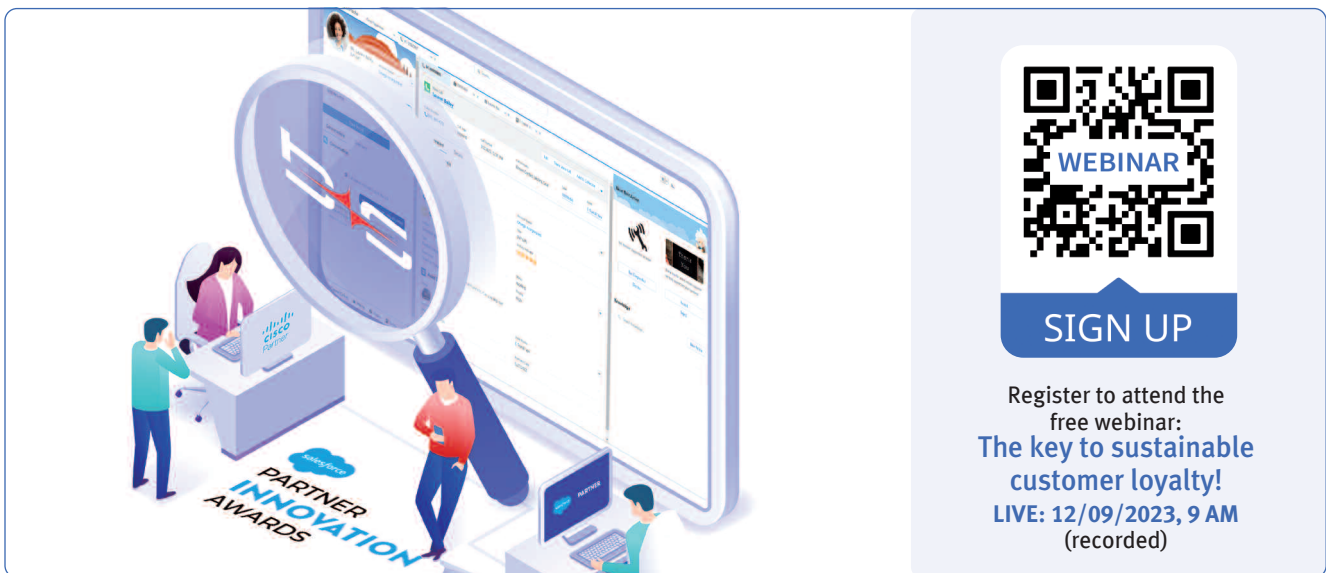


Secure, AI-powered customer service

WITH SALESFORCE GPT CLOUD & CISCO CONTACT CENTER

Jürgen Schick, CSO at contact center specialist Bucher + Suter, explains in an interview what contact centers should pay attention to in order to ensure a seamless agent and customer experience. Plus, how Salesforce's customer data and AI power and Cisco's security and contact center power can act as a dream team to help ensure voice automation is secure. Bucher + Suter has several hundred contact center customers using Salesforce and Cisco solutions worldwide.



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TeleTalk: Voice automation with live and AI agents is one of the most important topics on the agenda of contact center decision-makers. How is the topic of AI prioritized among your customers today?

Jürgen Schick: With GPT, AI has become hugely relevant in society and in the business world. AI makes the world smoother for the customer. It becomes easier to solve problems and tasks individually and efficiently. AI and

automation are top priorities for our customers today - in part due to the enormous saving potentials made possible. Contact centers are under pressure to provide better service in a more efficient manner and to increase security against cyber attacks. Service quality and security up, staff shortages and costs down - that's the name of the game. AI supports the entire customer journey. Nowadays, the technology has reached a level that makes it superior to humans in some areas. It recognizes

why the customer is calling, what mood he is in, can do this in several languages at the same time, has access to a great deal of customer information and AI knowledge management, and thus finds the right solution, right away.

Can you give an example?

Schick: Think of the peak phenomenon. We work for a large, global insurance company, and when catastrophes like severe weather occur across the world,

thousands of concerned customers get in touch simultaneously in a very short time. For instance, hail damage. Usually, we would ramp up the contact power with customers in the shortest time possible, in other words, bring in other departments or contact centers to deal with it and connect them with intelligent routing. The challenge here is that not everyone is equally familiar with hail damage or has access to the systems and data. Now, the majority of callers are served with an AI self-service and the remaining customers are immediately offered a top-informed agent. Via Agent Assist, through the AI listening in on the call, the agent receives all the essentials on his monitor in real time and can immediately offer solutions. Even a suitable insurance policy for elementary damage if the customer does not have sufficient insurance cover. Customers enjoy great service with no waiting time, the insurance company gains upsell potential while reducing the number of specialists required, and CC managers suffer lower levels of peak-time stress.

How should companies position themselves therefore?

Schick: For starters, it's important to have a cloud-based control of customer data across all channels. Salesforce is well positioned in terms of customer data management and with Einstein GPT and the GPT Clouds to deliver a truly seamless customer journey. And when it comes to voice automation, we step in with our expertise and out-of-the-box integration into Webex Contact Center. This allows companies to jump on the new AI trend. Data flow, AI and the work of contact centers must be of one piece - maximally secure and protected considering increasing cyber-attacks. That's why we recommend a combination of Salesforce Service Cloud Voice powered by the world's leading CRM platform and Cisco's Webex Contact Center, a modern CCaaS platform that follows



„Bucher + Suter combines the customer data and AI power of Salesforce with the security and contact center power of Cisco.“

Jürgen Schick, CSO at Bucher + Suter

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Cisco's exceptionally high security standards. We combine Salesforce Service Cloud Voice and Cisco out of the box to create an end-to-end solution and the most secure public cloud in the market. This offers many advantages: contact centers optimize waiting time, abandonment rate, call duration and first interaction resolution rate! Whether using IVR, voice- and chatbots, email, WhatsApp and/or a human agent. Call controls reside in Salesforce, which is where customer data resides. Callers are automatically identified and agents are given a 360° customer view before a call comes in, in addition to always suggesting the next best action via Agent Assist. This streamlines interaction handling and significantly reduces manual follow-up (AHT). Agents no longer have to waste time switching between applications and searching for information, customer and agent satisfaction increases demonstrably, and in parallel, efficiency in the entire contact center increases significantly.

With the use of AI automation, the staff-centered business model of contact centers will also change. Do you see this critically?

Schick: Humans should provide higher-value services, and thus answer emotional or complex inquiries; this should be the objective for all companies. AI and voice automation enable agents to adapt better and more individually to each customer and also provide cross- and up-sales. This further enhances the importance of contact centers. The number of jobs will decrease, but they will become less monotonous, more interesting and perhaps even better paid.

Discover,
why hundreds of contact centers trust Bucher + Suter to help them get the most out of their contact center and Salesforce investments: cloud.bucher-suter.com/eu/en/ccaaS/ #salesforce



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