altitude

ROYALE

High Stakes

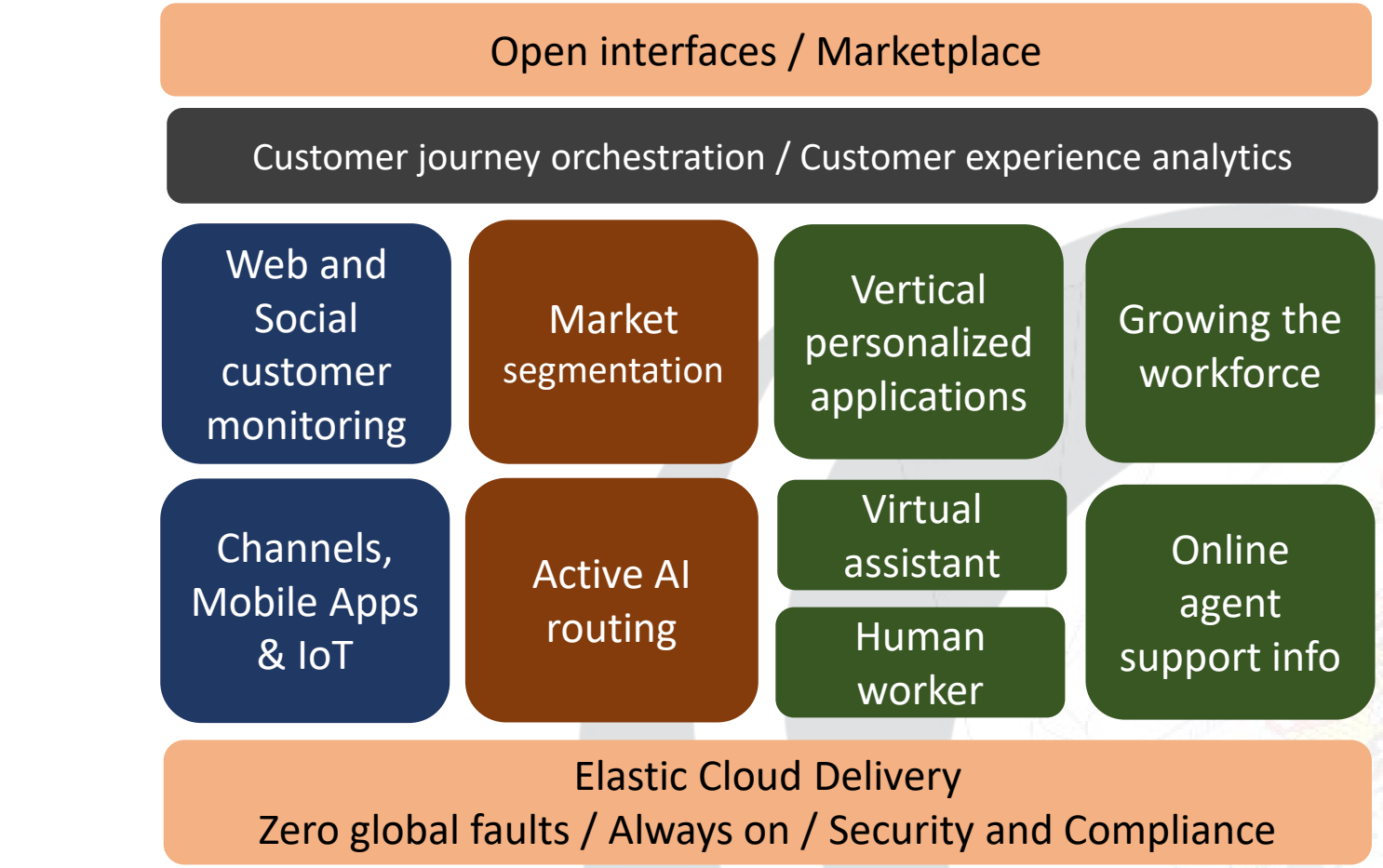
Miguel Vital

CTO @ Altitude

Presented by Mário Silva Pereira

Customer Engagement Evolution

- Infrastructure
- Customer connection
- Routing
- Workforce optimization
- Customer Journey



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Most relevant technologies

Virtual assistant

Knowledge from information

Active AI routing

Cloud 2.0

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Virtual assistant

The new role of humans

All the interactions handled by humans

IVRs doing routing and handling simplest problems

Programmed virtual assistants based on AI taught by IT

Fully generated virtual assistants

Less; more skilled; better payed; less rotation

Altitude is investing a lot on this area of fully generated virtual assistants

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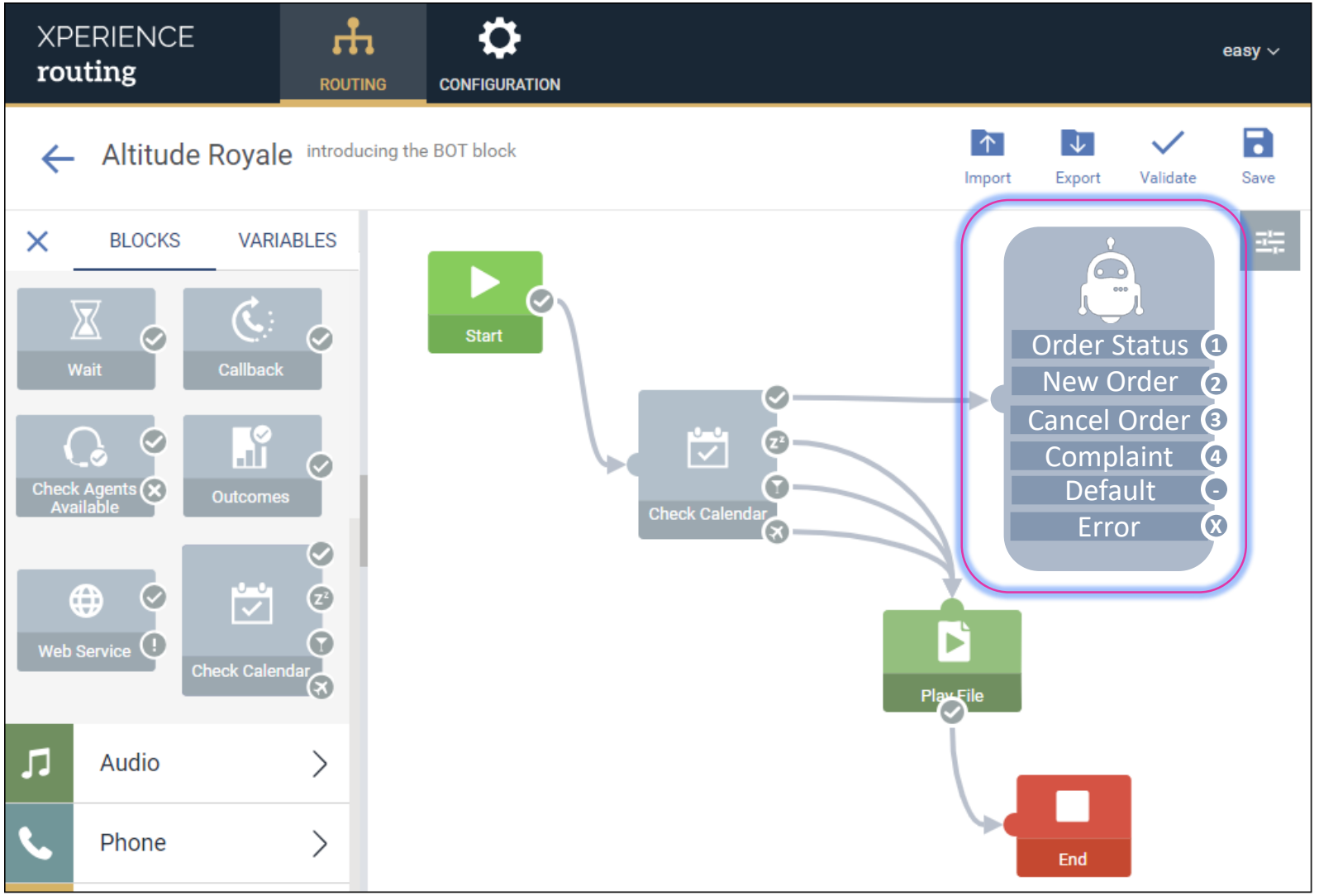
Virtual assistant academy

before reaching the human level …

Effective service depends on predictability, super powered Virtual Assistants are not there yet…

Past the initial hype true bot implementations tend to address well defined scenarios...

Visual tools to simplify the IT job are critical for a successful implementation



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Virtual assistant academy

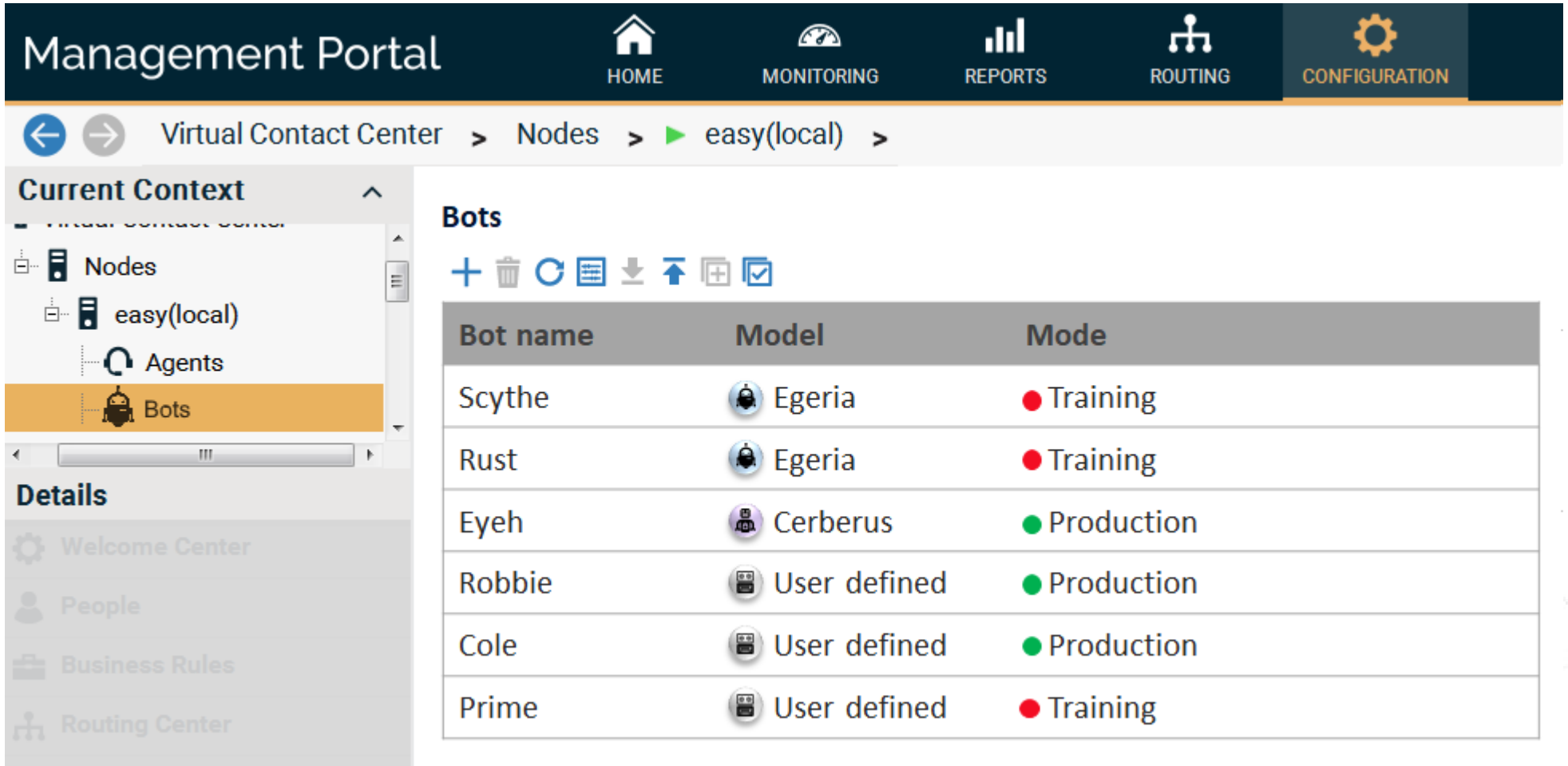
bridging the gap to humans…

Virtual assistants become agents…

Virtual assistants and agents use the same application…

Selected agents act as Virtual assistants Trainers…

Virtual assistants in training are instructed by Trainers while facing clients.



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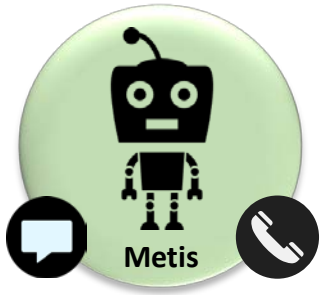
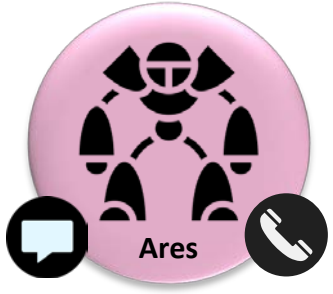
Virtual assistant academy

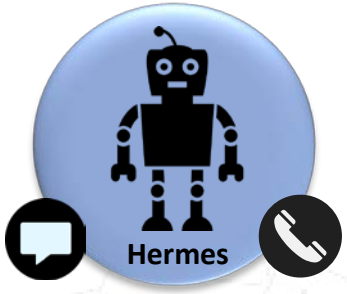
built-in models



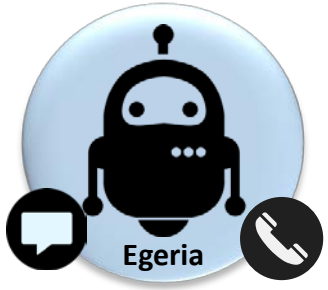
Survey model (Metis)



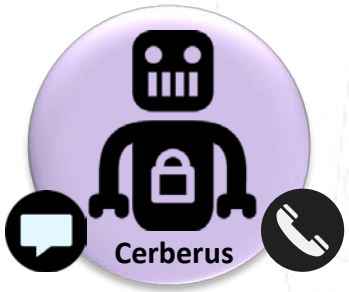
Debt collection model (Ares)



Marketing model (Hermes)



Answer model (Egeria)



Authentication model (Cerberus)

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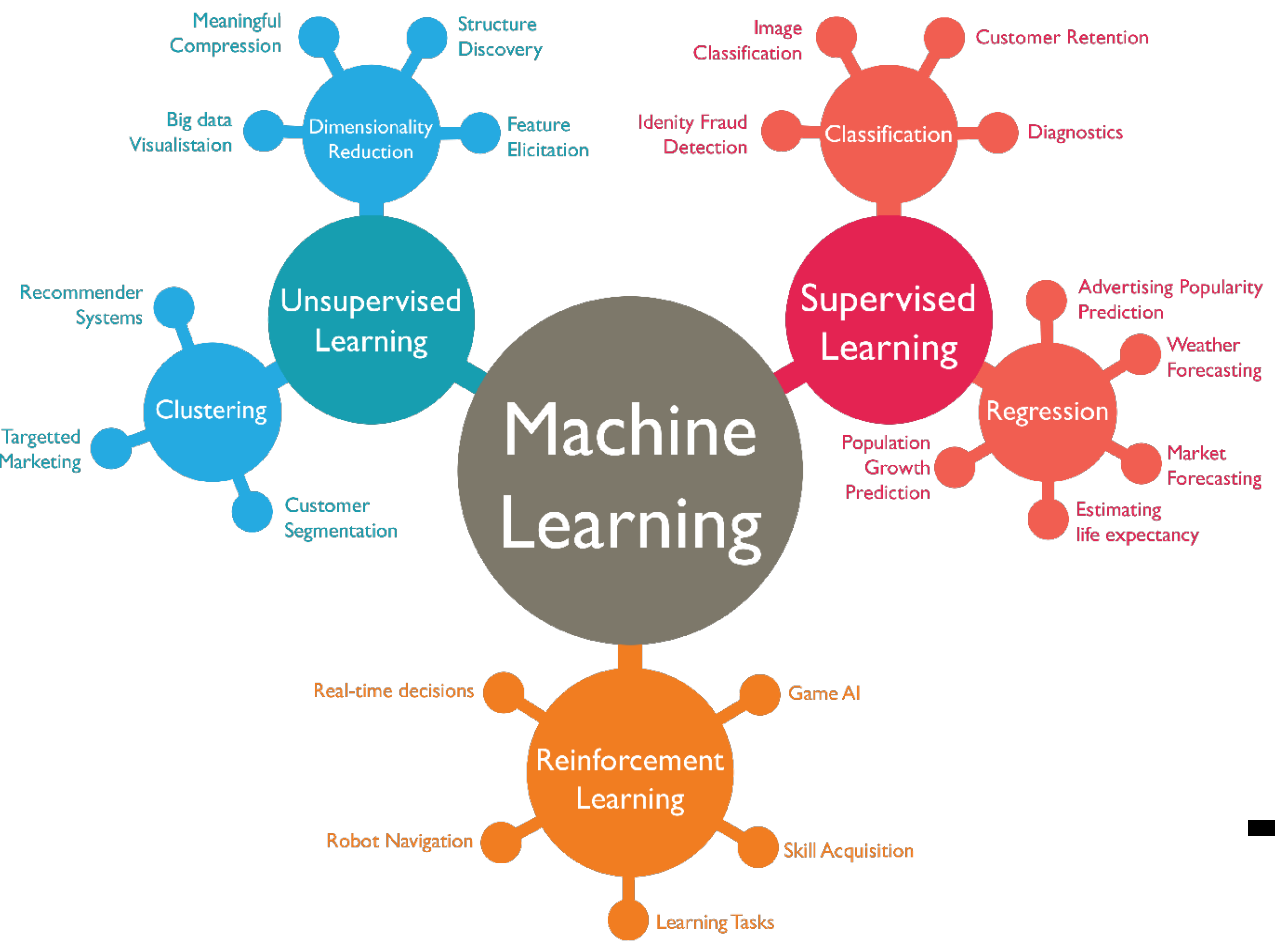
Knowledge from information



Natural Language

+ Outcome predictions

Performance evaluation

+ Marketing segmentation

Virtual Assistant

+ Active Routing

From understaning to action: Better results less costs

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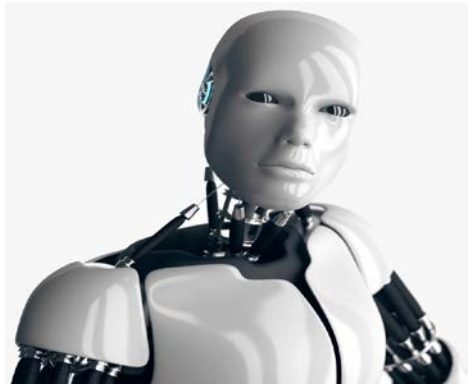
Active AI routing



Finding the best fit
Human agent / virtual assistant

- Human profile
- How is the customer
- NPS from previous interactions
- ...
- Customer journey
- Current channel (vs customer journey)
- Customer sentiment

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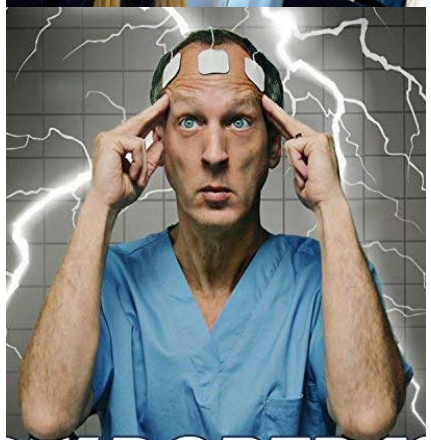

Content

Cost

Active AI routing

Optimize cost and service deflecting customers to a less expensive media

Push content to self service less expensive media

Active AI routing

Select the best group depending on average group performance for a particular customer and customer situation

Active AI routing

Interactions delivered to agents with suggestions (from a knowledge base) on how to approach the client in that specific context.

Reaching the client through the preferred/most suitable channel for every context.

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Cloud 2.0

1997
Cloud Computing

1970
Virtualization Software

2006
Amazon EC2/S3

Now
Serverless computing

2004
Virtualization

1993
On premises release

2009
Altitude Cloud 1.0

Now
Cloud 2.0

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Cloud 2.0 – building blocks

Global, resilient and affordable serverless computing, with all the tools needed to deploy and develop professional application on a global scale.

Breakthrough in hardware sharing allowing to reduce operating costs and optimizing further the real time applications support

Made after the well known Borg project it's the cornerstone for elastic behavior and extended reliability of the system

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Cloud 2.0 - architecture

Mature and solid development pattern is now used in modern organizations assuring

- Isolation of software modules
- Standardization of interfaces
- Perfect fit for large scale devops teams
- Replacing one microservice is possible to fix a defect or change the behavior of a particular module

Coupled with application state kept in real-time databases

- Elasticity
- Multi-tenancy
- Perfect fault tolerance
- Perfect memory leak tolerance

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Cloud 2.0 – Business

Peace of mind

- Pay as you go – grow with the business
- Incremental and fast new functionality
- Natural pay per use
- Vendor monitoring
- Always on
- No IT operations
- High availability per design

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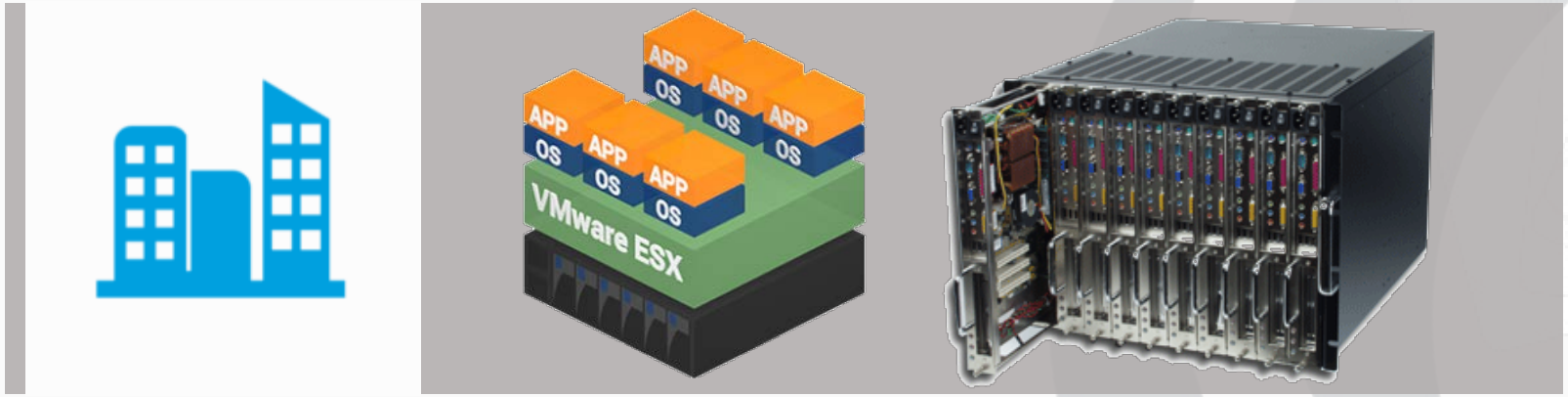
Cloud 2.0 – Non-stop evolution



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Thank you