Shipping

External Awards and Consultant Ratings

IBM Watson Assistant along with Watson Discovery is the best in the industry -
IBM was named a 'Leader' in Gartner's Magic Quadrant Insight Engines 2019
Fast Company 2020 – LivePerson - Global leader in conversational solutions
2020 Gold Stevie® Award for creating a new way for brands and consumers to engage through conversational AI

Partial List of Use Cases

Partial list of IBM Watson/LivePerson key clients include:

- Leading Government entities in Qatar
- BUPA Insurance
[Click here >](#)
- Royal Bank of Scotland
[Click here >](#)
[Click here >](#)
- Virgin Atlantic
[Click here >](#)

Scope

- Support to additional channels included-Whatsapp, Facebook, Web/Mobile
- Application including IVR deflection
- Up to 100 FAQ's
- Up to 10 Documents (Word, PDF) to be ingested
- Up to 4 Transactional use-cases
- Up to 2 backend integration
- Training – Access to LiveAgent, Live Agent Manager Onboarding training videos, videos of Content Addition/Creation both for Intent and Workflow related. In addition, 8 hours of Trainer assisted Live Training.
- Ongoing Support up to 3 months from the date of engagement
- Language: English, Arabic
- Hosting Charges for 5 Live Agents, 10,000 visitors across channels every month, Up to 500K documents every month for up to 3 months

Assumptions

- Whatsapp and Facebook account setup are the responsibility the client (We can assist you in the process as we are authorized to setup the account)
- Additional Ongoing support/bot training post deployment post the initial 3 months. The same can be availed signing an extended support contract.
- Any Travel and Lodging Expenses, We are delivering the entire deployment in an Offshore/Offsite model and we are expecting secure remote connection to the needed systems of the client
- Additional billing of WhatsApp usage and SMS usage is not accounted in the pricing. Respective telecom or third party charges are responsibility of the client

Contact Us

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