



CX Cloud Virtual Assistant

CX Cloud's Virtual Assistant empowers your agents to offer superior service while handling more. We'll always need our live agents to handle important or complex needs, but consumers are less inclined to wait, and increasingly expect more options. Now more customers approach you online, with text-based enquiries on your social media pages and through your website. Super-charge your agents with Artificial Intelligence to make them more productive **and** more satisfied with their jobs!

The Challenge

How do you channel all these new enquiries? Can they be handled by your existing highly knowledgeable workforce? How do you upskill your team for efficiently handling text conversations in a new media channel?

The Solution

CX Cloud Virtual Assistant combines the speed and efficiency of Artificial Intelligence with the skill and experience of your human agents. Not only does Virtual Assistant provide an agent chat function that channels both social media and web chat interactions into the same agent interface used to handle voice calls – it also provides seamless AI (bot) support for these agents, enhancing agent performance and skill.

With the ability to recognise natural language phrases and even social media emojis, the bot can be programmed to take initial enquiries and escalate to a live agent as needed. Centres use the bot to both prompt and train live agents with information on an assisted chat. The bot "listens" to the chat and makes suggestions for the live agent that help ensure consistency right across your team.

CX Cloud Virtual Assistant Features

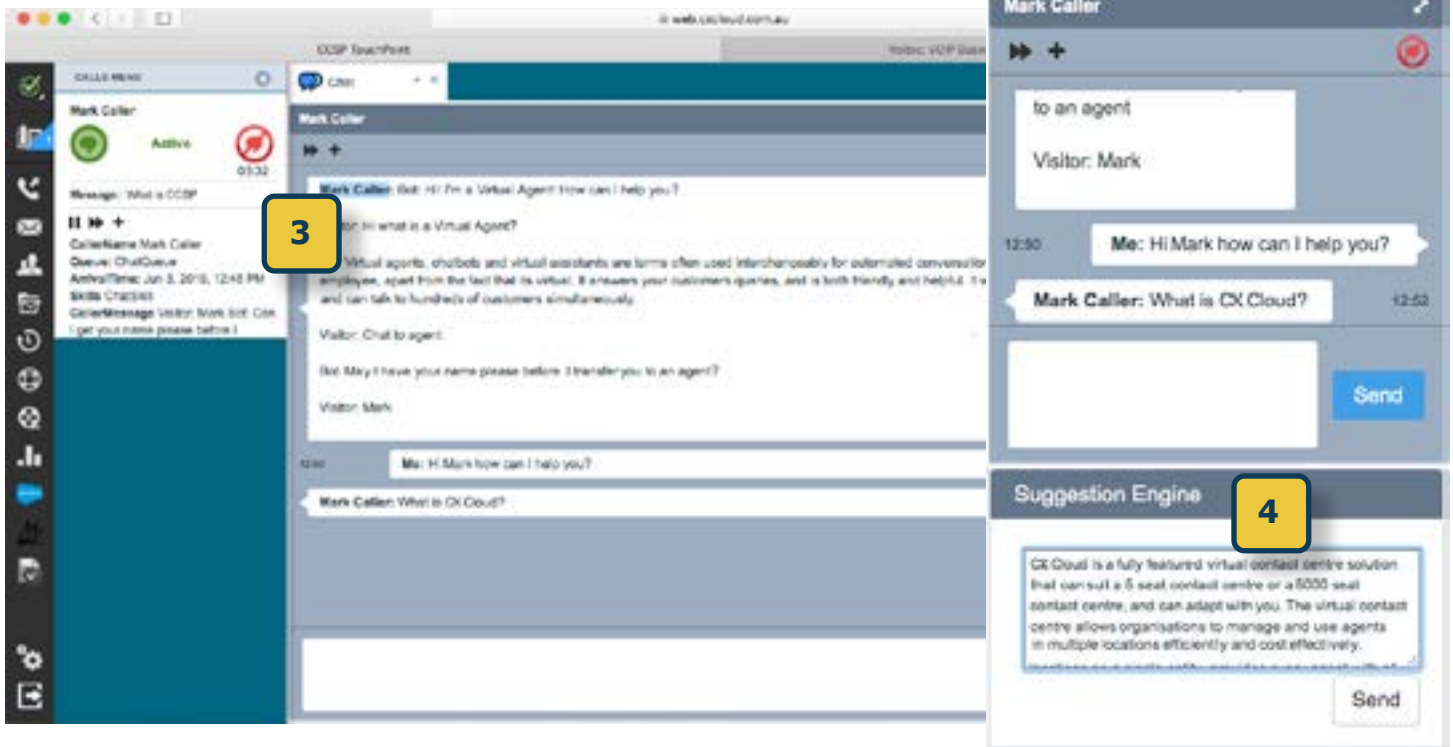
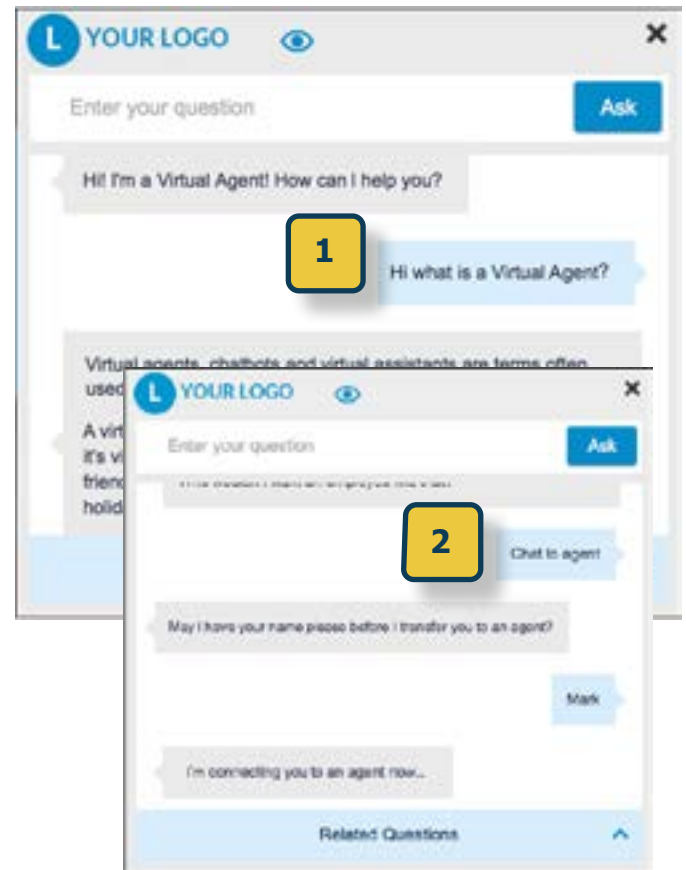
- Deliver chat interactions to your agents from any compatible source using pre-determined rules based on delivery queue, time waited, customer recognition or agent/team skills.
- Employ the chat bot as a "virtual" agent to triage or answer FAQs, freeing agents for more complex interactions.
- Escalate from chat bot to live agent as needed, including the history of the bot interaction to provide full context and other data such as web page source information, social media content etc.
- Coach agents to transfer interactions to the bot for detailed information such as legal verbiage.
- Maintain a "canned phrases" library of common or repeated phrases that agents access easily from the TouchPoint agent interface.
- Use Virtual Assistant's Suggestion Engine to support agents during chat conversations, offering suggested responses that the agent can edit and adapt, or simply send as is.
- Connect to social media* and direct social media comments and enquiries to your agents.
- Agents use Virtual Assistant to support customers with finding information on your website. For example agents can stay online with the customer to help them complete a purchase.

*CX Cloud Virtual Assistant lets you connect to most social media applications, talk to your provider for more details.

Customers want to call, chat, email and browse your website as well as connect with you via social media. They can do all of this via a single mobile device, and they expect the same flexibility from your organisation. CX Cloud Virtual Assistant lets you give them what they want, unifying all interactions in a single agent interface, and empowering your team to effortless assistance.

The images here show how a visitor on your website can be handled when they request assistance.

1. The customer can be assisted on your website by a bot, which can provide answers to any FAQs that have been programmed into its data banks.
2. The bot is programmed to escalate the interaction to a real person as soon as it doesn't know how to respond, or if the customer asks to be transferred.
3. The chat interaction is then delivered to the most appropriate agent, based on predefined routing rules. The agent can see all the history of the conversation that has already taken place between customer and bot.
4. The bot may then offer suggested responses to the agent.



Virtual Assistant's chat bot can answer, triage and escalate calls to live agents as needed – and then assist the agent