

Virtual Smart Assistants

From science fiction to everyday fact

As the 'novelty' of smart speakers is replaced by usefulness and seamless customer interaction, businesses are beginning to harness the power of these devices and realise the business benefits.

Over a quarter of the UK population now own a smart speaker. Over 100M Amazon Echo devices have been sold globally. UK commerce through voice is estimated to top £3 billion by 2022 and improvements in technology mean that voice transcription accuracy is now at the same level as humans.

Smart virtual assistants deployed in the right way tackle the principle challenges faced by business today. Operational efficiency, customer experience, employee experience and data can all be addressed. Even the adoption of the technology itself flags your brand as innovative and thought leading.

Through deployment of a voice skill you could reduce the 'hold' time for your customers – often used by call handlers to manually look information on administration systems – and give customers a far more modern 'instant' response to queries while giving them the 'best' experience consistently. All of this while achieving significant savings over human call centres.



Typical Call Agent Activity

25% Use of virtual employee assistant use By 2021 (Gartner)

85% Automation of customer services interactions 2020 (IBM)

60-80% Savings over human call centre using virtual customer assistant (IBM)

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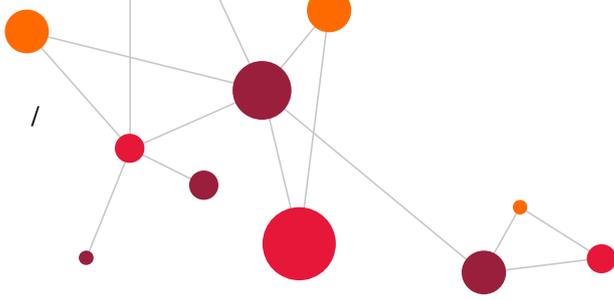
“If I was to advise any marketing director what to do right now... get into voice and take advantage of the volume that’s there.”

Oliver Bishop, CEO, Rabbit & Pork



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WHAT ARE THE BUSINESS BENEFITS?

We think that there are 4 key areas of business benefits and opportunities as below for utilising voice technology.

IMPROVED CUSTOMER EXPERIENCE

- Fast and simple access to key personalised insurance information at any time
- Remove need to wait in a call queue
- All virtual customer assistants have access to same information and consistent service

CUSTOMER INSIGHT & UP SELL

- Immediate data capture of customer questions and intent to refine services and products
- Swift and simple upsell opportunity within the conversation flow
- Insights can be rapidly added to improve existing voice flows

CALL CENTRE EFFICIENCY & COST

- Reduce incoming call volumes for simple queries & support increasingly complex queries
- Human agents are more efficient using Virtual Assistants who fetch answers and information
- Free up time to address more complicated queries driving improved customer satisfaction scores

REGULATORY COMPLIANCE

- Meet regulatory demand for simplification and transparency with improved access to info
- Automatic collection of conversational data & consistency of virtual agent responses
- Access to customer query data guiding improvements in product clarity & documents.

CGI can help introduce you to a new world of opportunity with smart speakers and voice technology at its heart, and we look forward to discussing this topic with you.



ABOUT CGI

Founded in 1976, CGI is among the largest independent IT and business consulting services firms in the world. With approximately 77,500 consultants and professionals across the globe, CGI delivers an end-to-end portfolio of capabilities, from strategic IT and business consulting to systems integration, managed IT and business process services and intellectual property solutions. CGI works with clients through a local relationship model complemented by a global delivery network that helps clients digitally transform their organizations and accelerate results.

With fiscal 2019 reported revenue of C\$12.1 billion, CGI shares are listed on the TSX (GIB.A) and the NYSE (GIB).

Learn more at cgi-group.co.uk

For more information on Virtual Smart Assistants, please contact our expert, **Andy Searle** on andy.searle@cgi.com