



Discovering the possibilities with Smart CX

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“After Coronavirus the world will never be the same. But maybe, it can be better”

Vanessa Bates Ramirez, Senior Editor at Singularity Hub

Permission to innovate

Accelerated trends

A wider expanse in the ways of delivering service for contact centres rather than replacing them

Scale fast and ensure business as usual levels of service

The opportunity to look for new sources of talent

Iterate quickly based on customer needs and publish better informed content externally

Conversational AI is a first line of defence

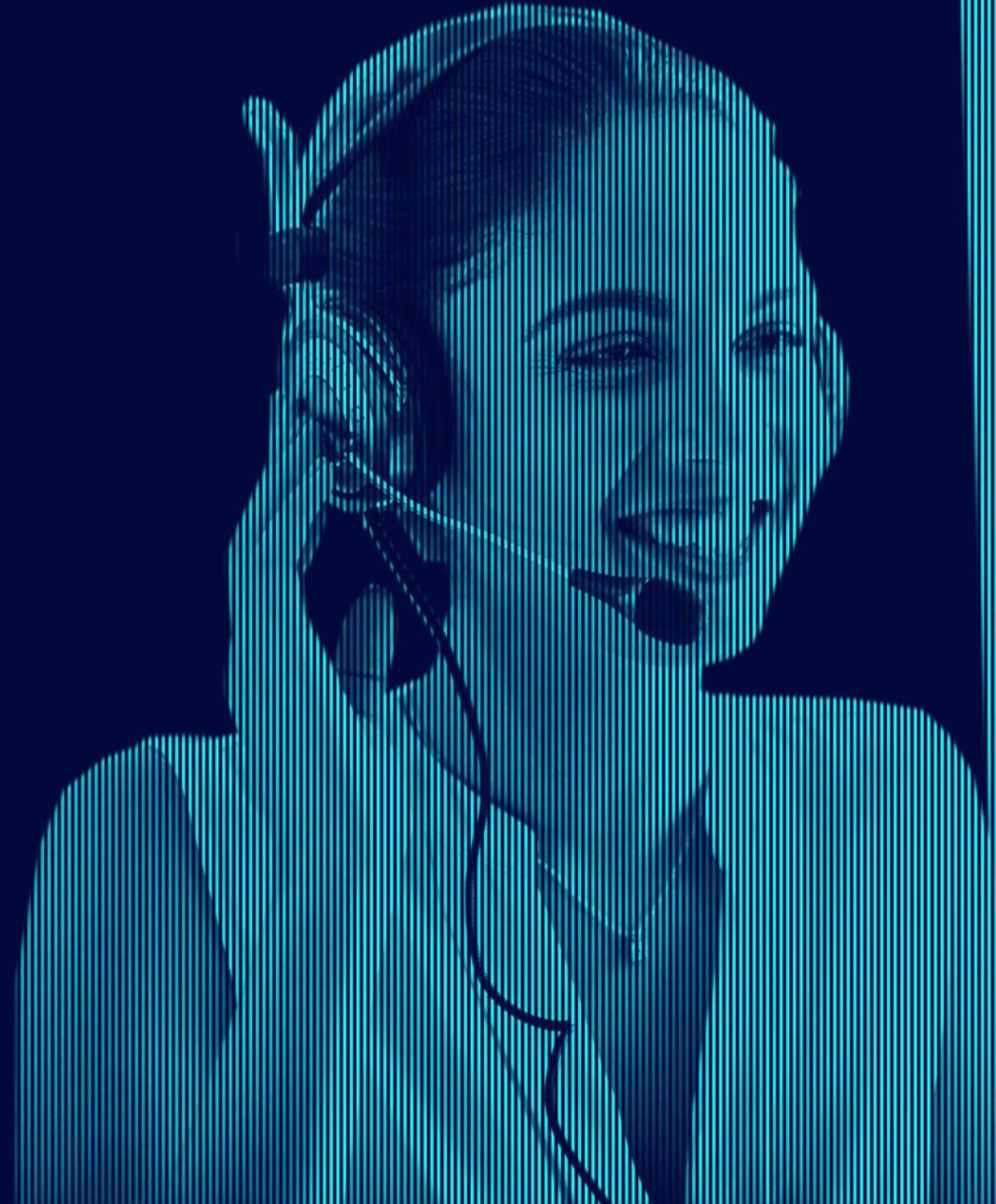
Data and analytics to inform and shape processes, workflows and products



Operational innovation will be at the heart of effective customer experience

The future opportunity

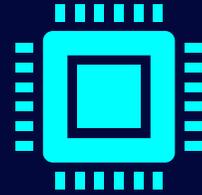
**Blending - not replacing
- technology with good,
quality people is the
future of industry and
excellent customer
experience**



Transforming CX



Provide a multi-channel experience



Save your customers' time with automation



Chatbots on call



Leverage the right analytical tools



Always on CX



Right tech for the right experience



Creating immersive experiences

Augmented Commerce – The perfect storm



Existing ongoing trend of movement to **online retail**, which had been growing year on year.

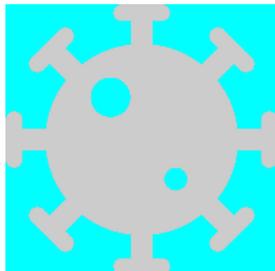
Full penetration of enabling **smart phone technology** with 67% to retail purchasing being **on mobile support**.



Enabling technology with **exponentially increasing speeds** and consumption of **new real time services**.



**Augmented
Commerce**



Accelerating **online share** at **un-precedented rate**
Hygiene, social distancing, loss of physical location and need to energise sales and reduce costs at forefront of retailers' mind.

The future of online shopping is here | Augmented Reality

Online sales have exploded – seven years of forecasted growth happened in just months, a growth rate never seen before.

More than 50% of all UK web traffic occurs on a mobile device and it's predicted that, by 2023, mobile e-commerce spending will overtake desktop e-commerce spending.

Technology combines the emotional experience of going to the shops with the convenience of purchasing online to create 'phygital' shopping

<https://www.capita.com/our-thinking/putting-the-therapy-back-into-retail-with-augmented-reality>



Augmented Commerce – Customer Benefits



- Engage and attract new customer segments
- Improved conversion in sales discussions
- Stimulates impulse purchases
- Increase footfall into stores



- Creates a new marketing platform and extracts more insight from existing media
- Enables the creation of user generated content – trying out goods
- Gathers new data to inform products and experience
- Enables multilingual conversations



- Reduced returns and logistics costs
- Lightweight no bespoke application required
- Removes barriers to market entry
- Enables pop-up stores and showrooming
- Reduced to zero inventory requirement



- Compensates for lack of physical experience and organisations' transition out of COVID-19
- Supports social distancing
- Increased hygiene
- Allows shielded to purchase wider range of goods

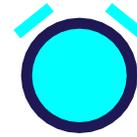


- Better and immersive customer experience
- Increased confidence in purchases
- Reduced return rate
- Lightweight no application or hardware required
- Allows access to hyper-local services

Multi-lingual Conversational AI – Customer Problem



Increased global and pan-European purchasing activities looking for singular providers across multiple territories



Covering services 24/7 in multiple languages can exponentially increase inefficiencies and cost



Solutions are hard to devise as foreign language capabilities differ by delivery locations causing long timescales in design and delivery



Organisations can struggle to maximise the reach of goods and services to increasingly global markets



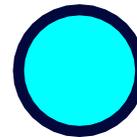
Language skills can come at a considerable premium even in low cost delivery centres



Singular API translation services do not deliver the best accuracy and in technical or complex queries will often misinterpret



Multiple language requirements within the contact centres cause large amounts of inefficiencies and costs



Current market solutions are fragmented across multiple suppliers increasing costs, reducing flexibility and limiting commercial mechanisms

Helping our client to provide medical assistance throughout the day and night

A global company, with over 70,000 employees worldwide, providing over 300 websites for individuals and health professionals to access advice and information on a broad range of medical topics.

This organisation were looking to provide additional cost effective assistance to customers outside of these core hours.

We implemented an intelligent, automated service which allows customers to converse on a 1-1 basis by messaging on the website. Pilot for South American market, with conversations in Spanish.

Conversational AI provides customers with answers to their questions with 'natural' conversational responses, using information on the website.



Conversational AI: An intelligent, multi-lingual, automatically updating chatbot

Will completely transform the 24/7 availability of the customer services across all territories

Multi-lingual Conversational AI – Customer Benefits



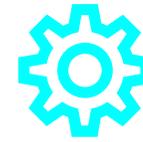
Delivers global reach and ability to sell digital services in multiple markets serviced from any market



24/7/365 always on capability of AI conversations



Increases speed of deployment of new services – and cost effective mechanism to launch pilots



Matches macro-trend of increasing globalisation of population and services



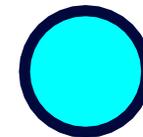
Makes every agent instantly multi-lingual reduces recruitment issues



Automates conversations using linguistic driven conversational AI, coping with peak and surge events core effectively



Reduces inefficiencies of small enclaves of language capability requirements



Reduces cost by driving efficiency, automating & leveraging labour arbitrage

Supporting clients through Covid-19

We have worked closely with the UK, Swiss and Irish Governments to deliver **critical frontline services**.

Supporting with both our outbound contact capability to **rapidly contact 750,000 of those most in need**, and inbound customer support centres.

1 Department of Work & Pensions (DWP) to support covid-19 relief effort

Capita deployed its largest ever virtual workforce – to support the UK Government's Covid-19 relief effort.

Leveraging our technology and customer management expertise to provide DWP with a virtual customer support centre.

Helping the Department deal with the huge surge in demand it has seen for its Universal Credit helpline, which supports vulnerable people, due to the Covid-19 pandemic.

We implemented a new digital solution which enabled the remote training and deployment of an initial cohort of 200 call handlers and managers in just four weeks. The solution was co-designed and tested with teams from the DWP. Over the following weeks, an additional 1,000 call handlers were deployed to support the helpline and this continues to grow.

Case studies

2 Recovered retailer's plummeting brand reputation, by helping frustrated customers with orders delayed by lockdown

Customer experience and brand perception was severely impacted when this major retailer, with over 180 closed stores through the UK and Ireland, faced a huge backlog of online transactions at the start of lockdown.

Social media monitoring showed the negative impact of their backlog which had resulted in a 10,000% increase in customer email enquiries.

Within 10 days we stood up a service to help - providing a team of 80FTE to support social media, calls & email. Significantly improved sentiment stats demonstrate the brand's recovery.

3 Supporting a major high street retailer with unprecedented levels of customer sales enquires

The client did not have the digital capability of resource to support demand following the outbreak of Covid-19 which led to a backlog.

Within 6 business days of their request for support we rapidly introduced a cloud-based telephony system and a team of skilled call advisers to clear the order backlog, process refunds and handle enquires

The team have handled 21,000+ cases, with less than 3% needing input from the client. We have worked with their teams to improve the end to end experience for their customers

Social sentiment has improved by 185% and we are working with the client to look at how insight and operational improvements could increase this further.

4 Providing multi-lingual services to support challenging seasonal peaks for global rental car company

As one of the largest online car rental operators providing services to over 46,000 locations worldwide, the client needed to manage its customers' phone, email and webchat enquiries, 24/7/365 in over 45 languages.

Our multi-lingual centre of excellence hub providing tailored multiple language services tailored to the business needs.

We successfully managed close to 200,000 calls, over 100,000 emails and 39,000 webchats on an annual basis, improving multiple business performance metrics for the company.

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