Google Cloud | Deloitte.

DISRUPTING THE CONTACT CENTER

Digital contact centers—once hidden behind the curtain—are taking center stage.

COMMON **PAIN POINTS**

While contact centers have become a critical point of contact, they've often taken a back seat to other customer experience (CX) functions like marketing or supply chain during digital transformations. They've (rightly) since been elevated in CX discussions, but to be truly transformed, these centers must meet the challenges of delivering seamless customer experiences across the entire system, expanding channels and more complex interactions.

- Sub optimal customer experience
- Emphasis to quicken caller turnover
- Long hold times for customers
- Mundane, repetitive work for agents
- Limited time to solve customer problems
- Headcount reductions to optimize OPEX

COGNITIVE-ENABLED **AUTOMATION**

COVID-19 shone a light on contact center features like remote customer service, which became critical to both customers and organizations during lockdowns. These functions are fast becoming key levers for more effective customer engagement and digital transformation and heavily rely on AI capabilities. Deloitte and Google Cloud deliver a cloud-based, AI and automation-centric contact center enablement platform that can help business leaders accelerate their journey towards the contact center of the future.
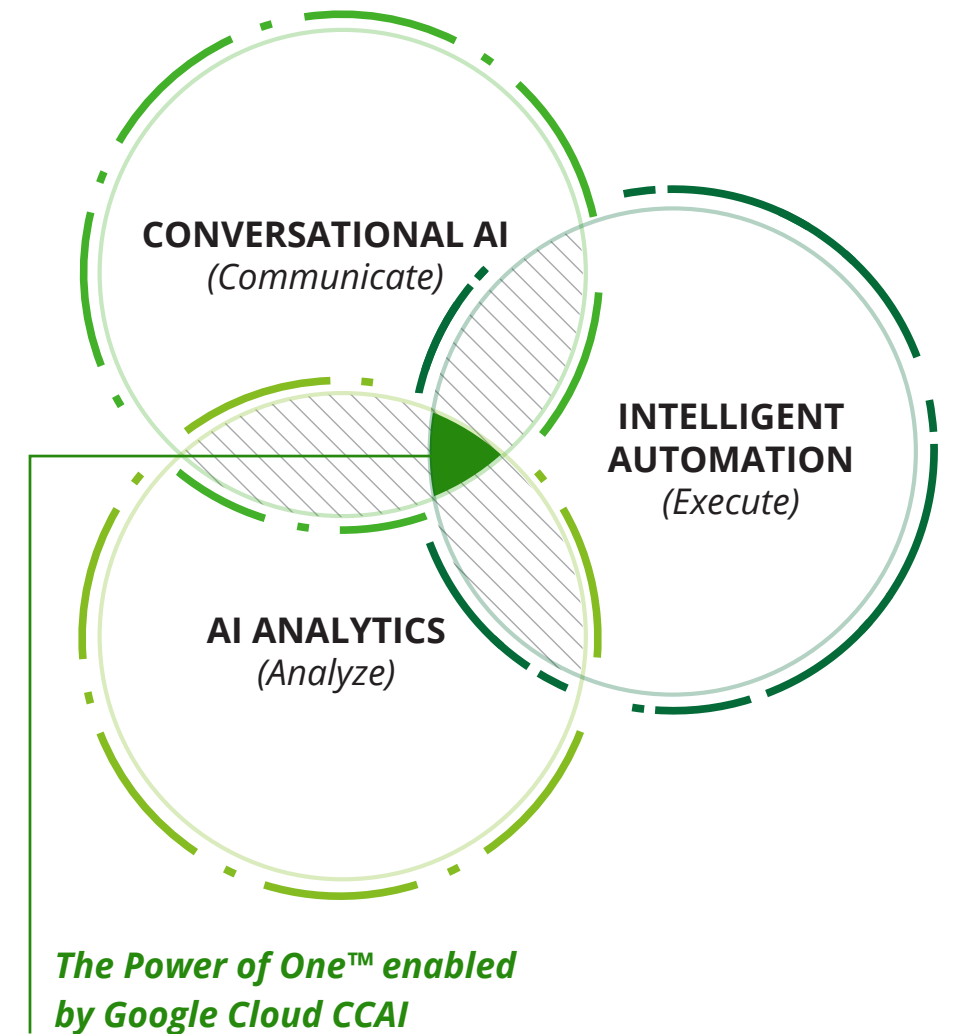
Intuitive communication
Virtual Agent leverages Dialogflow CX to toggle between topics and resolve customer inquiries in real-time across channels.

On-demand resources
Agent Assist empowers human agents with continuous real-time assistance during calls and chats helping increase speed, accuracy, and efficiency.

Insights-driven decision making
Conversation Topic Modeler mines historical interactions to help contact center managers improve outcomes.

CONVERSATIONAL AI *(Communicate)*
INTELLIGENT AUTOMATION *(Execute)*
AI ANALYTICS *(Analyze)*

The Power of One™ enabled by Google Cloud CCAI

DELOITTE TEAMING THROUGHOUT THE **CONTACT CENTER LIFECYCLE**

- Conversational AI design, implementation and support
- Organizational planning and redesign
- Capability assessments and transformation roadmaps
- Process and operations optimization
- Global service delivery and op model optimization
- Omnichannel strategy, design, implementation, and optimization

BUILDING THE CONTACT CENTER **OF THE FUTURE**

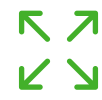- Improved customer experience
- Actionable insights
- Natural digital interactions
- Reduced costs
- Empowered contact center agents
- Expanded digital adoption

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