

**Deloitte.**

APRIL 15-16

# Digital Transformation

Chemical Industry Event



# Meet your Facilitators



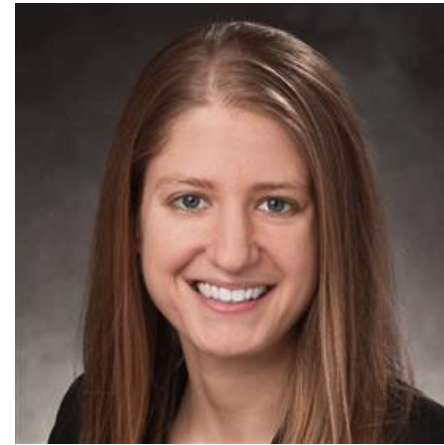
## Barb Powers

Deloitte Consulting

### RELEVANT EXPERIENCE

- Barb Powers is a Specialist Leader focused on leading clients through service delivery transformations for customer facing processes that include contact centers, inside sales, and back office operations.
- With over 10 years of consulting experience and 20 years of industry experience, she has a consistent record of creating and implementing strategic and operational plans to institute customer focus processes while driving down operating costs.

+1 404.769.3568  
bpowers@Deloitte.com



## Leah Yousif

Deloitte Consulting

### RELEVANT EXPERIENCE

- Leah Yousif works in the customer experience and customer operations space. She is a customer experience strategist with a specialty in omnichannel customer engagement and contact center operations, specifically workforce management, knowledge management, business analytics, quality assurance, training and operational execution.
- She has experience designing and scaling large customer operations functions and leading operational transformation efforts.

+1 404.218.2283  
lyousif@Deloitte.com

# Customer Service

Chemical Industry Event

Step 1

Customer Engagement

Step 2

Deep Dive: Knowledge

Step 3

Deep Dive: Chat Bots



# Expectations for B2B Customer Experience

*Customers describe excellent customer service similarly, whether B2B or B2C....*



*... and B2C companies with exceptional customer service are raising the bar for companies across the board*



# Which of these questions have you recently focused on?

## Performance Effectiveness

- What investments/initiatives/changes do I need to make?
- What gaps do I need to fill?
- What should I compare myself to?
- What metrics should I be capturing and tracking?

## Customer Experience

- How do we create a customer driven service culture?
- How do we best leverage information and technology?
- In what processes must we excel?
- What experiences are we trying to create?
- Which dimensions most impact customer value?



## Customer Insights & Analytics

- Who are my customers?
- What are their needs and expectations?
- What products and services should we offer?
- Who are our competitors?
- How do we win?



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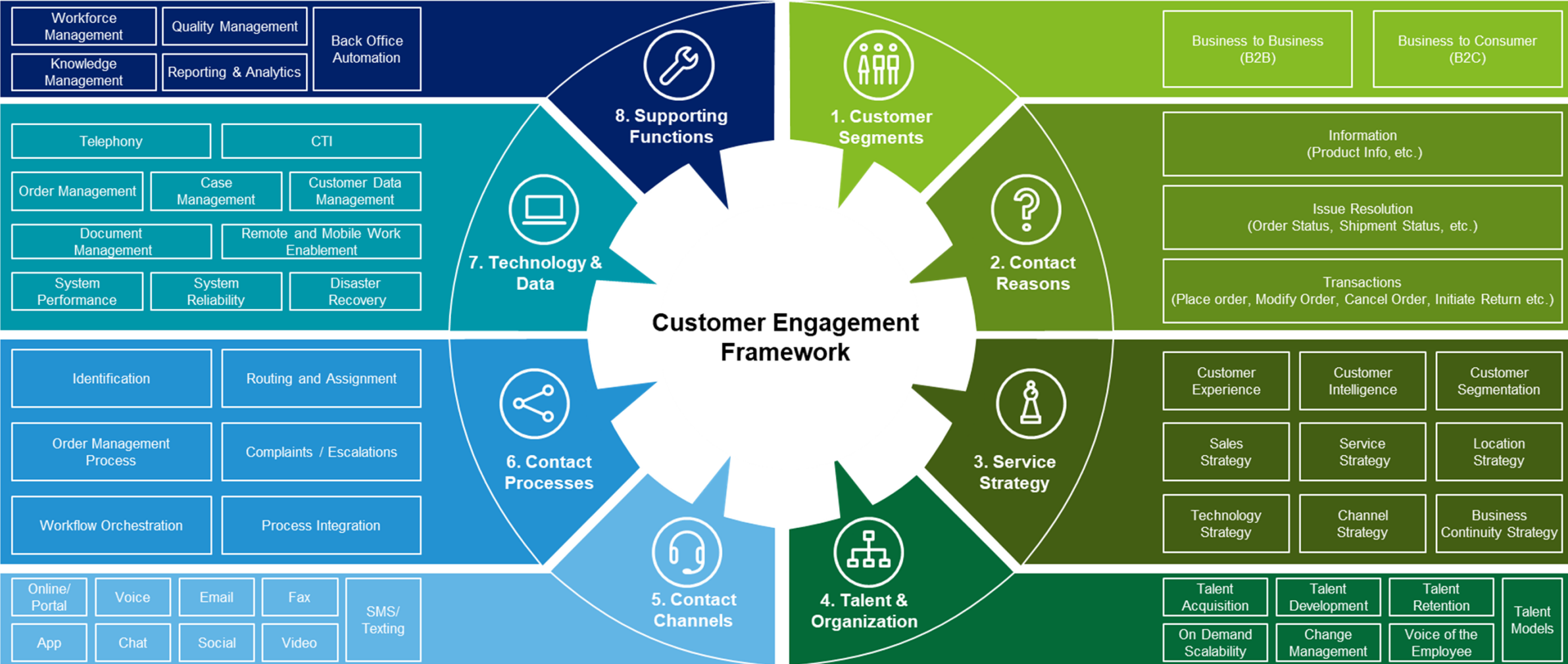
“It’s not just about the  
tech. It’s about changing  
the way you do business.”

# Digital | 2019





# Customer Engagement Framework



# Evolution of performance management in a digital world

## Customers are omni-channel

Customers use ~2.5 channels per servicing need and demand connected experience

## Interactions are getting more complex

Newer capabilities should be focused on reducing complexity, leveraging human- and user-centered design principles

## Cognitive engagement is on the rise

Cognitive capabilities are available for optimizing Customer-facing & CSR-enabling activities

## Generational factors are causing behavioral shifts

New wave of talent pool demands more than a job, but rather an environment to grow, be engaged and challenged

## TALENT SHIFTS ARE OCCURRING

Realization around the importance of investing in advanced training and talent development/retention capabilities

**“Future of Work” strategies should be integrated to all transformation activities**



# Digital Talent Development: What is gamification?

Gamification is the application of game elements and game design to non-game scenarios to solve problems or engage an audience

## Game Elements

- Challenges
- Competition
- Cooperation
- PBL-Points/Badges/Leaderboards
- Content Unlocking
- Progression paths



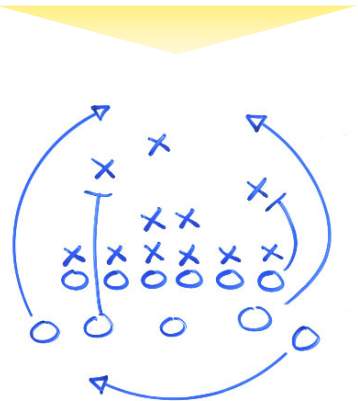
## Game Design

- Storyline
- Game Levels
- Scoring
- *Rewards*

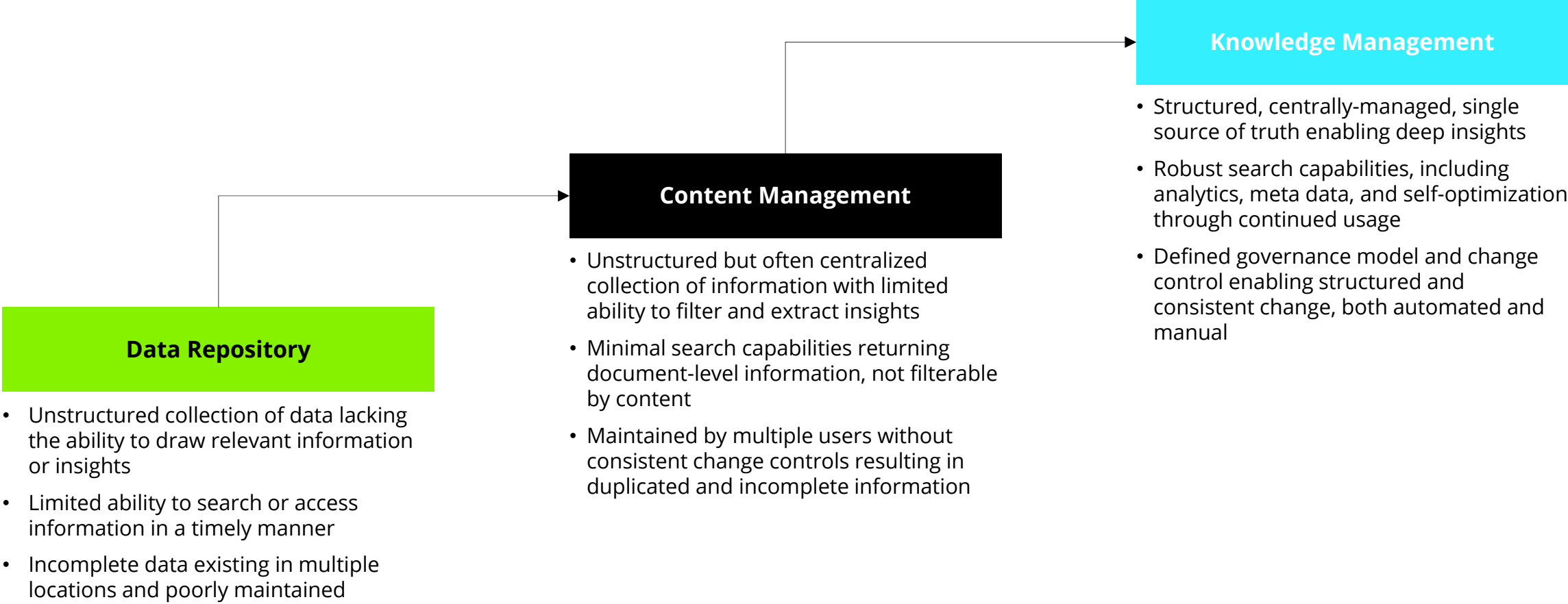


## Applications

- Consumer Engagement Programs
- Education Programs
- Non-Compliance Programs
- Health and Wellness Programs
- HR Programs (Recruiting, Training, Engagement)



# Deep Dive 1: Knowledge Management



# Deep Dive 1: Knowledge Management

Getting the right information to the right people at the right time in the right format



Sharing learnings, experiences and insights in a supportive environment



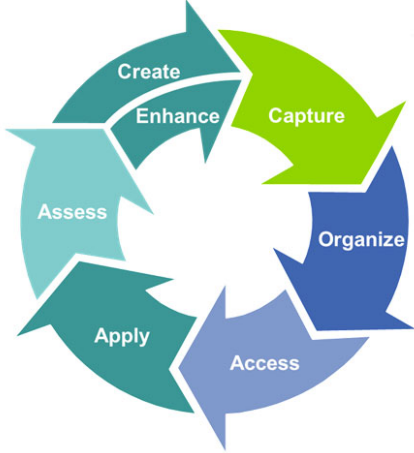
To maximize people expertise and improve company productivity

- KM drives value to the business through...
- Sharing more knowledge across teams and within teams
  - Creating a 'one stop shop' for continuous learning
  - Retaining intellectual property and knowledge
  - Fostering and reinforcing a collaborative culture
  - Having a more structured approach to disseminating knowledge

- ...with the financial advantage of:
- Avoiding the same mistakes and therefore reducing costs
  - Avoiding duplicative activities
  - Reducing travel and training costs through greater collaboration and sharing expertise
  - Reducing onboarding time for new employees and faster access to information for all employees

- Some additional benefits include:
- Identifying the "go to" expertise to facilitate access to a network of global experts
  - Improving business decisions by increasing access to areas of expertise, lessons learned and leading practices
  - Enhancing overall quality and ability to collaborate by standardizing ways of working

## Knowledge Management - Content Lifecycle



- **Capture:** Capture, define, and store knowledge, making it accessible to all users
- **Organize:** Organize knowledge into an easily accessible form
- **Access:** Access knowledge to promote consistency in processes and decision making
- **Apply:** Apply relevant knowledge to meet and exceed business goals
- **Assess:** Assess current knowledge and performance outcomes to determine its value and identify new knowledge needs
- **Create and Enhance:** Create and Enhance new and existing knowledge (e.g., content, processes, policies)



# Deep Dive 2: What is a chat bot?

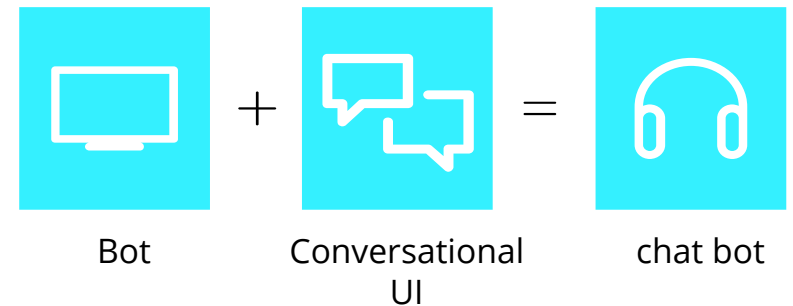
The group should level set on the definition of a chat bot to make sure we are all 'talking the same language'

## What is a chat bot?

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Regardless of the type of task it automates, or its level of sophistication, a **chat bot is simply a bot that uses human language for interactions**, i.e., it has a **“Conversational UI”**

*Other bots may use a graphical user interface (GUI) such as in Remote Process Automation (RPA) or a command line interface, such as a coding “script” or a plain “bot”. If you add a conversational UI component to a bot, it is now a “chat bot”.*



## Chat bot development

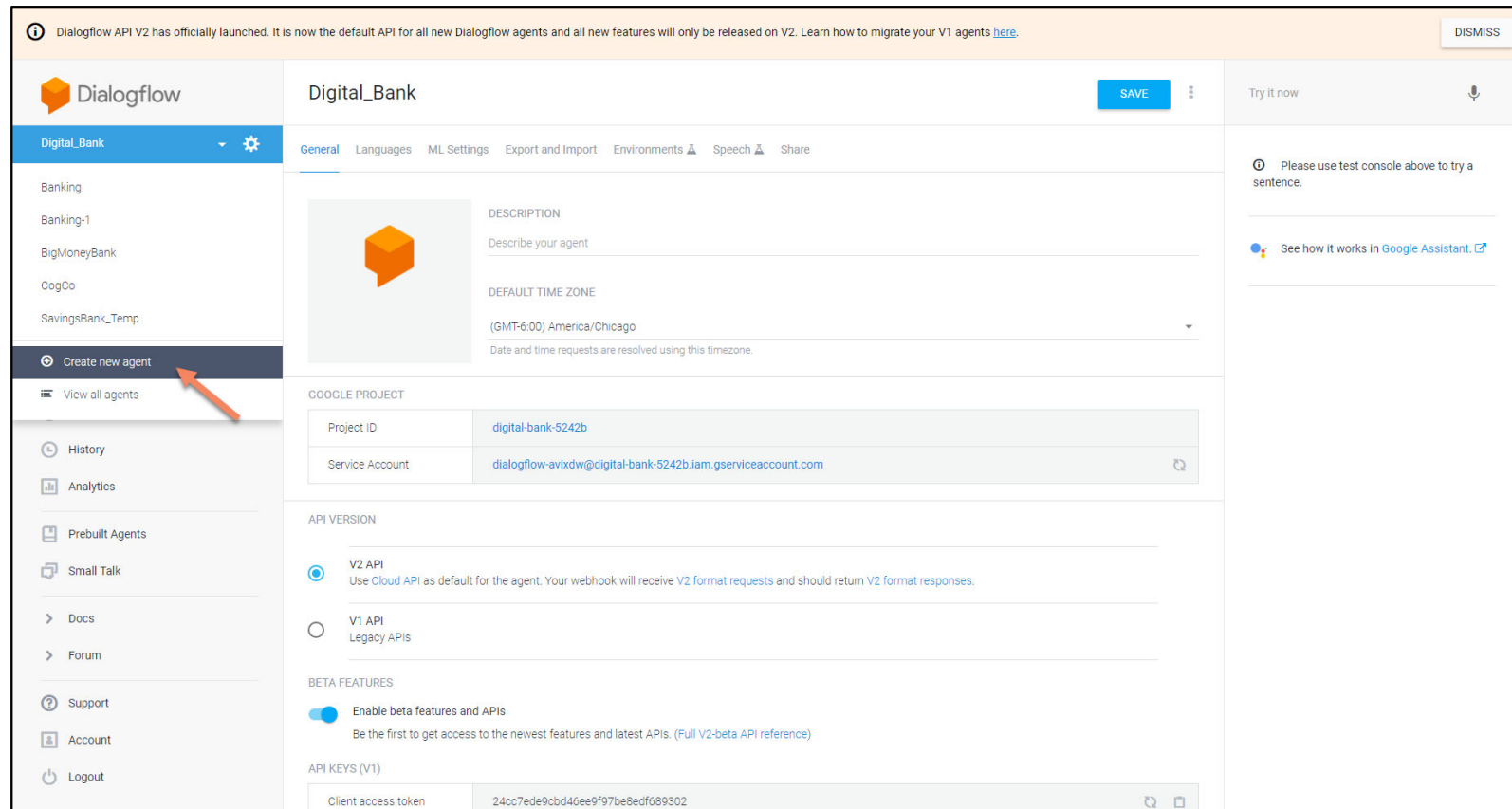
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Recent advances in **Natural Language Processing** have improved **chat bots' ability to understand human language** and **Machine Learning** has allowed bots of all types to **automate more sophisticated types of tasks**. These **two** developments have opened up new use cases for chat bots.

# Deep Dive 2: Chat Bot Continuum

Used for . . .	Quick answers to common questions	Access to data	Self-service first-call resolution, Access to Knowledge	Make every user a power user
<b>Solution Type*</b>	Simple chat bot	Intelligent chat bot	Virtual Agent	AI as UI
<b>Example Use Cases</b>	<ul style="list-style-type: none"> <li>FAQs on stages of an order</li> </ul>	<ul style="list-style-type: none"> <li>Lookup the status of an order</li> </ul>	<ul style="list-style-type: none"> <li>Diagnose issues with an order</li> </ul>	<ul style="list-style-type: none"> <li>Assists with common order issues / edits</li> </ul>
<b>Capabilities</b>	FAQ Static Answers  <i>Escalate all others</i>	<i>Simple chat bot Features plus:</i> <b>Dynamic</b> Answers <b>Backend</b> Data Lookup <b>Open</b> a Request Ticket <i>Escalate all others</i>	<i>Intelligent chat bot Features plus:</i> <b>Complete</b> a Request <b>Complete</b> a Transaction  <i>Escalate all others</i>	<i>Virtual Agent Features plus:</i> Omni-Channel Sales, Service, and Support
<b>Benefits</b>	Deflect calls from call center	Reduce L1 support needs Enhanced Data Quality	Replace L1/L2 support needs Employee Efficiency & Productivity Enhanced Customer Engagement Sales Growth	Reduced need for training and education Personalized Sales, Service, Support

# Deep Dive 2: How to Build a Chat Bot







# Thank you.

## **Barb Powers**

Deloitte Consulting

**Contact:** [bpowers@deloitte.com](mailto:bpowers@deloitte.com)

## **Leah Yousif**

Deloitte Consulting

**Contact:** [lyousif@deloitte.com](mailto:lyousif@deloitte.com)

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