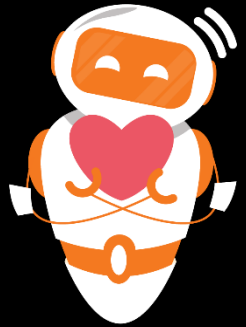
Digital Contact Center

Bots and Human venture



Anca Cîrstian

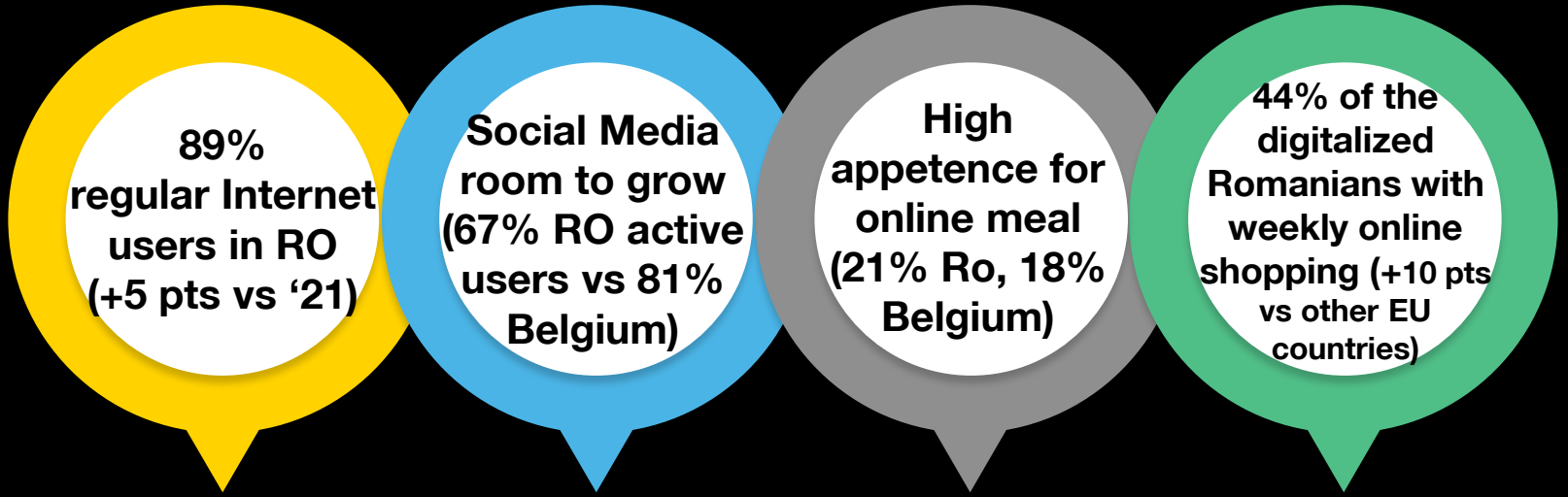
Head of Strategy & Transformation
Orange Romania

18th of May 2023, CCCE

> **In 5 years any technology will be useless if you can't have a conversation with it**

Ben Lamm, co-founder and CEO of Conversable, *May 2017*

Digital maturity in Romania



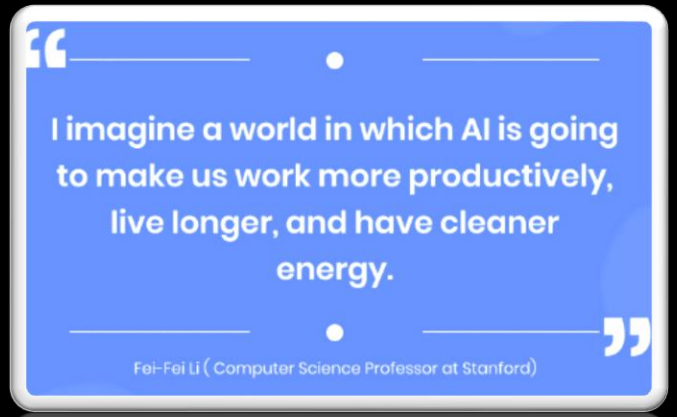
Major Digital Enablers

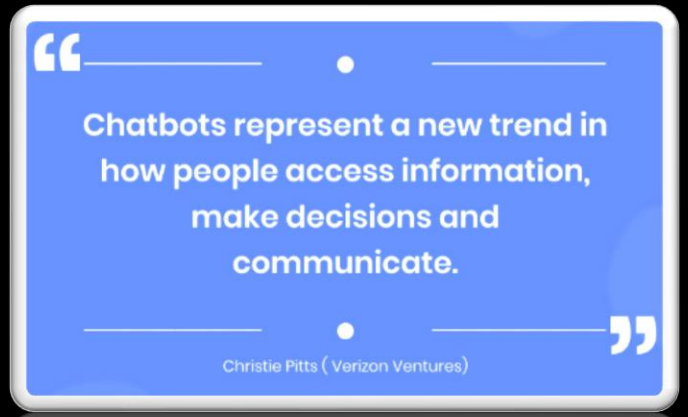
Social Media and Digital Entertainment

Transport, Food Delivery

E-Commerce, Level of Financial Inclusion

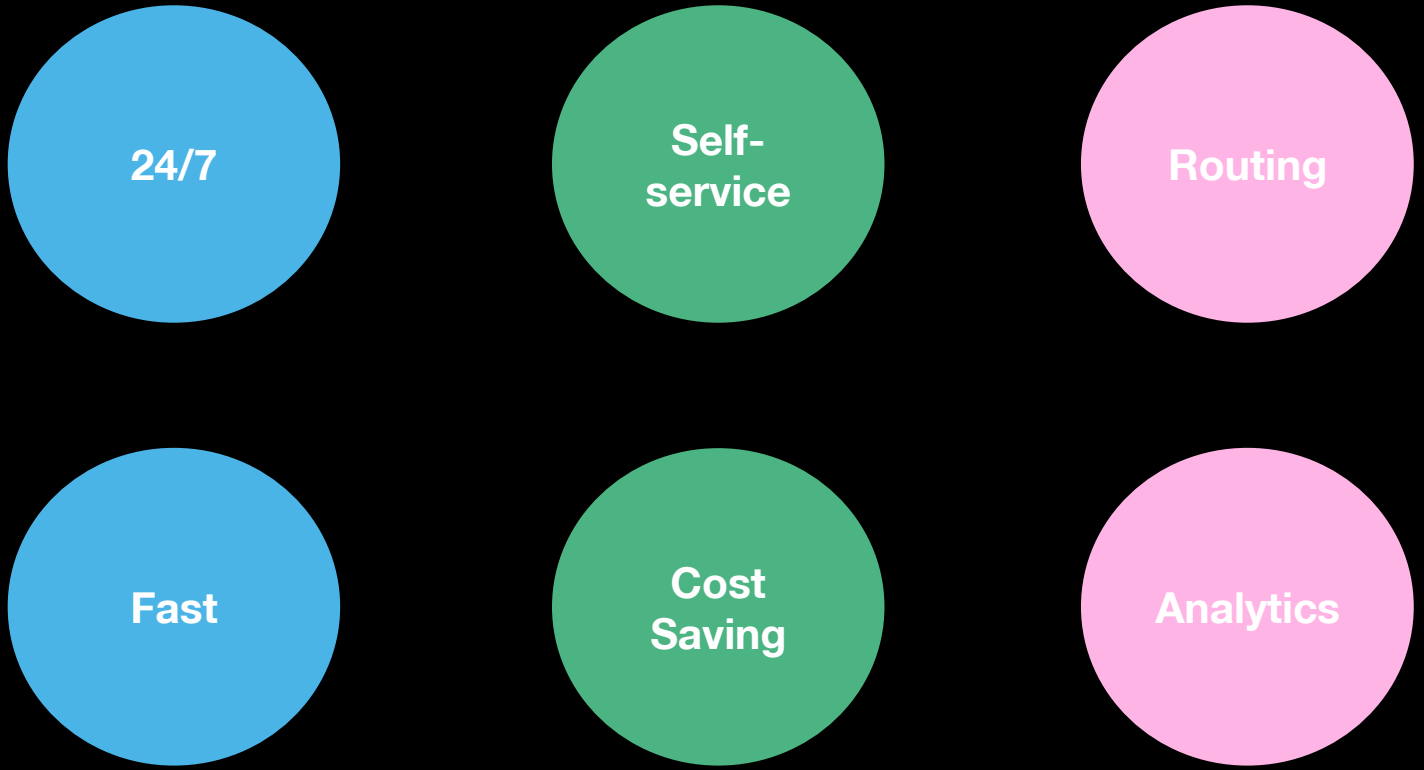
Why to introduce AI in our life?





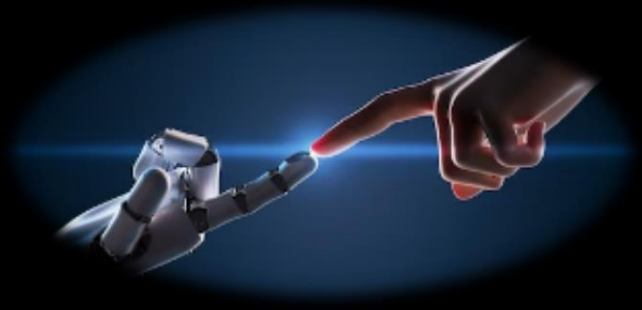
Connected objects and voice/text commands are already making our life easier, bots will simplify even more

So why we have chosen to have also bots as colleagues in Orange Romania?



Get the best mix of quality & productivity (1/2)

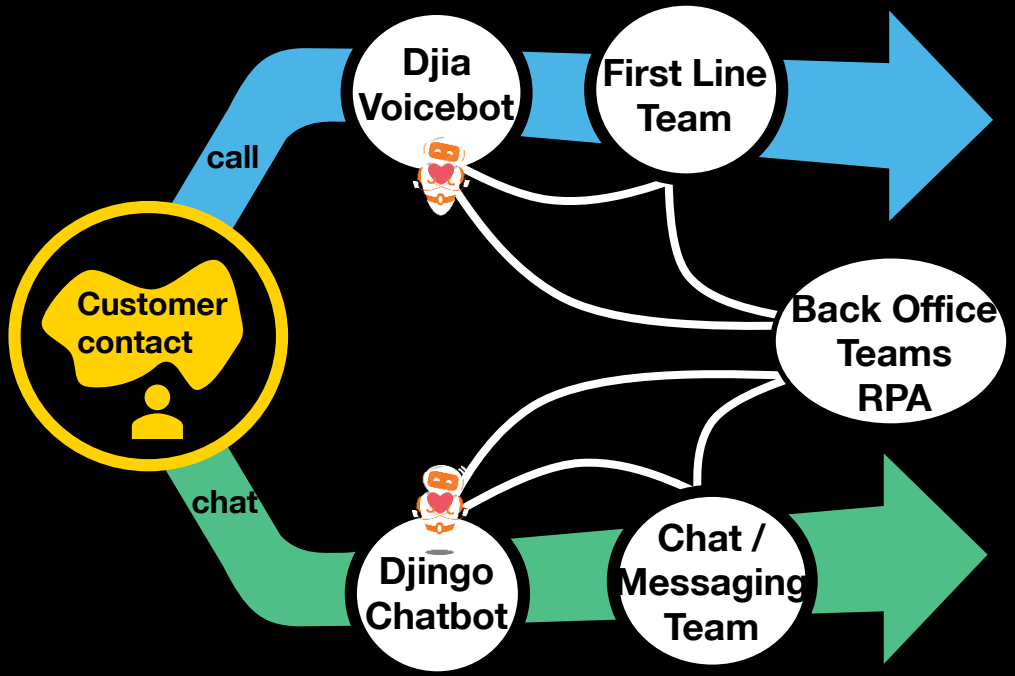
Blending Human and Non-Human best skills



BOTS		HUMAN
1st	Layer in customer request treatment	2nd
Simple	Type of requested treated	Complex
Entry level	Seniority to adapt to customer situation	Skilled

Get the best mix of quality & productivity (2/2)

Striking a Balanced & Targeted Approach for both digital and traditional customer



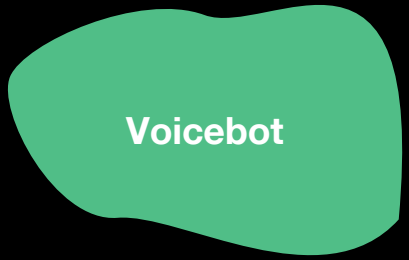
Support

- Data
- Automation

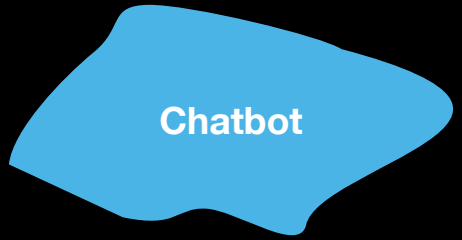
Focus

- Continuous improvement
- Customer journeys
- First time right

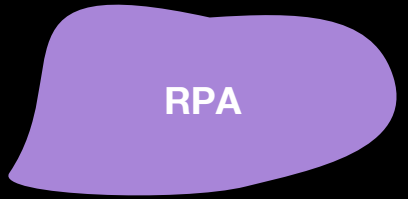
Main points on the 3 bots dimensions



- 3 scenarios: Inbound, Outbound, Customer Identification
- NLU based
- CRM and IVR integrated
- Multiple engines to back up
- KPIs and quality monitoring to detect errors
- Continuous training/re-training
- Opportunity of new roles
-



- NLU based
- CRM and SSO integrated
- Multiple engines to back up
- KPIs and quality monitoring to detect errors
- Opportunity of new roles



- Processes always aligned if coming from multiple sources (human or bots)

- Monitoring process in place
- Opportunity of new roles

Key achievements

Digital contacts increase

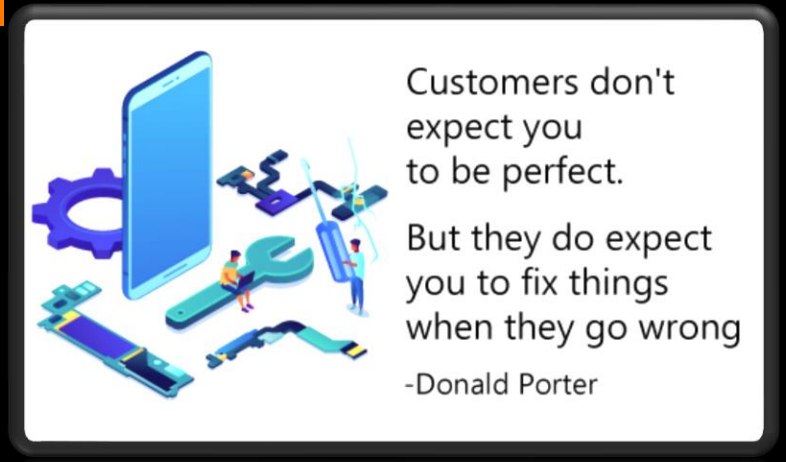
Very good confidence level / intent

Improved debt recovery cost and rate

Important reduction of calls

Improved AHT

What's next



Humans are unique, bots impact thousands.

The experience you deliver with bots shapes the brand perception for many customers

Every house needs a foundation.

Address relationship building from the start

It is NOT COPY PASTE.

Reconsider language, flows and business rules.

Thanks