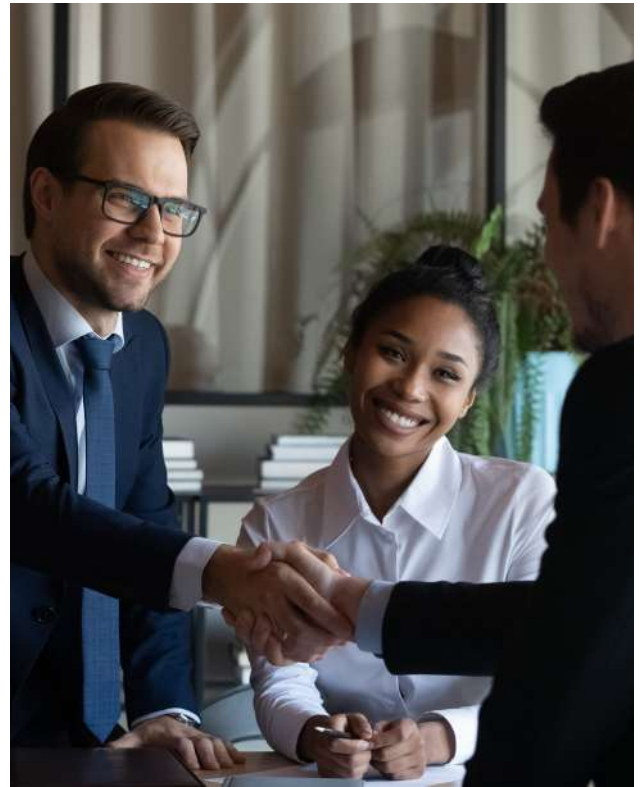


Bespoke: an AI-powered Agent Workspace

Customer experience (CX) leaders have historically faced pressure to resolve customer issues while effectively protecting the bottom line. Today, the challenge for these leaders is to return their customers to a steady state with the product or service they purchase through an effortless, cost-efficient experience.

Every conversation is an opportunity to create value and build deeper connections between your customers and your brand. And in today's increasingly digital world, the way customers view and interact with brands is changing fast. As the face of your brand, your agents must be equipped with effective tools that enable them to connect and engage seamlessly with your customers. Managing multiple tools adds to agent frustration, a decline in performance, and attrition, leading to disconnected conversations and decreased agent performance.



Gartner highlights the impact on agents' efficiency and customer experience in their study

Operational efficiency

66% of service and support leaders feel like their rep desktop is ineffective

Enhanced customer experience

73% of CSRs agree that doing their job today requires complex or high-level skills

Agent performance

2X Reps are twice as likely to be actively looking for a job if handling complex customer interactions without the right types of capabilities

Best foot forward: empowering agents

Enabling agents with holistic customer data, real-time sentiment analysis and transcription in each conversation is a critical step. Agents can steer their conversations to better outcomes with customer context and behavioural insights.



Customer data availability

- The details of the customer
- What type of account do they have
- The products or services they've availed
- The level of service and support they're entitled to



Interaction context

- Is it a repeat issue?
- What has been the interaction history of the customer?
- Which issue resolution steps did the customer try prior to this interaction, in either self-service or assisted-service channels?
- How long has the customer been waiting in queue?



Seamless agent experience

- Is it easy to find customer information?
- Can the agent easily switch between interaction channels?
- Can they access information to handle complex enquiries?

Elevate your agent experience with **Bespoke**

Bespoke is a next-generation agent workspace that equips Amazon Connect users with an AI-powered intuitive omnichannel interaction capabilities to elevate agent experience and deliver operational efficiency. It makes relevant customer insights available to agents at their fingertips across every channel by leveraging disparate systems and presenting them on a single pane of glass. With Bespoke, agents can confidently answer every customer enquiry and focus on the needs of their customers. The result of which is enhanced brand loyalty and customer lifetime value with positive experiences.



Designed to drive better **business outcomes**

The Bespoke agent workspace brings multiple channels, real-time customer sentiment and translation under a single intuitive desktop interface that supports users across a seamless conversation.

Contact id	Caller Queue	Name	Phone Number	Wrap-up code
38F02014-F976-4F6A-342B-7114E9A9238B	BasicQueue	Mukesh Shahi	+91917772035	Completed
38F02014-F976-4F6A-342B-7114E9A9238B	BasicQueue	Rakesh Singh	+88934563365	Completed
38F02014-F976-4F6A-342B-7114E9A9238B	TechQueue	HA Singh	+88934563365	Completed
38F02014-F976-4F6A-342B-7114E9A9238B	BasicQueue	Cid	+88934563369	Completed

Capabilities



Built to adapt

- Interoperable with back-end systems such as CRM, knowledge base
- Flexible to identify and adapt agent screen based on incoming media type
- Customizable agent view to accommodate growing business needs



Hyper-personalization

- Uncover customer's emotional insights using AI
- Resolve complex customer issues with real-time sentiment analysis
- Trigger corrective measures to maintain service quality



Omnichannel support

- Manage all channels of interaction as a single page application
- Help agents resolve complex inquiries with real-time omnichannel customer insights
- Meet customers in their channels of choice

Business benefits



Operational efficiency

- Decreased average handle time
- Improved workforce productivity



Enhanced customer experience

- Improved customer inquiry resolution rate
- Faster and accurate responses
- Greater customer retention



Improved agent performance

- Easier updates of interaction outcomes
- Single pane of information for reduced agent training needs
- Better agent utilization on complex enquiries

For more information, please write to us at Contact.FluidCC@hcl.com

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