

Project Review

Analysis of Live
Teneo Implementation



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Summary

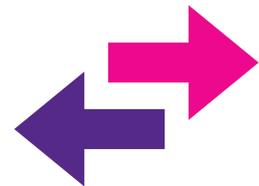
This paper reviews the quantitative results of a real-life Digital Employee implementation project using the Teneo Platform. It uses statistics derived from the initial 12 week period post-launch, when the Digital Employee was live on the public, consumer-facing website. This Teneo implementation was designed and built to provide customer service and support for Artificial Solutions' client, a global consumer-facing brand. The implementation has surpassed client benchmarks and qualitative expectations within the measurement period, and continues to deliver exceptional results.

Headline Statistics



38%

Over one third of all queries successfully resolved automatically



Integrations with multiple backend systems completed



94%

of all natural language inputs understood



100%

of scope delivered in just 12 weeks



Situation

Primarily, our client's goal was to maintain excellent service, but reduce the cost of doing so. They log millions of support and service calls every year, and were looking for a solution that could handle all queries, from the simplest question-answer transaction, to the most complex, multi-stage conversation. This type of work is ideally suited to an intelligent online Digital Employee as they can handle many thousands of enquiries simultaneously, with every single one being responded to in a consistent, correct and company-approved manner, 24/7.

The organisation was also keen to promote digital options as a preferred communication channel, which meant that the solution had to be effective and efficient enough to keep the customers engaged and interested in using it and have the capability, where necessary, to seamlessly hand over to a live-chat facility.

Finally, time to go live was of the essence. A working solution was needed quickly, so the project needed to deliver tangible results in a short space of time.

How Teneo addressed the issue

Rapid implementation and unrivalled quality

The organisation chose to invest in a sophisticated Digital Employee built on the Teneo platform. Using Teneo meant they were able to take advantage of patented implementation processes and experience to create the right solution with the right knowledge.

Teneo's patented rapid implementation meant our client was able to build and launch their fully-trained Digital Employee in a matter of weeks, a feat that marks Teneo as unique amongst other vendors for whom this depth of quality in the timescale given would not be possible.

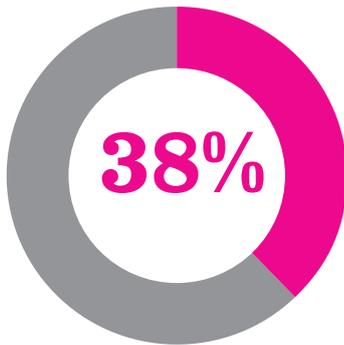
This level of completeness is almost unheard-of, despite being further complicated due to a concurrent project to change the client's integrated entire content platform.

About the Teneo Platform

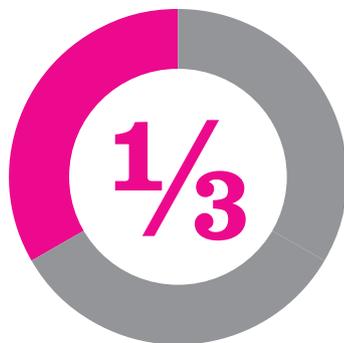
Teneo is the purpose-built software platform from Artificial Solutions that enables enterprises to build, manage and maintain artificially intelligent and humanlike Natural Language applications. It uses a patented creation and deployment process to rapidly build sophisticated solutions that can be used across any connected technology. Available in 21 languages and equipped with a dedicated Analytics Suite that makes every word uttered a valuable piece of actionable insight, Teneo allows businesses to speak the voice of their customer.



The Digital Employee has been able to answer 38% of all questions asked, to the full satisfaction of the customers conversing with her



One-third of all contact requests deflected from the call centre and kept online for issue resolution, one of the goals of the implementation.



Quantified Outcomes post-launch

In just 12 weeks, our client's Digital Employee has been able to answer 38% of all questions asked, to the full satisfaction of the customers conversing with her. This impressive statistic beats almost every industry standard for comparable online Digital Employees.

she understood 94% of every input



Furthermore, she understood 94% of every input – that is, real customers asking questions in a completely flexible, conversational and natural manner. In simple terms, the Digital Employee understands questions in almost any way they can be asked, thanks to Teneo's sophisticated algorithms and natural language understanding capabilities.

While the Digital Employee was busy answering complicated questions about a wide range of products, she also easily took other queries in her stride too.

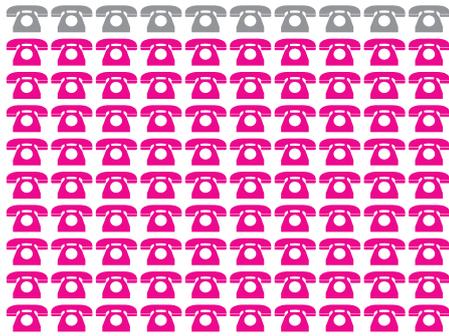
90% of questions were "on topic"

With 1 in 10 questions asking her about her employer, herself or other unrelated questions. At first glance, this may seem to be nothing more than white noise, but the organisation has found these meta-conversations immensely valuable in terms of understanding their customers even better, by analysing what they're choosing to talk about, when, where and in what context. Furthermore, the Digital Employee's ability to persist a conversation meant that even if the topic wandered, she was able to bring it back intelligently and politely in order to help the user.

The Digital Employee has received a warm welcome from customers, with *one-third of all contact requests* deflected from the call centre and kept online for issue resolution, one of the goals of the implementation. This was maintained in a significant proportion of the cases even when the Digital Employee was not able to respond accurately, showing a propensity for users to remain in the same channel. Furthermore, even the few cases that were transferred to Live Chat showed an approximate 25% reduction in chat duration, due to transcripts being passed over and eliminating the need (and subsequent user frustration) to repeat information.

95% The Digital Employee is overwhelmingly liked too, with 95% positive feedback ratings.

These numbers indicate a clear willingness to engage with intelligent, humanlike and capable Digital Employees.



10x more call volumes...

...with only 30% more work



Scalable to meet growing demand

Because of the way the Teneo Platform builds knowledge, our client's Digital Employee will be able to learn enough to support up to 10x more call volumes across an expanded product range with only 30% more work. This scalability means her workload can be increased more rapidly than any other Digital Employee available on the market, with no loss in quality or ability, including adding in new languages.

As well as growing to accommodate demand, this Digital Employee also needs to be able to communicate with other back office systems to provide an effective service to her customers. In the same 12 week period, Artificial Solutions successfully completed full integrations with Careforce, LogMeIn and CLS to ensure a holistic service.

Incorporating the Teneo Analytics Suite

Teneo's integrated Analytics tools were used extensively in the planning and deployment phases of the implementation. Prior to the Digital Employee's creation, Teneo Analytics was used to better understand the issues and subjects that customers were asking about. Traditionally, natural language logfiles from existing resources such as livechat and email have been near impossible to interpret due to the free-format nature of the conversations, however Teneo's powerful natural language understanding capabilities allows this insight to be unlocked and used to identify the most important areas of knowledge on which to concentrate.

Post-launch, Teneo Analytics has been used to investigate the performance of the Digital Employee and provide data-driven feedback to the client, enabling them to optimize several areas of the website.

Furthermore, over time, the digital employee will be further enhanced to allow her to use real-time natural language analysis to tailor the automated responses to individual profiles thereby offering an even more personalised service to users.

Next Steps for the Digital Employee

Obviously, advanced Digital Employees like this cannot rest on their laurels. They should be continually monitored and refined, using Teneo Analytics to obtain objective data and information about what areas of knowledge are of most value to users, optimizing the content as indicated by the numbers. While 38% is already an industry-leading figure for a Digital Employee, we expect to see even higher numbers as work continues.

The Digital Employee will also be reviewed in terms of her total knowledge base, with more product lines and service information added as our client assesses the requirements and data generated by her current interactions. Her placement on the website is also being reviewed to ensure even greater visibility and accessibility, in line with the objective of keeping customers engaged on the online channel, rather than queueing up in the contact center for human assistance.

Finally, our client is keen to optimise their Digital Employee for mobile and other connected devices. Having built her on the Teneo platform means this is a relatively minor task using replicated knowledge and other elements, in stark contrast to other systems which would require full rebuilds for every implementation, device or platform.

Conclusion

This review shows the impact a Teneo Digital Employee can have in a very short period of time. Using Teneo Studio meant our client was able to build a fully functioning, intelligent solution in just 12 weeks. This meant that internal client benchmarks were comfortably exceeded, and proved that intelligent, natural language solutions have a real and valuable place for today's modern enterprise.

As the Digital Employee is rolled out onto more platforms and devices, with increased product knowledge, her impact on the client's service and support KPIs, along with bottom line cost reductions will continue to be felt.

Finally, the use of the groundbreaking Teneo Analytics capabilities to analyse both the initial build requirements, and the results post-launch, showcase the real power that natural language data holds within; and how it can be used to direct effort for maximum return.

The Teneo Platform has given our client a powerful, effective natural language application which is providing value and innovative capability, along with the ability to speak their customers' language – a true competitive advantage.



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About Artificial Solutions

Artificial Solutions™ is the leading specialist in Natural Language Interaction (NLI), a form of Artificial Intelligence that allows people to converse with applications and electronic devices in free-format, natural language, using speech, text, touch or gesture. Delivered through Teneo™ - an ultra-rapid NLI development and analytics platform – it allows business users and developers to collaborate on creating sophisticated, humanlike natural language applications in record time without the need for specialist linguistic skills.

From interacting with third-party applications and delivering actionable user data insight and implicit personalization to answering queries, cross-selling and updating back-end systems, Artificial Solutions' NLI technology makes realizing the benefits of natural language in everyday applications easy.

Artificial Solutions' technology is deployed by hundreds of public and private sector organizations and used by millions of people. For more information, visit www.artificial-solutions.com
