

Disrupting the contact center orthodoxy

Digital contact centers are traditionally kept behind the curtain. Post-pandemic, they're ready to take center stage.



THE BUSINESS PROBLEM

Sub-optimal customer experiences and increased complexity

When organizations digitally transform their customer experience (CX), functions like marketing or supply chain often take precedent pushing an equally important resource—contact centers—to take a back seat. But COVID-19 changed this dynamic with features like remote customer service becoming critical to both customers and organizations during lockdowns. Where contact center technology was previously considered mere overhead, they've (rightly) since been elevated in CX discussions, and will continue to play a central role in a post-pandemic world.

In fact, contact centers can serve as catalysts for more effective customer engagement and enterprise digital transformation overall. But to be truly transformed with the rest of the customer journey, these centers must meet the challenges of delivering seamless customer experiences across the entire system, expanding channels, and more complex interactions.

Deloitte and Google Cloud can help.

Contact center pain points



Sub-optimal **customer experience** with frustrating automated menus



Long **hold times** for customers



Limited time to solve **customer problems**



Emphasis on **quicken**ing caller turnover



Mundane, **repetitive** work for agents



Pressure to **optimize operating expenses** through **headcount reductions**

Findings from *Deloitte's Global Contact Center Survey*



CUSTOMERS USE

2 to 3

channels per interaction



MORE THAN

1/2

of executives believe contact center **volumes will increase**



NEARLY

2/3

of center executives believe **contact center complexity** will increase over the next two years

AI building blocks for contact centers of the future

There's no better time than now to consolidate [key takeaways](#)¹ from the pandemic regarding CX, and apply them to building the contact centers of the future. Centers that engage with customers effectively at their moment of need provide clear value and guide them through their journey with the business.

You may have read that previous passage as indicating contact centers will become all things to all customers across all contact channels—and you'd be right. That's an overwhelming prospect to say the least, but not unattainable, thanks to cognitive-enabled automation.

To that end, Deloitte and Google Cloud are collaborating to help organizations advance their vision of engaging with customers in highly-personalized, digitized ways through a cloud-based, AI and automation-centric contact center enablement platform. This platform combines Deloitte's Power of One™ approach with [Google Cloud's CCAI](#)¹—a combination that can help business leaders accelerate their journey towards the contact center of the future.

The Power of One™ enabled by Google Cloud CCAI



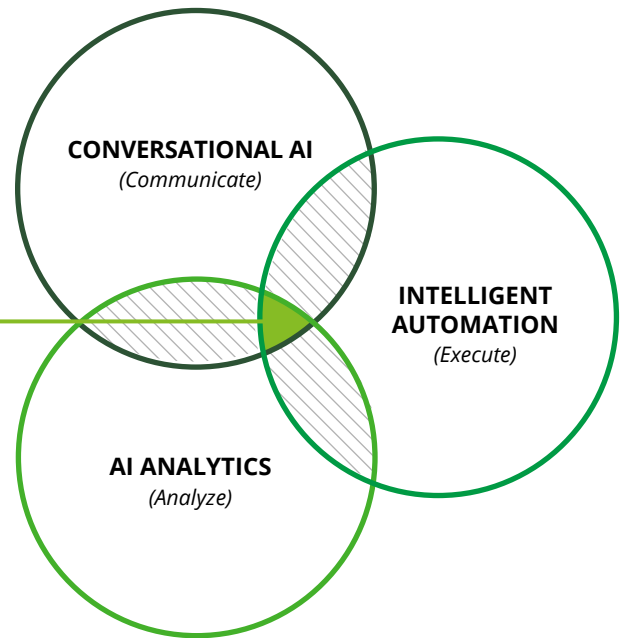
Intuitive communication with Conversational AI
Virtual Agent leverages Dialogflow CX to toggle between topics and resolve customers' inquiries in real-time, 24/7, across communication channels.



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



Insights-driven decision making with AI Analytics
Conversation Topic Modeler explores historical customer interactions for trends to help contact center managers convert data into information and improve outcomes.



As a preferred partner of [Google's Advanced Solutions Lab \(ASL\)](#)¹, Deloitte has the specialized experience on Google Cloud to help clients implement, deliver, and scale solutions. Taking a use-case approach, Deloitte applies cognitive automation to help clients "right-channel" their customers, balancing the ease of digital self-service with the value of high-touch customer interactions.

The result? A more personalized, intuitive, and effective CX.

Deloitte guides clients throughout the contact center life cycle with:



Design, implementation, and support of Conversational AI solutions



Omnichannel strategy, design, implementation, and optimization



Capability assessments and transformation roadmaps



Process and operations optimization



Organizational planning and redesign



Global service delivery and operating model optimization

Harnessing data to inform and optimize contact centers

Contact centers are historically rich sources of customer data, but truly understanding this data has been elusive—until recently. When organizations combine the agility of the cloud with advanced algorithms, they're not just able to improve customer experience, drive greater digital adoption and transformation, reduce costs, or increase flexibility—they can also leverage AI-backed analytics to extract the full value of customer data. These capabilities transform contact center operations by helping them deliver greater insights to the business as a whole.

Benefits across the value chain



Improve customer experience with AI models that enable more personalized, intuitive, and effective customer care



Empower teams with actionable insights through analytics and reporting that uncover key call drivers, customer sentiment, and more



Enable natural interactions with virtual agents, using deep learning to deliver lifelike, multi-turn conversations powered by Google Assistant



Reduce contact center costs through better self-service capabilities and shorter handling times and transfer rates



Transform contact center agents into CX superheroes with real-time information, workflows, and turn-by-turn guidance



Expand digital adoption with encouraged and easy repeat usage on mobile and web platforms, reducing operational load on traditional contact centers



Google Cloud Specialization

A Google Cloud Specialization indicates holds the strongest proficiency and experience with Google Cloud. Deloitte has been awarded with a Machine Learning Specialization for demonstrating success building sophisticated machine learning models with Google Cloud ML and pre-trained models.

WHERE TO BEGIN

Step into the AI-powered contact center of the future

If you're ready to accelerate your organization's [journey to AI maturity](#)—and the benefits it brings—we're ready to advance your progress. Deloitte's experienced, design-thinking professionals will work with you to develop and implement a contact center strategy that meets your business objectives. As part of an initial effort, we help to establish business priorities and goals for your AI capabilities, design solutions that prove positive impact on your business, and craft a roadmap that guides future investments and implementation plans.

¹ "Cloud Computing Services | Google Cloud". Google Cloud. <https://www.cloud.google.com>. Accessed 14 May 2021.

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