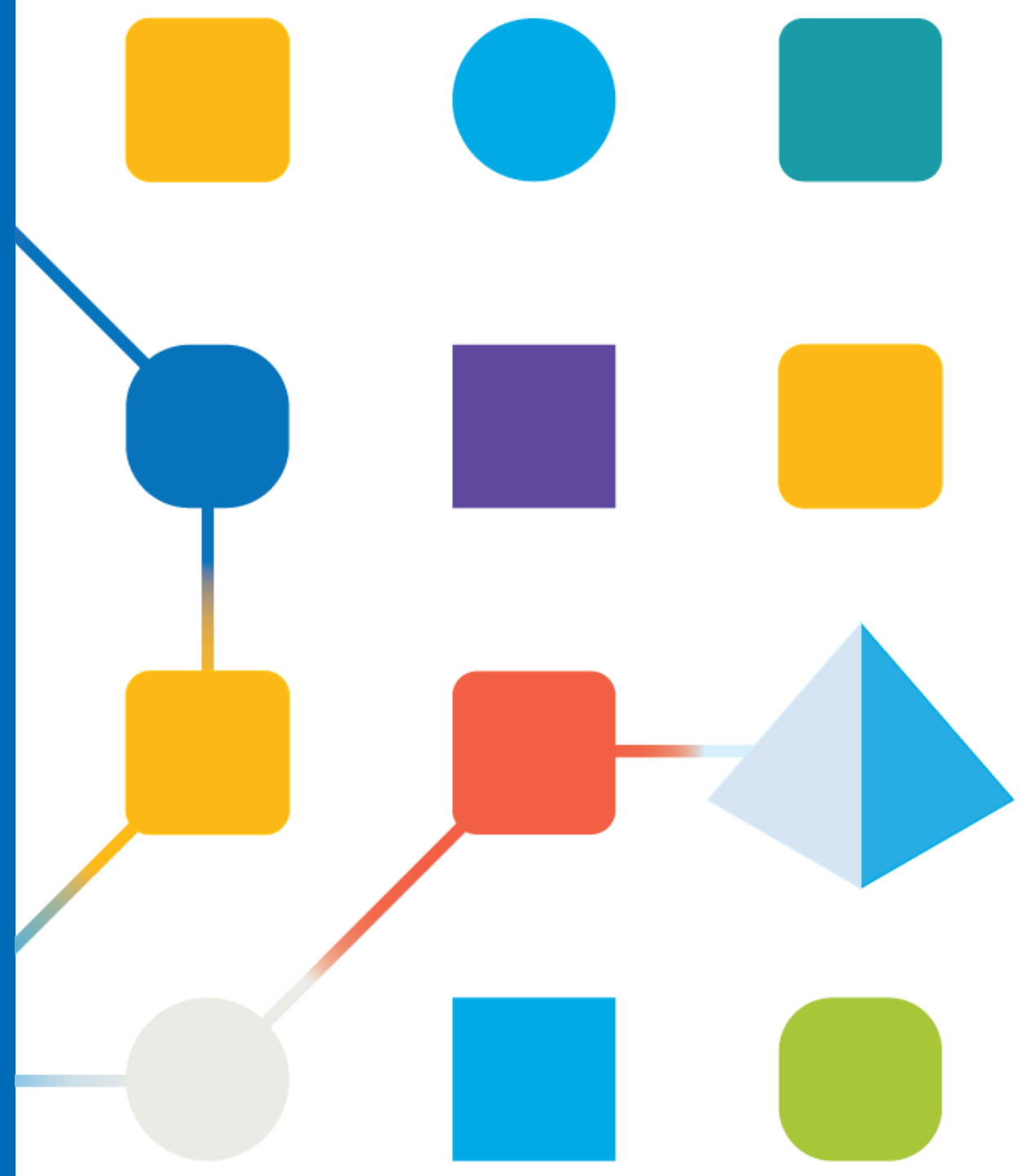


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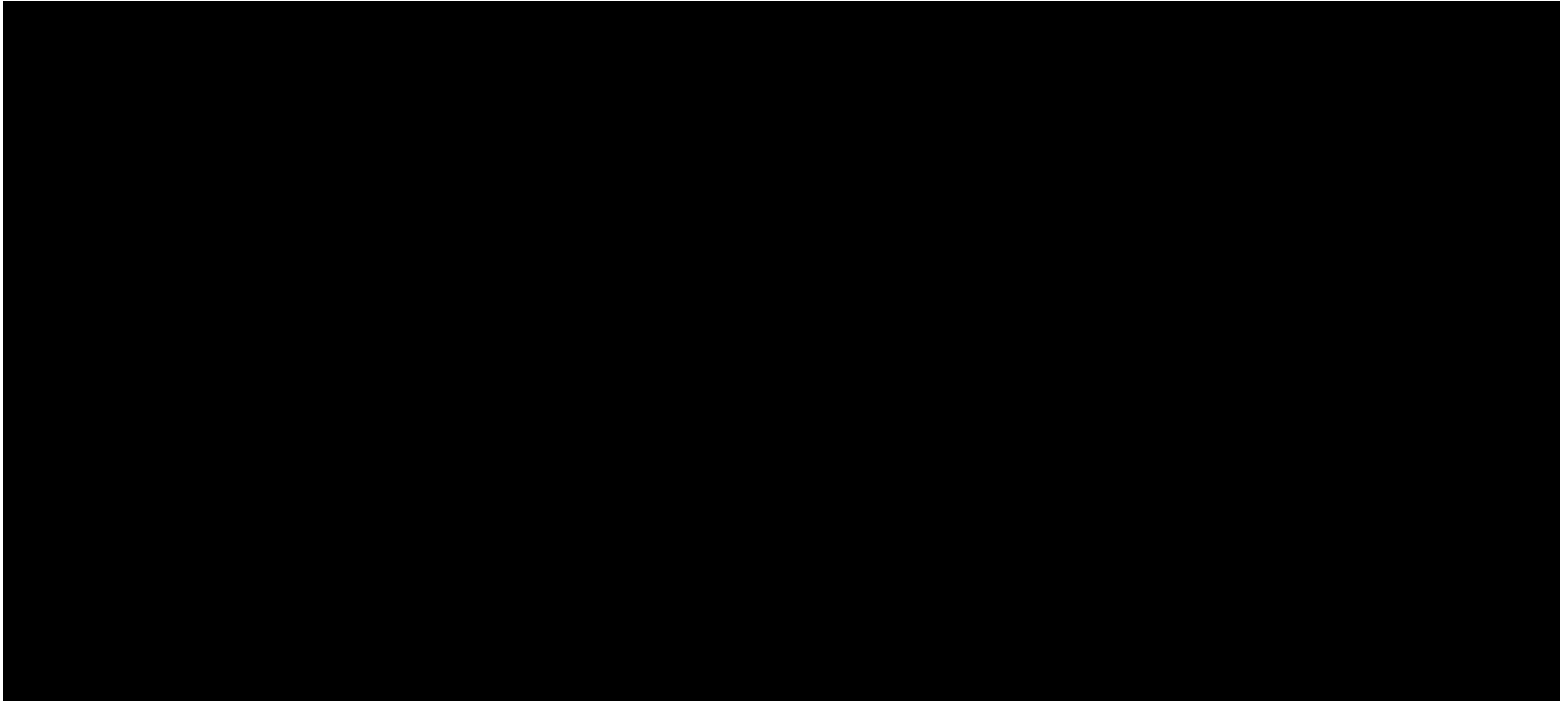
IDC EXPERT AGENT

IDC & Blue Prism 2021

Jörg Schwarze



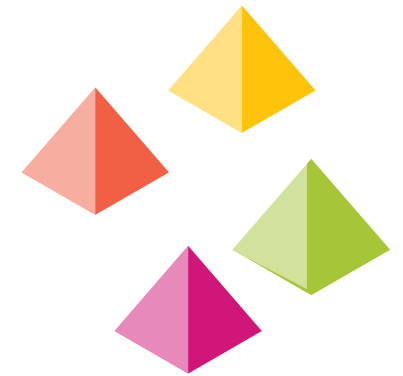
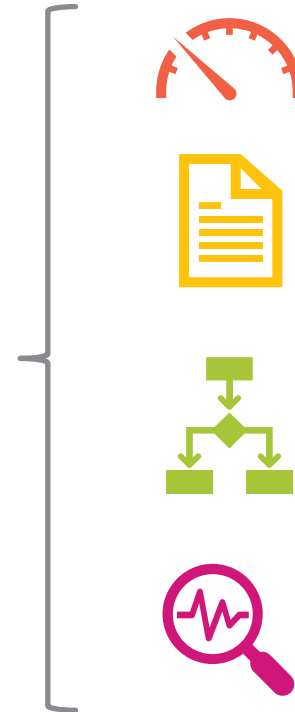
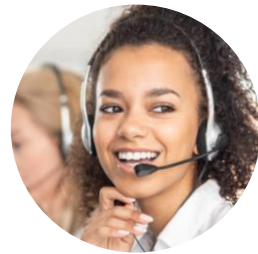
So wie das



Imagine a transformed experience



agents

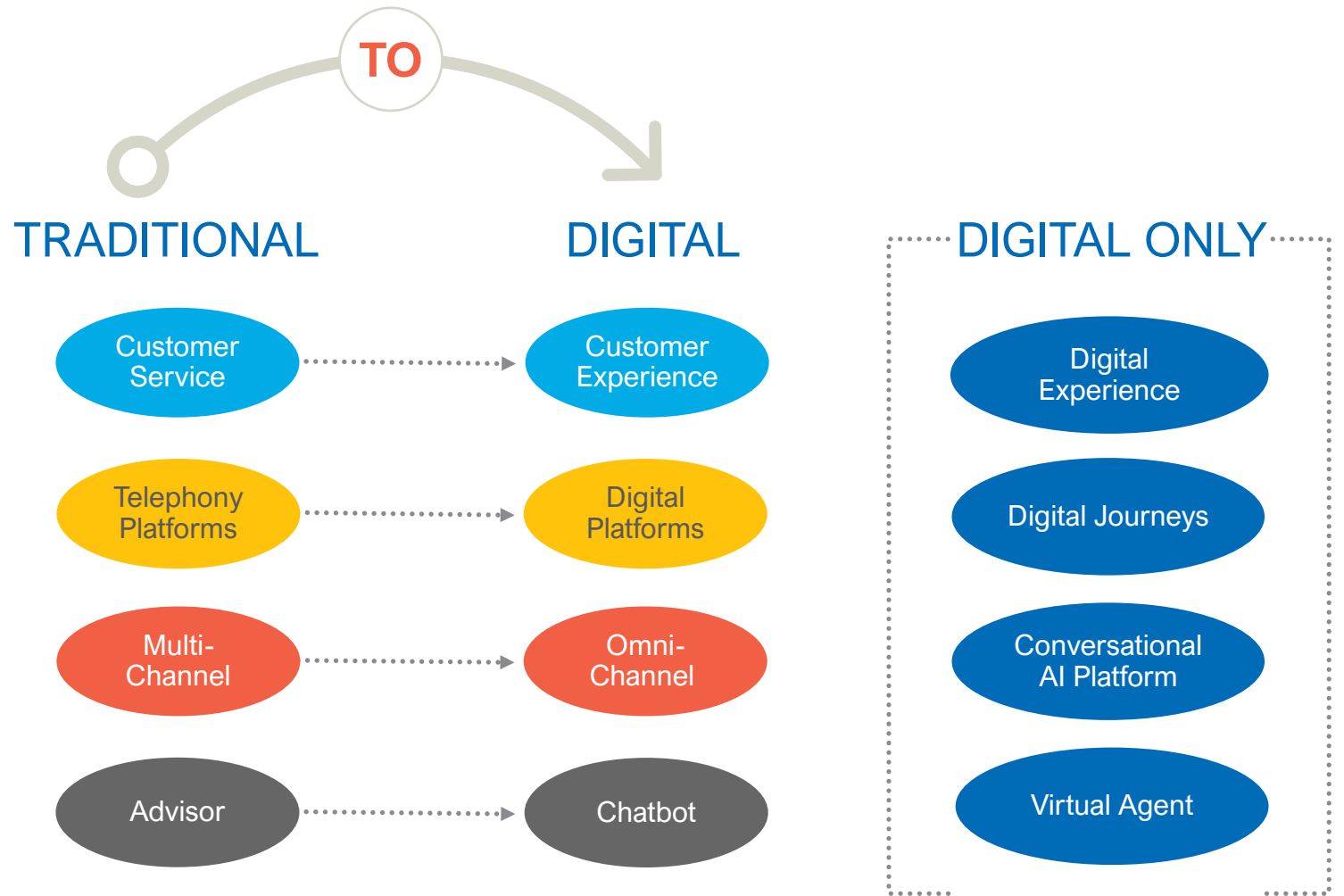


Where agents are empowered to support **omnichannel** customer experience in a **quick** efficient way, getting the **information** needed, dynamically support **decisions** in the call and provide **insights** for **next best action** and **customer advice**.

Digital Singularity

As we move more toward a truly “Digital World Economy” customer expectations are growing and becoming more demanding. Businesses need to change in order to keep pace with these ever-increasing expectations.

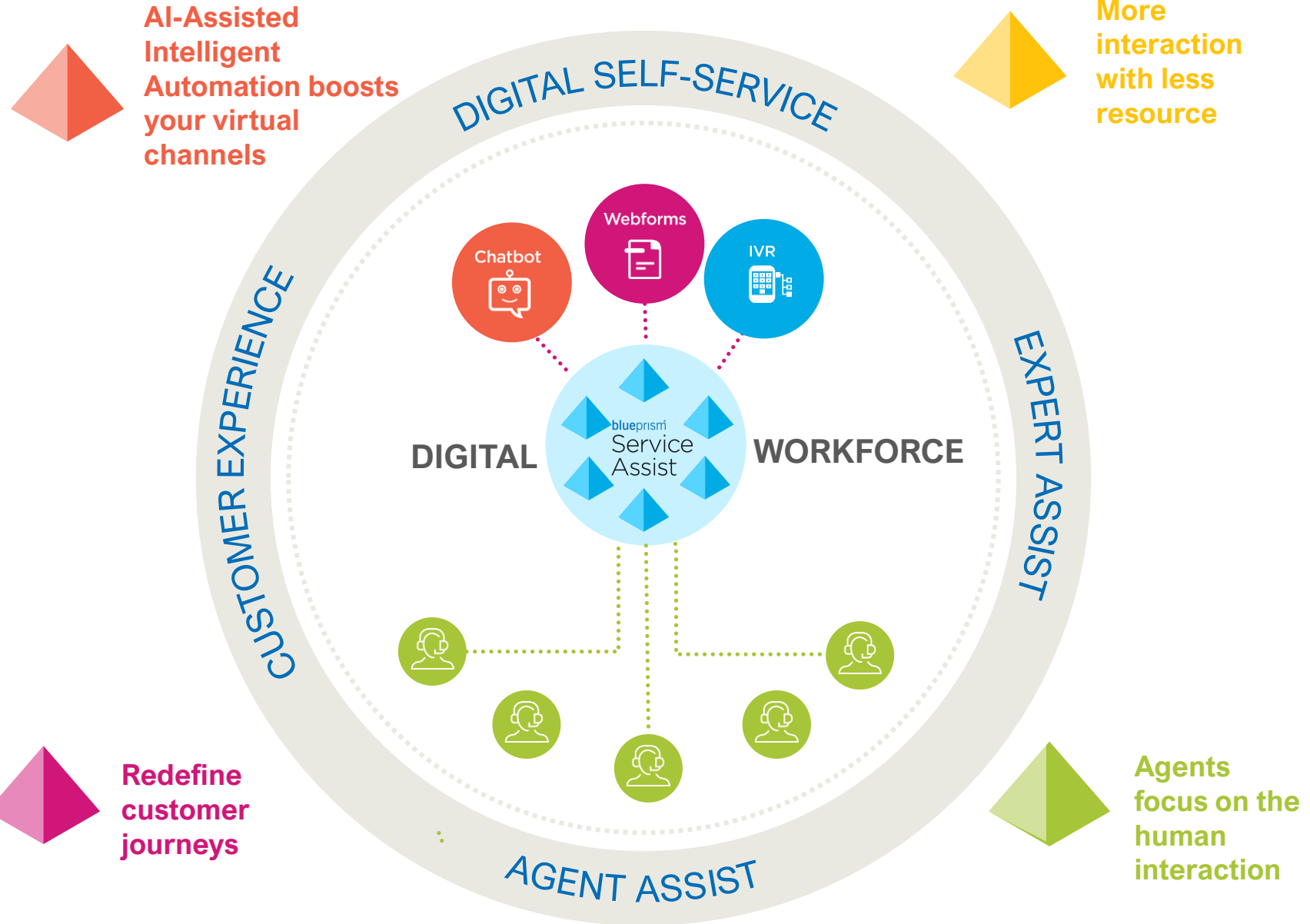
Managing new labor sources requires a different operational model.



Introducing Automation for CX transformation

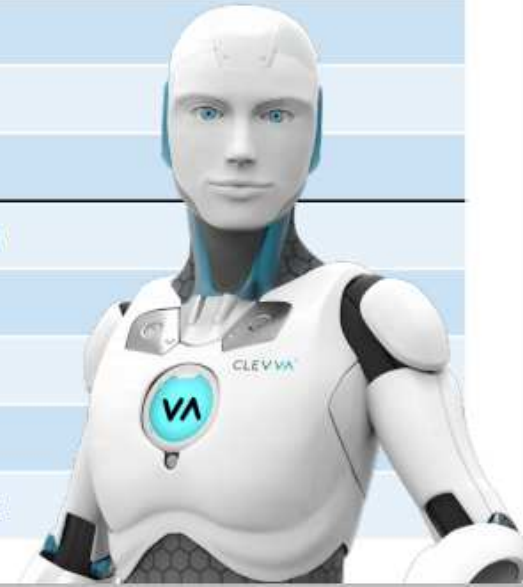
In increasingly mature and competitive markets, customers are looking for new ways to differentiate themselves in order to drive additional sources of revenue to bolster the top line, while reducing costs and improving their bottom line.

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Service Assist



An overview of a Digital Expert's capabilities

	What I can do	How I do it
SALES	Customer needs analysis	Navigate users through the best possible line of questioning to unpack the customer needs/problems
	Primary offer pitch scripting	Navigate users through most effective sales pitch and solution to the customers need/problem
	Cross sales offer pitch scripting	Navigate users through contextually relevant cross sales pitches for based on the customers needs/problems
	Offer contextual sales & marketing content hyperlinks	Navigate users through contextually relevant hyperlinks to existing sales and marketing content
	Prompt appropriate terms & conditions	Navigate users through appropriate terms and conditions given the context of the situation and type of customer
	Objection handling	Navigate users through the most contextually relevant script and content to handle objections
SUPPORT	Disambiguate the query	Navigate users through the right questions to probe the initial query to determine exactly what is being asked
	Diagnose the problem	Navigate users through the right line of questions to diagnose the root cause of the problem
	Identify related problems	Navigate users through the right questions to confirm possible related problems
	Offer contextual support content hyperlinks	Navigate users through contextually relevant hyperlinks to existing support content
	Offer appropriate solutions	Navigate users through the most appropriate solutions to solve the root cause of the problem
GENERAL	Situational analysis	Navigate users through the checking relevant environmental variables to shape decision making
	Process compliance	Ensure user adherence to companies policies and procedures
	Automated wrap-ups and reporting	Automatically wrap up calls and generate call reports
	Work with Blue Prism Digital Workers	Integrate with Blue Prism Digital Workers to perform tasks on 3 rd party systems
	Synchronise with 3 rd party master data	Integrate with external master data to ensure products/solutions/content is automatically aligned



THANK YOU!



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A Digital Workforce for Every Enterprise