How mCaaS-Digital Query Assistant is
Redefining the Customer Experience

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The Mindful IT Company
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Summary

Customer expectations are changing day by day in this new age of the dynamic digital business world. Customers now have multiple options to engage with a brand. This includes face to face communication, telephonic conversation, email, voice mail, text messaging and social media interactions. Even after having multitudes of channels for customer engagement, in most of the instances consumers have to go through a lot of steps to reach a brand if they face an issue with the product / service. In other words, with increasing customer interactions and diverse requirements, the existing means of customer engagement is not sufficient to serve the customers, in line with their expectations. This often leads to situations where customer concerns are not addressed and in some cases not even heard at all. This can lead to a trust deficit between the customer and brand and will eventually impact the brand reputation. A new frontier in the field of interaction between the customer and the brand- Digital Query Assistant which is powered by a platform called mCaaS (Managed Content as a Service) from Happiest Minds is now poised to fill this gap. Digital Query Assistant (DQA which hold the enormous potential of redefining the customer experience space are not intended to replace the traditional customer service channels or executives, but to enhance them using three main channels self-service, associated service and virtual agents. The result will be increased customer satisfaction with quicker and efficient customer service. Let us explore more on this.

Introduction

With increasing customer expectations and demands, brands are keen in maintaining their digital presence with innovative options for serving the customers better. To stay ahead in this competitive business world, they require newer ways to take the customer experience to the next level, where they can learn the customer behavior, anticipate the customer needs and offer them the desired products and services well in advance.

Let's consider the case in which we search for a resort to stay, associated with a travel plan. The most common thing we all do in this case is going to a travel website and search for a resort, look among the hundreds of results until we find the one we want, and read the reviews. The lucky ones can go to a travel agency, and let them arrange everything as per the customer requirement and using the experience of the sector. At no point the resort knows about the client expectations, they only receive reservations and the service may suffer from the differences between client expectations, and the understandings of the service provider about it. This expectation mismatches and difficulty in zeroing in the most desirable option can possibly affect the mutual trust building between the customer and the brand. Do we have a solution to fill this gap and offer customers a much more personalized and immersive experience in their interactions with a brand? The concept of implementing a Digital Query Assistant solution holds greater relevance in this context.

Role of Digital Query Assistance in
Redefining Customer Experience

With Digital Query Assistants, the customer can come up with their queries in one sentence, and it will be answered in real time, with the most relevant and contextual result rather than receiving a flood of related information. The assistance can be received in the form of either a self-service platform, an associated service platform or with the help of virtual agents or AI Powered ChatBots.

You could say: "I'm looking for a resort in Orlando, Florida with sea views to go with my family this weekend and I want it to have a kitchenette in the room and a nice terrace" all in one sentence. You can even ask about the results: "do they accept pets?", "What's the difference between hotel A and B", "What is the check-in time", etc.

Best of all, the whole conversation between the customer and assistant is used by the platform to generate detailed reports of everything that happens: what they are looking for, how they are looking, what interests them the most, what they would change, etc.
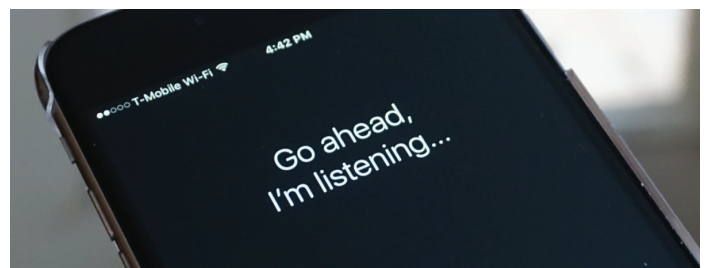
Digital Query Assistant Solution reduces the search for a charming resort with sea views that has a Jacuzzi in the room, and a nice comment about the terrace to seconds. This will be in great contrast with a conventional search system. In the conventional search, you may lose your valuable time, and may even end up in a decision to call someone who can recommend you the best options rather than wasting time in surfing for a perfect answer to your query.

In this digital age, marketers are responsible for creating great experiences —in terms of content relevancy, compelling content, personalized experiences. This will ensure customers get what they expect from the queries regarding a brand or service. Great experiences are relevant for leading the great return on investments as well.

Current daunting challenges in the
Customer Service Arena

1

Lack of a unified self-assembling or a self-learning platform/hub

2

Inability to deliver Personalized / Contextualized Knowledge

3

Time consuming process to find data / relevant knowledge

4

Lack of contextualized notification mechanisms

5

Difficulty in structuring and updating the content repositories due to insufficient resources

6

Lack of contextual content in repositories

7

Lack of knowledge structure or taxonomy with search engines returning too much information

8

Inability to derive a unified customer View

9

Failure of agents to understand the customer sentiments

All these results in inconsistent customer experiences.
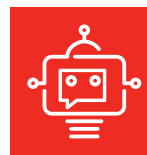
How Digital Query Assistants
address these challenges?

Digital Query Assistant (DQA) is a game changer solution powered by artificial intelligence and various areas of cognitive computing, which holds the power to manage and optimize customer interaction across disparate channels including mobile, the web, social media, and voice mail in a manner driven by automation. The DQA solution can sit on top of any existing Call Center or Contact Center solutions, yet delivering the value. The data can be ingested to the platform from any CRM, DAM, ERP, PLM, Ticketing, etc into the DQA platform with deep learning and intelligent search features. When the customer interacts with the brand, the DQA platform can respond in three ways.
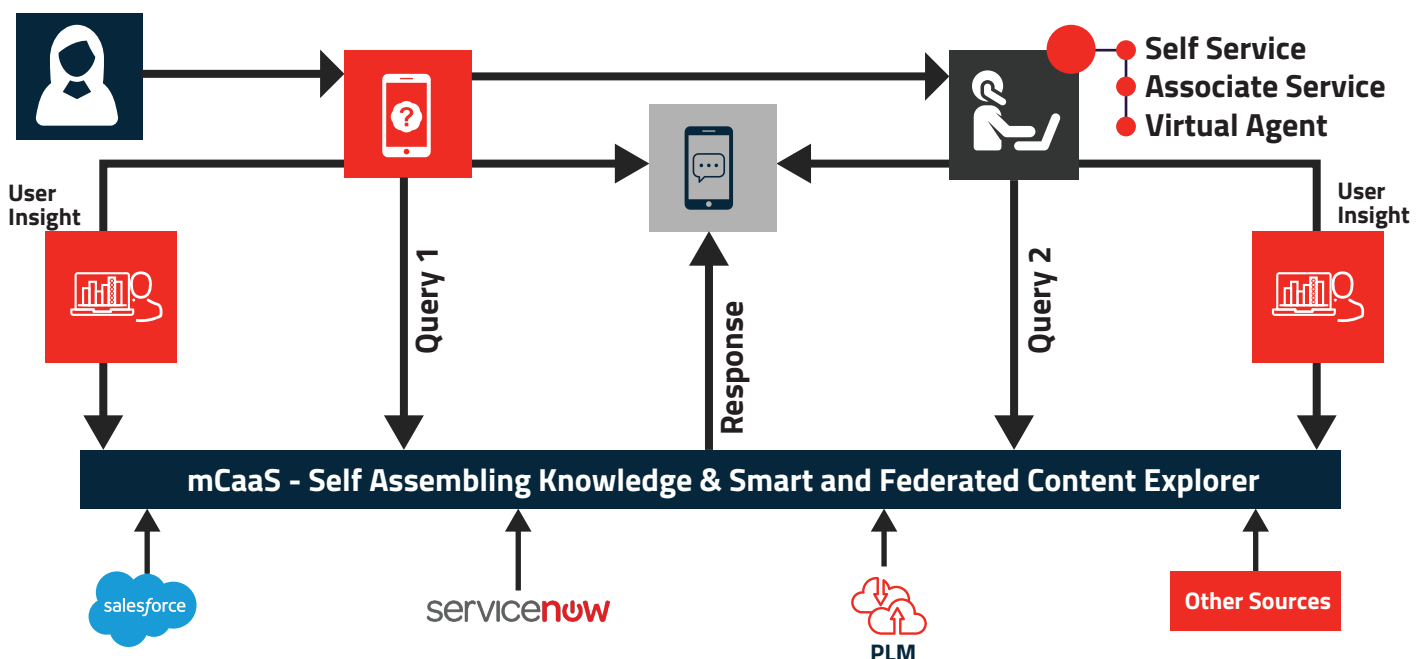
Using a self-service platform

Associated service platform where customer service agents are looped in

With virtual agents or chatbots

Self Service
Associate Service
Virtual Agent

User Insight

Query 1

Response

Query 2

User Insight

mCaaS - Self Assembling Knowledge & Smart and Federated Content Explorer

salesforce

servicenow

PLM

Other Sources

The platform can do the customer profiling by storing the customer purchasing history, interactions with the brand, customer behavioral patterns etc. and provides a unified or 360 degree view of the customer in order to proactively suggest or recommend by anticipating the customer concerns before they approach the brand. For example: If a customer who has purchased an iPhone 6s, requires a memory up gradation, the brand can offer it well in advance before he contacts the customer interaction platform. If his service contract is about to expire, the brand can remind the customer in advance to take an action.

Here is where the brand – customer engagement is taken to the next level, rather than raising a concern and waiting for getting it addressed for so long. The DQA helps create a secure and collaborative knowledge sharing environment and delivers the most effective business outcomes as key content and documents are effectively created, stored, managed. It provides real-time access to documents, structured data, unstructured data like video and social media & more filtered and gives brands the control and insight on where they need to work faster and more effectively to provide an immersive customer experience.

Features of DQA

- Provide intuitive and contextualized knowledge

- Curate, Classify and Deliver knowledge to the needful

- Advanced Cognitive Analytics KPIs – using a flexible, collaborative neural networks

- Extends single interface design with tight integration to capture, analytics, governance, mobile & Tablet connectivity & cloud deployments

- Self-Assembling of Knowledge based on a customer Query – In real time

- Machine Learning ability and answering capability which increases with time

- Intelligent search and query engine

- AI powered Chatbot

- Powerful recommendation engine

- SaaS based and Multi-Tenant Environment

Key Business Values of DQA

Improved customer experience	Increased customer retention	Reduced call time with access to relevant knowledge
Ability to handle more calls per minute	Increased cross- sell and upsell opportunities	Improved business and operational efficiency

It helps consolidate your digital content to a single source of truth and make it available to agents and customers across the web, mobile, and social channels. The platform also brings in key metrics where brands can look at and analyze / improve your business and operational efficiency using the deep and meaningful insights gathered from user interaction and Information gaps.

Managed Content as a Service aka mCaaS is an intuitive solution platform developed by Happiest Minds for all content-related work. It helps people achieve better business outcomes by delivering the right content at the right time in order to make the right decision. The mCaaS is a platform for designing and deploying solutions that help people gather the right content, apply cognitive anticipation for faster, more accurate decisions, and take action to assure better business outcomes. With the Digital Query Assistant module of mCaaS, organizations bring focus to the chaos of content – both structured and unstructured.

Conclusion

The millennial customers who grew up with the internet in their fingertips expect every digital interaction to happen in real time. They look for mobile friendly, and stream lined responses while engaging with a brand and expect it to value the customer's time. Gartner technology predictions 2016 reveals that "by year-end 2018, customer digital assistants will recognize individuals by face and voice across channels and partners. Multichannel customer experience will take a big leap forward with seamless, two-way engagement between customer digital assistants and customers in an experience that will mimic human conversations, with both listening and speaking, a sense of history, in-the-moment context, tone, and the ability to respond".

About the Author

Abhisekh Kumar is Senior Technical Manager and a Digital Platform Architect in the Digital Transformation Space. He has 12+ years of IT industry experience, especially in the areas of Enterprise Solution Architecting, Cloud Solution Architecting, Enterprise Application Integration and in Leading the Center of Excellence for GTM. He is currently responsible for the end to end enablement of Smart Enterprise Digital Transformation Platforms- starting from market making to execution of business around the strategic Digital Platforms and Enterprise Applications. He is a thought leader and also assists freelancers on cloud & digital business platform for the digital transformation enablement.

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About Happiest Minds Technologies:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.