

LatCall

Contact Center AI



Introduction

LatCall is Lateetud's AI powered Contact Center solution. LatCall uses advanced contact center AI with Robotic Process Automation (RPA) to deliver faster call resolution and enhanced customer satisfaction in the contact center.

Challenge

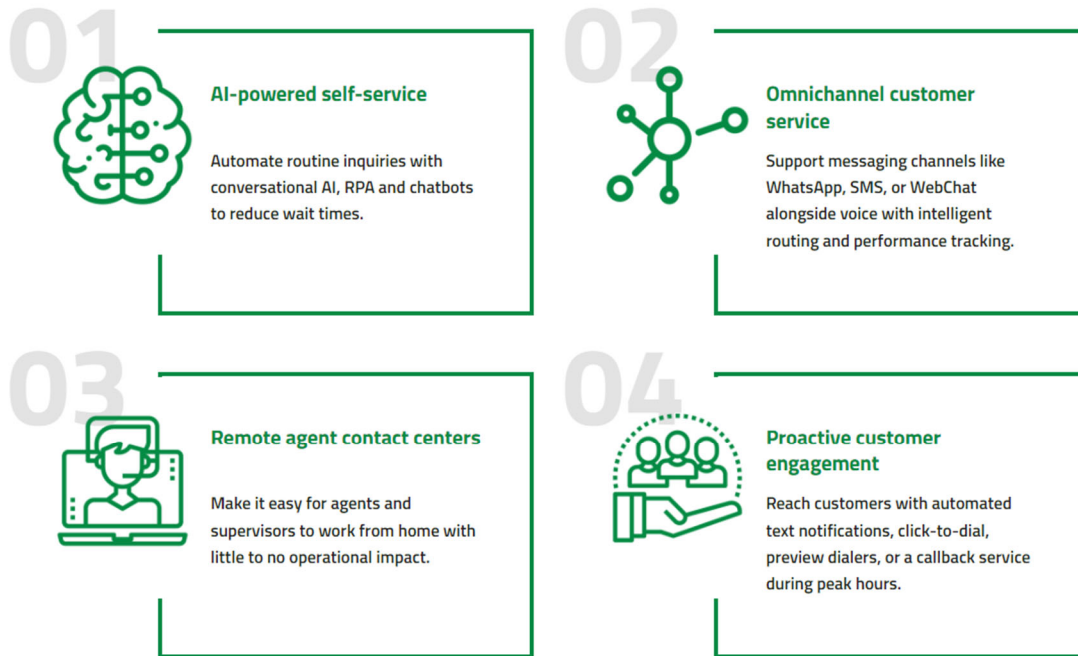
The Contact Center is the central unit where an organization manages all customer interactions and services through various channels and platforms. This makes the contact center critical in defining the customer experience management. Listed below are certain challenges that contact centers face :

- Increasing client expectations: Contact center managers constantly deal with erratic customer expectations. The pandemic has increased the stress on online and virtual servicing like never before. Increased social media influence and competition has also influenced client expectations.
- Low agent engagement: repeated nature of call servicing and complexity of data systems in the backend can cause general disinterest and lack of motivation to deliver among agents.
- Technology dependency: Contact center agents who work on manual systems are heavily reliant on the organization's software and data systems to complete their tasks. This forces them to be present in person in the company premises to take the calls and queries.
- Attrition rate: The contact center industry faces one of the highest attrition rates. This causes large overheads of onboarding and training costs to the customer when the job dependency is high on human workforce.
- Falling First Call Resolution: Very often, customer queries involve complex processes which increase wait time and reduce FCR. Increased wait times and call transfers to multiple agents drastically reduce customer satisfaction.
- Budget Constraints: Human worker intensive jobs cause significant cost overheads. This is especially a challenge for companies that work on tight budgets and funds.
- Multichannel scalability: With increasing demands to serve customers through various channels and platforms, there is a need for agents to skill up and manage these multiple channels.

To solve these and many more challenges that a contact center faces, Lateetud identified a need to create an adaptive and scalable contact center AI solution that intelligently automates the call center automation process to increase first call resolution and customer satisfaction.

Solution

The four major components of the LatCall solution are:

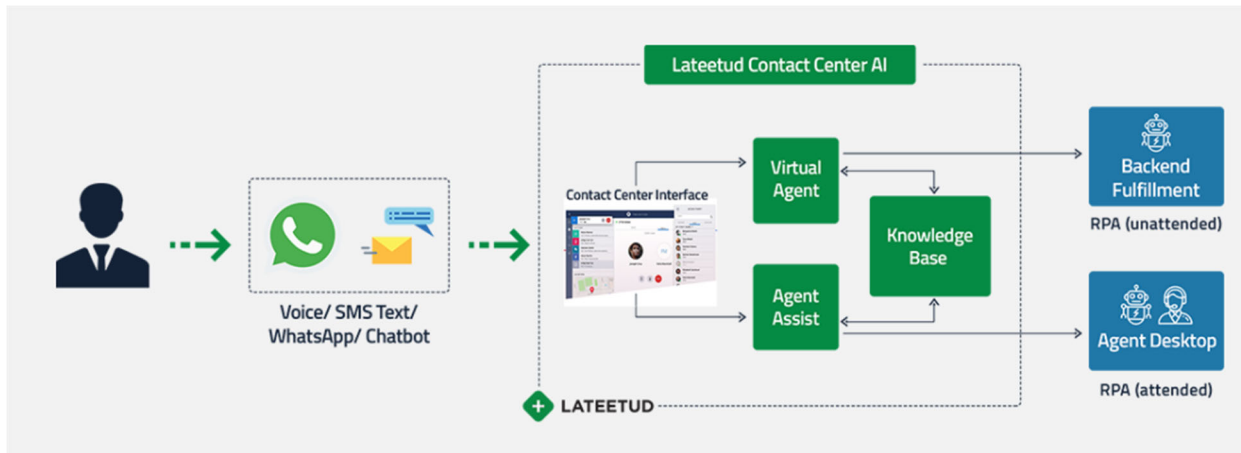


Customers can connect to the Contact Center solution through any of the various supported channels. Chatbots or voice bots will gather information and query from the customer by providing various input options. At any point, the customer has the option to transfer the call to a live agent.

Artificial Intelligent that is integrated into LatCall analyses the sentiment of the caller and provides a LatScore. LatScore is established based on the customer's interaction as well as their call history.

LatScore is a powerful scorecard that brings together Workforce Optimization (WFO) and Workforce Engagement Management (WEM). LatScore enables the live agents and call center managers to spot trends and identify issues before KPIs reflect issues like drop in sales or NPS scores.

LatCall also transcribes the call into text and presents this in a single-pane information dashboard with other relevant information for the customer query. This single pane view collates information from the CRM, Billing and ticketing systems reducing the average handle time by a large extent.



RPA bot automatically updates the back-end system with call details. A prompter module is also integrated with the LatCall solution to intelligently analyze the conversation and suggest possible outcomes and resolution to the agent.

Benefits:

- Single-pane view collating all required information reducing Average Handle Time (AHT).
- Increased agent job satisfaction by automating redundant work.
- Flexibility for employees to work remotely increasing personal safety and health benefits.
- RPA bot interfaces with data systems to timely orchestrate query resolution increasing First Call Resolution (FCR).
- LatScore creates a scorecard to analyze customer sentiments helping managers to reduce negative business impact and resolve issues faster.
- Intelligent call sentiment and transcribing functions significantly reduce After Call Work (ACW).
- Increased Call Deflection through self-service and agent assist.
- Enhanced customer experience and increased satisfaction.

Conclusion

LatCall is the best-in-market automation solution for your Contact Center process. The solution, powered by Artificial Intelligence and Robotic Process Automation, is designed to have an adaptive and scalable model to automate most of your customer care center operations increasing customer experience, employee retention and First Call Resolution (FCR).

About Lateetud

Lateetud is a global award-winning Intelligent Process Automation company. Lateetud is focused on providing Intelligent Automation solutions to the banking industry to automate loan origination, loan onboarding and loan servicing. The company provides software, solutions and implementation for Robotic Process Automation (RPA), Business Process Management (BPM), and Data Extraction - often fueled with cognitive capabilities such as natural language processing and machine learning. Implementation services include architecture setup, training, deployment and governance best practices, and shoulder-to-shoulder automation modeling. For more information, please visit: www.lateetud.com.





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