SUTHERLAND

A TRANSFORMATIVE
APPROACH TO SOLVING
CUSTOMER PROBLEMS

So much potential for tackling support service challenges, but where to start...?

As artificial intelligence (AI), machine learning, natural language processing (NLP) and capabilities to harvest big data have matured, they have found their way into the strategic roadmaps of many forward-looking enterprises. Many companies are looking to deploy these advanced solutions across their operations due to the lack of ability to quickly leverage intelligent automation and consolidated data for in-depth insights. These solutions not only increase efficiencies and reduce total cost ownership but also greatly improve decision-making, operational performance, and customer responsiveness.

Widespread attention has focused on how these advances can impact enterprise technical and customer support services. These service operations are critically important to customer experience, but face escalating call volumes and service support costs. Both product line expansion and technology advancement have resulted in customer challenges requiring greater knowledge and higher escalations to those with broader skills and deeper insights. There is often a lack of resources to field these escalations, to harvest deep insights across knowledge centers, or to perform the necessary analytics that are required for determining resolutions to customer problems.

Though many larger organizations are formulating strategic relationships with industry leaders like Google, Amazon, Microsoft, and IBM to unleash the power of these advanced solutions, small to mid-size organizations have a more difficult time knowing where to start.

Sutherland provides a transformative, design-centered approach to improving the customer support experience

Sutherland helps small to mid-sized businesses create a roadmap for digital transformation leading to improved knowledge management, service automation, enhanced self-help, and most importantly an enhanced customer experience.

Filling a solution gap – historical customer insights from unstructured text data

While the focus of many of the advanced solutions brought to market focus on quantitative or structured data, they do not incorporate unstructured text data. Unstructured, text-based data is more difficult to analyze but where some of the most valuable insights live. Sutherland provides an AI platform that specializes in analyzing unstructured text data and extracting these meaningful and actionable insights.

Through this platform, organizations can gain a better understanding of the customer intent and sentiment in their own words. From this analysis comes a historical perspective of customer sentiment towards products and support experiences over time. With this perspective of customer intent, the intelligence of Sutherland's AI platform can be trained to have refined predictive capabilities, enabling organizations to anticipate and proactively plan to address questions such as: What are the most problematic support issues with a product or service? What is the evolving level of frustration or satisfaction with a product or service? Where are customers likely to need additional information or assistance using a product or service?

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Knowledge Management maturity assessment…from a customer perspective

The role of knowledge is critical to optimizing service responsiveness, assisting those on the front-line engaging directly with customers to help them resolve their problems. It also plays a critical role in enabling service automation and self-help capabilities. Sutherland works with organizations to conduct an assessment to determine the maturity of their knowledge management practices. The result of this assessment is a solution to improve these practices by taking a broad examination of organizational knowledge, technology, automation, and self-service maturity with the goal of transforming services to better meet the anticipated needs of customers.

Comprehensive strategy for leveraging the power of AI in transforming support services

After analyzing meaningful historic text data and assessing knowledge management practices, Sutherland continues its work with organizations to further expand the potential benefits of AI by integrating the Sutherland AI platform throughout an organizations' support services eco-systems. Expansion may include other solution areas like customer relationship management (CRM), or include enhancing training programs, resource planning and allocation, and aligning customer support services requirements to match product lifecycle evolution.

Sutherland helps organizations with a comprehensive AI strategy by leveraging the Sutherland AI platform that can lead to boundless benefits including the following:

Leverage predictive insights to proactively meet customer support requirements

- Obtain baseline from historical customer insights and leverage these insights to fine tune the predictive AI capability that can improve the accuracy of service automation deployment.

- Continuously detect customer sentiment and leverage historic insights to minimize escalations and improve future customer support outcomes. Develop well-defined customer success plays for a more proactive approach to support services that can evolve with changing product life cycles to anticipate customer service needs.

- Leverage customer intent and sentiment insights to establish cross training programs for support service teams so that they understand customer issues and sensitivities, and can thereby provider improved services.

- Utilize historic customer intent data to anticipate and finetune resource planning and allocation.

- Develop a roadmap for integration of Sutherland's AI platform with CRM to realize the full benefit of predictive capabilities in managing customer relationships.

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Improve support services operational performance and effectiveness

- Identify and automate target support services workflows. Enable process change by leveraging AI and machine learning technology solutions.

- Assess alignment of support scenarios with the current case classification methodology.

- Improve support case routing logic and work flow automation based on in-depth insight into customer intent.

- Increase the quality and granularity of customer intent insights captured in CRM.

Enhance the Knowledge Base to improve customer support experiences

- In response to customer inquiries and interests, develop a roadmap for knowledge base content creation to satisfy their information requirements. Ensure continuous updates for fresh and relevant content that answers questions customers are asking.

- Minimize case deflection by refining the AI platform's ability to learn from live data. Ensure that that content and insights are continuously improved in the knowledge base.

- Refine and improve the usability of the knowledge base by making it more referenceable and aligned with customer terminology, not simply based on company or engineering based terminology.

- Enable 'conceptual search' based on actual concepts, not key words.

Sutherland combines design thinking, domain, and end-to-end business process expertise, along with a distinctive set of digital capabilities and technology solutions to help deliver excellent customer experiences and optimize your business outcomes.

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Is your organization ready for a new model of process transformation that puts exceptional customer experiences first? For more information on how we can help you transform your process to optimize the customer experience, please visit us at www.sutherlandglobal.com, email us at sales@sutherlandglobal.com, or call 800-388-4557 ext.6123.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 19 countries around the world.