



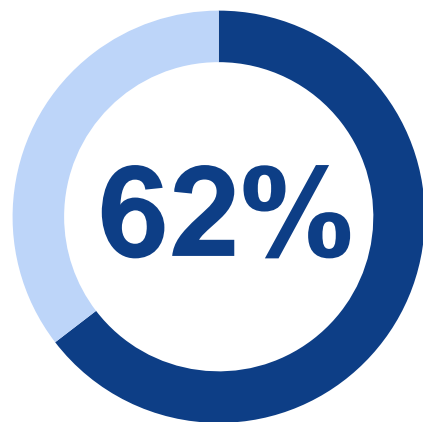
VERINT®

Accelerating Results With Intelligent Virtual Assistants (IVAs)

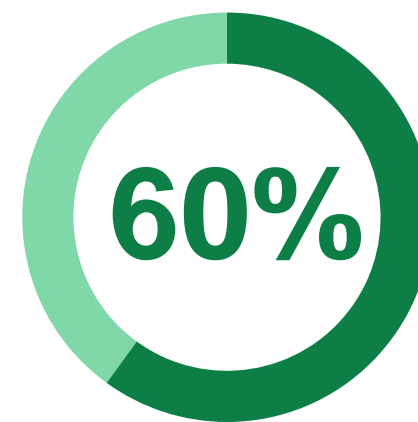
IVA Use Case Starter Packs



Forecast: Number of Interactions Growing and Headcount Rising to Keep Up



Number of Customer
interactions forecast
to rise 62% in the
next 2 years*
(Dimension Data)



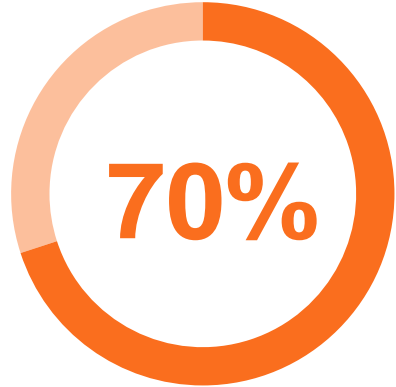
60% expect to grow
headcount in the
next 12 months**
(Forrester)

Driving operational efficiencies is critical
Adding headcount to support interaction growth is unsustainable

*Source: Dimension Data 2017 Global CX Benchmarking Report

**2018 Customer Service Trends: How Operations Has Become Faster, Cheaper - And Yet, More Human", Forrester Research, Inc., January 24 2018

Automation Creates Winners And Losers



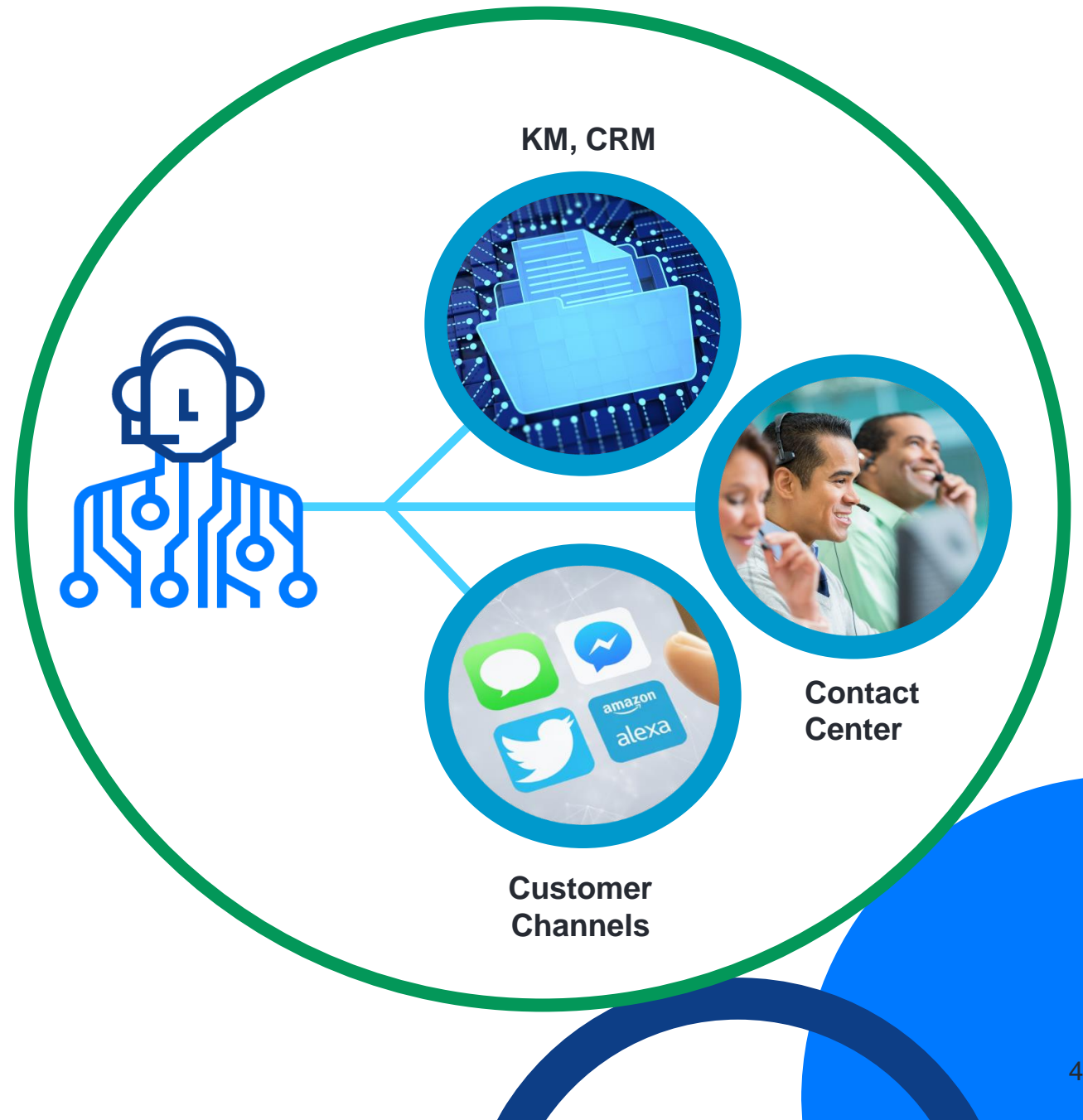
Orgs who implement a virtual assistant see 70% reduction in call, chat and/or email inquiries AND improved satisfaction*
(Gartner)

- A large tech company saw a 12% increase in revenue with virtual assistant in front of live chat
- US Army's "Ask Sgt STAR" answers 16m questions and does the work of 55 recruiters
- A large telco automated quality and scored as many calls in a day as they would have in a year

How you evolve your strategy is the key to success

The Modern Workforce

- Elevates Customer Experience and Drives Operational Efficiency
- A symbiotic relationship between self-service and assisted service
- Optimizes service through intelligent automation



Intelligent Virtual Assistant (IVA) Starter Packs

5 meaningful use cases, backed by data and
built for business outcomes

IVAs Designed from Experience to Optimize Service Channels and Deliver Success Day One

Customer Service

- Always on, ready to support customers at point of need
- Improve self-service
- Lower user effort
- Decrease costs

eCommerce

- Guide customers on product discoveries
- Optimize business channels for sales and conversions
- Improve units sold and avg price per unit
- Decrease user effort

Brand Engagement

- Drive brand loyalty + engagement
- Improve sales funnel activity
- Conversion, engagement, CSAT

Employee Resource

- Supports employees with IT Helpdesk + HR
- Provides up-to-date, compliant information
- Improves time to insight
- Lowers calls and service burden

Here's Why...

Customer Service

80%

Businesses believe they provide excellent customer service. 8% of customers agree.

eCommerce

40%

Consumers would spend more \$\$ with a company that delivered great experiences.

Brand Engagement

82%

Customers have stopped doing business with a company due to a bad experience.

Employee Resource

70%

Employees believe technology improves work-life balance.

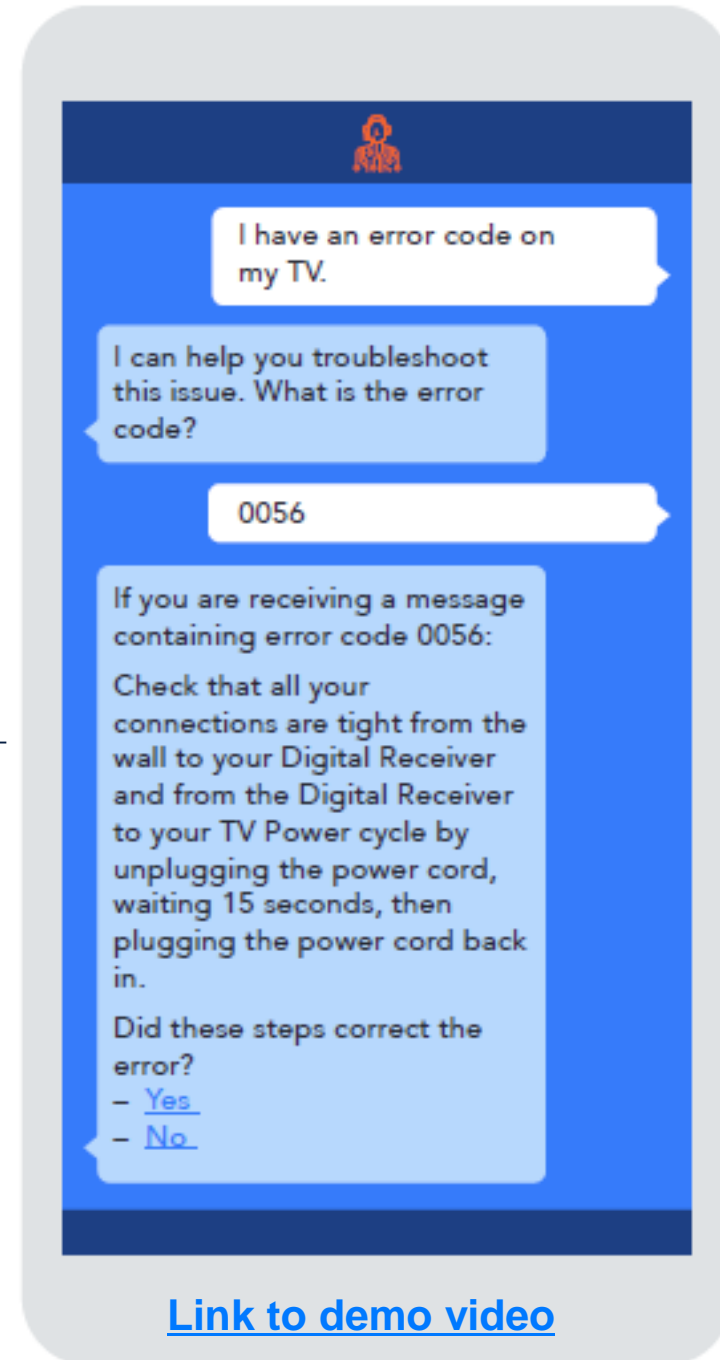
Customer Service Assistant

An IVA to elevate customer satisfaction and drive operational efficiency by helping users self-serve.

Client Results

- 64% reduction in average handle time (AHT) (Insurance)
- 46-second, 18% reduction AHT for customer care (Telecom)
- 44% cost reduction and 83% reduction in live chat traffic for customer care (Telecom)

Knowledge
Management



Natural
Conversation

Text, Touch
Multiple Modalities

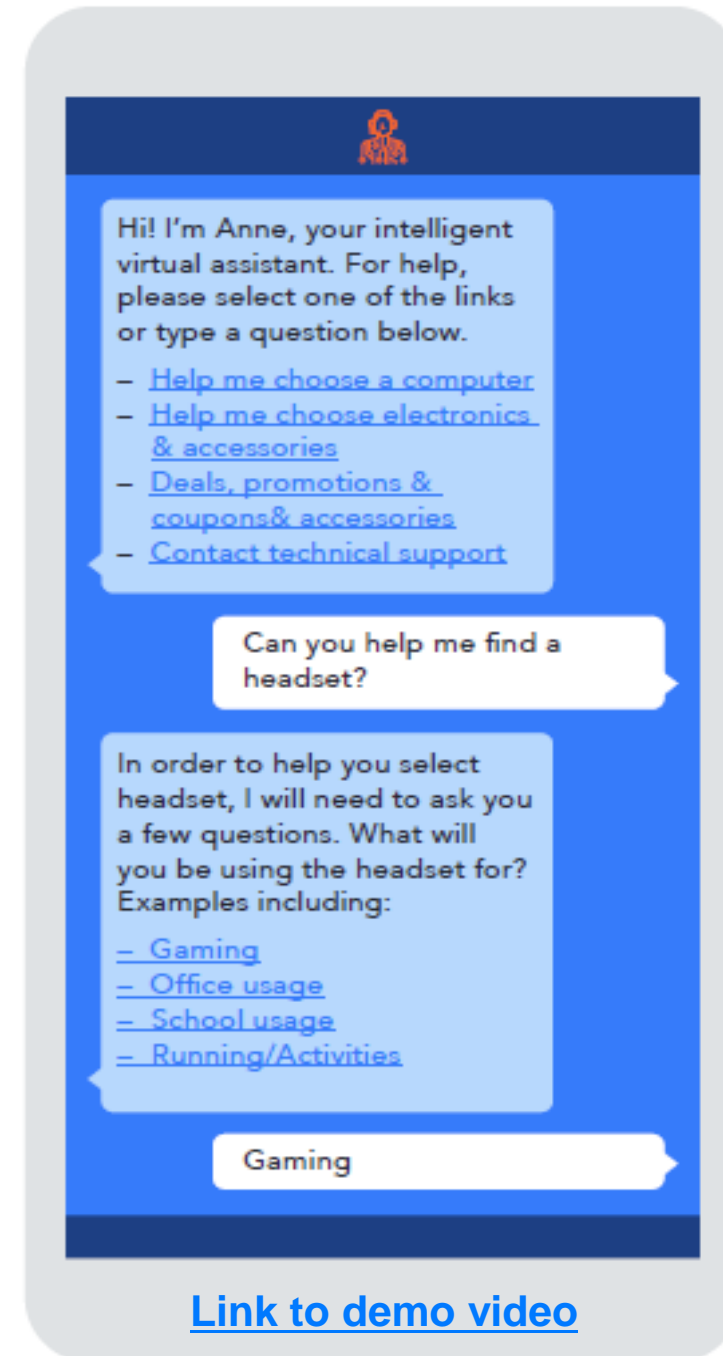
eCommerce Assistant

An IVA to drive revenue by engaging website visitors and enhancing the buying experience.

Client Results

- \$1.15M revenue generated per month, 30% increase with IVA (Transportation)
- \$13.5M revenue per quarter, 12% increase in total chat channel sales (Consumer Goods)

Knowledge Management



Proactive Engagement

Integration

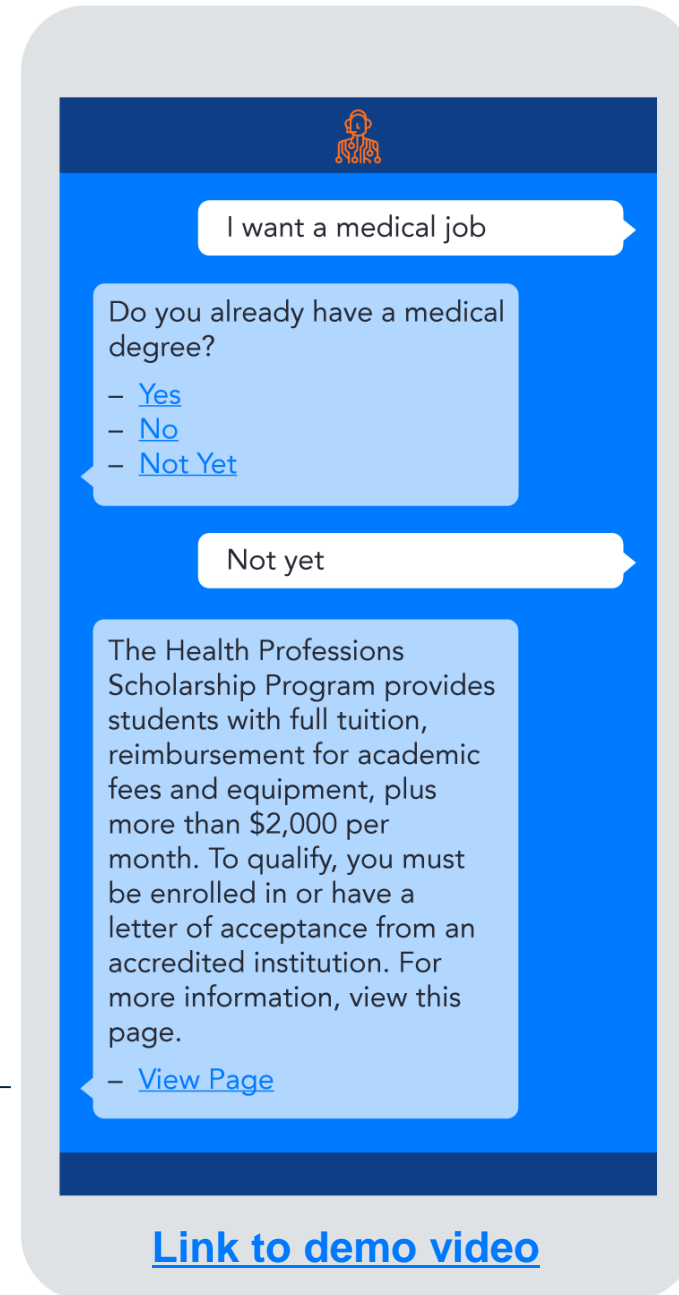
Brand Engagement + Loyalty Assistant

An IVA to drive brand growth, engage target audiences and entice users to take action.

Client Results

- Knowledge of ~200+ products to educate users
- 94% knowledge accuracy

Text, Touch
Multiple Modalities



Natural Conversation

Knowledge Management

IT Helpdesk Assistant

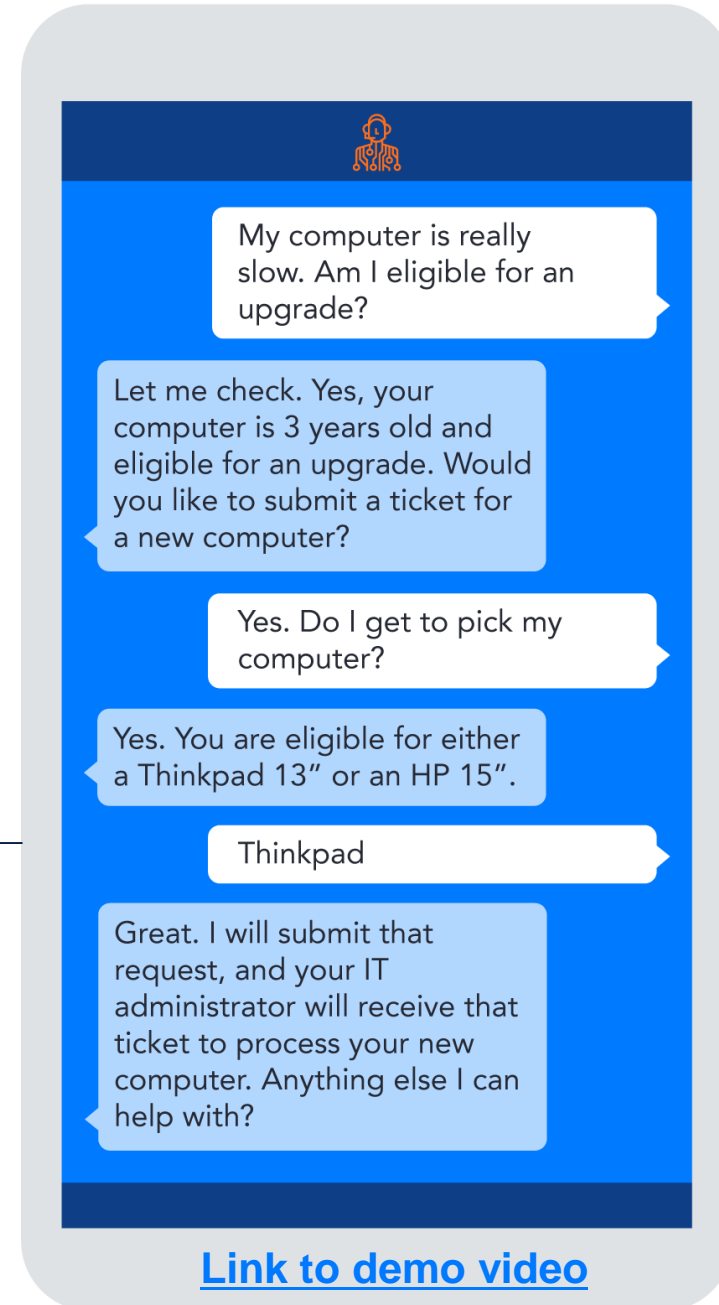
An IVA to provide employees with quick access and personalized answers to IT Helpdesk questions.

Client Results

- 28% improved ticket resolution time (Global Management Consulting Co)
- 19.1% reduction in 'how to' support tickets (Global Management Consulting Co)

Business Rules

Process Compliance



Natural Conversation

IT System & Message Integration

Human Resources Assistant

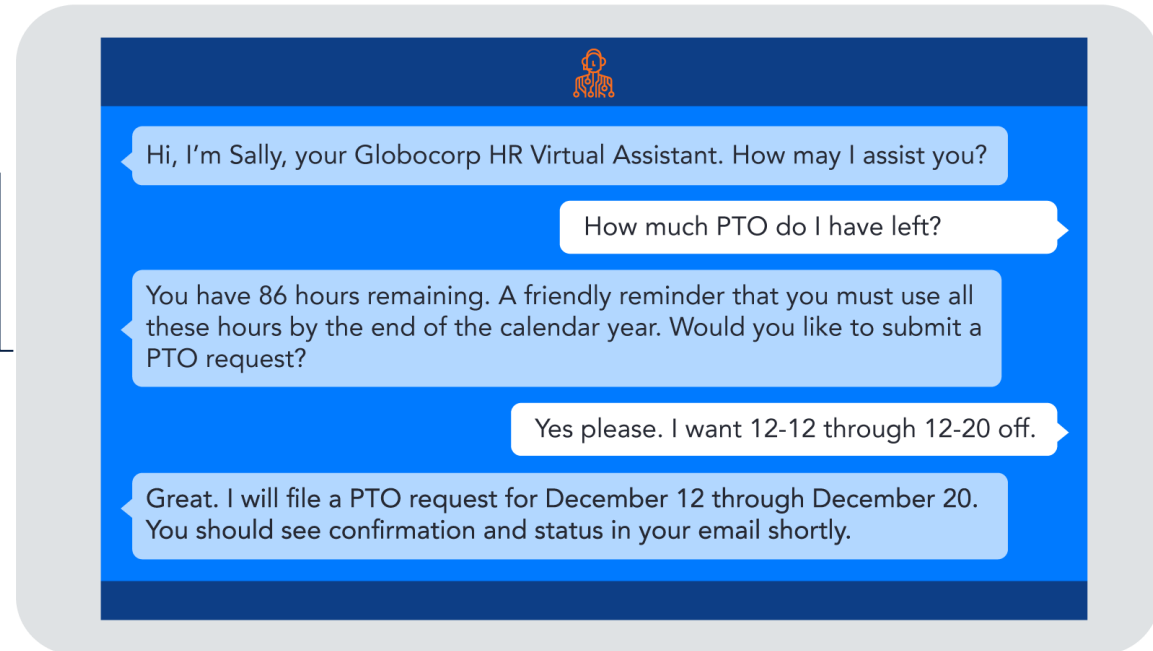
An IVA to provide employees with quick access and personalized answers to HR questions.

Client Results

- 67% reduction to live chat
- 2.5 million HR and benefits questions answered
- >1 million users across +220 clients
- 760K self-service interactions during open enrollment peak season

Business Rules

Natural Conversation



[Link to demo video](#)

HR System & Message Integration

“ *The quantum leap here, however, is the way [Verint] is applying the technology—not merely to reduce headcount in call centers—but as the tip of the spear for a whole new strategy where user self-help is a catalyst for stronger customer engagements, revenue generation, and share of wallet.* **”**

STRATECAST

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