Billie, Grow Up! AI for Customer Service

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INTRO

- λ Improving Customer Service by improving processes, making better decisions
- λ Better insights for bol.com, sellers
- λ Case: Billie, our automated service solution

Billie, our chatbot

- λ About 10 years old
- λ 2M conversations / year and going UP
- λ Created by LivePresence
- λ Knowledge system with manual written patterns & rules & heuristics & synonyms...
- λ Assigns the right label in $\pm$ 66% of the conversations.

DATA ANALYSIS

Some statistics

Conversations	4412
Solved	31.1%
Customer leaves	33.3%
Unsolved	18.0%
To human agent	17.7 %

A deeper dive...

λ In 52 % of the conversations >= 2 confirmation questions ("Do you mean …?")

λ In 44 % of the conversations >=1 incomprehension answer ("I don't know what you mean")
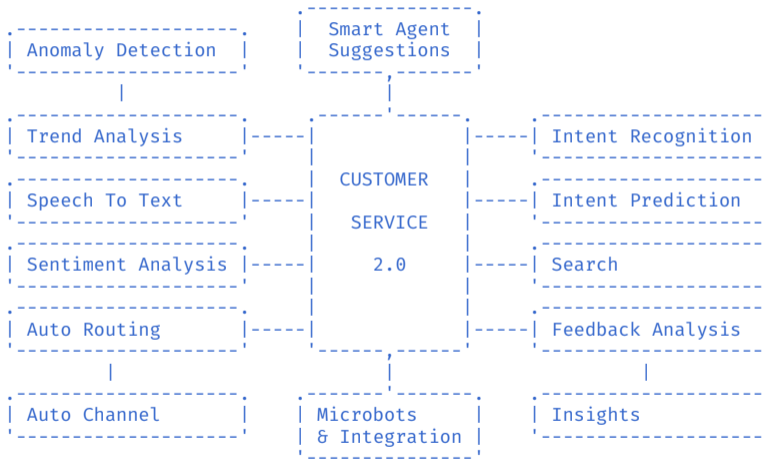
- λ Automated solutions have lowest cost
- λ 24/7, no delay for customers
- λ Converting to live-chat, the most efficient channel
- λ By solving most frequent, easiest problems, our agents can focus on complex cases

Current results

- λ ML-based model that recognizes intents (topics) of customer
- λ Gives suggestions to current implementation
- λ Context-based prediction of intent (predicting relevant FAQs for customers, agents, etc)
- λ A/B test soon, measure impact on interactions, nr. escalations, etc.

THE PLAN

Modular approach

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| Anomaly Detection |      | Smart Agent |
'-------------------'      | Suggestions |
          |               '-------------'
          |                      |
.-------------------.      .------.------.      .-------------------.
| Trend Analysis    |-----|      |      |-----| Intent Recognition |
'-------------------'     |             |      '-------------------'
.-------------------.     | CUSTOMER    |      .-------------------.
| Speech To Text    |-----|             |-----| Intent Prediction |
'-------------------'     | SERVICE     |      '-------------------'
.-------------------.     |             |      .-------------------.
| Sentiment Analysis|-----|   2.0       |-----| Search            |
'-------------------'     |             |      '-------------------'
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| Auto Routing      |-----|             |-----| Feedback Analysis |
'-------------------'     '------.------'      '-------------------'
          |                      |                      |
.-------------------.      .------.------.      .-------------------.
| Auto Channel      |      | Microbots   |      | Insights          |
'-------------------'      | & Integration|     '-------------------'
                          '-------------'
```

Is het goed als we het gesprek dan gaan afronden?

ja

Beantwoord tot slot deze laatste vraag met ja of nee. Is de vraag, die je hebt gesteld aan Billie, beantwoord?

Je vraag of bericht

Bijvoorbeeld "Wat moet ik doen met een beschadigd artikel?"

Versturen