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HRAIZH

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FACT SHEET

Drive self-care adoption with hyper-adaptive,
personalized customer service journeys



YOUR CHALLENGE

Despite significant efforts to enhance acceptance and functionality of self-care channels, resolution rates remain below expectations. Customers expect journeys to be effortless and concise. To meet these expectations, interactions need to adapt to new data, insights, and customer inputs. However, most customer support journeys are still characterized by lengthy and rigid processes. Once a context is set, customers face a series of questions, many of which may no longer relate to their actual issue.

IMPACT

The result: negative customer experiences. Customers feel misunderstood regarding their problem. Lengthy, complex interactions involve fixed dialog sequences and questions which the customer may have already answered. This leads to poor resolution rates, low adoption of self-care tools, and frequent escalations to human-assisted channels. Investments in reworking or extending existing journeys fail, as they do not address the core issue: a lack of adaptivity and a data-driven approach to customer support.

RESOLUTION

NBA AI transforms customer support journeys into adaptive, dynamic experiences. It leverages data from OSS/BSS systems, customer feedback, and new insights to continuously enhance and personalize customer journeys. This approach allows for seamless context switching at any point in the interaction. Additional information is used to personalize responses, while irrelevant questions are eliminated. For knowledge engineers, this reduces the complexity of modeling extensive processes. Customer support teams are enabled to create better customer experiences that drive self-care adoption. Ultimately, this approach ensures telcos achieve the ROI they expect from self-care solutions and agent guidance.

WHAT IS HRAIZN OMNX?

HRAIZN OMNX is a AI-driven omnichannel decisioning platform that combines a data-driven approach with the ability to structure dynamic customer interactions. By integrating hundreds of OSS/BSS data points and providing omnichannel functionality, HRAIZN OMNX is the basis for NBA AI to drive real-time decisions and personalize interactions everywhere.

Through a data-driven, adaptive approach, HRAIZN OMNX also provides needed reliability for additional GenAI features such as HOUDINI AI or CHAD AI.



WHAT IS NBA AI ?

NBA AI refers to AI-driven decision support - applicable in self-care and human-assisted channels. OSS/BSS and conversational data are analyzed in real time to always guide interactions with the most relevant, next best action (NBA). NBA AI transforms whole customer journeys to be as simple, as short and as effortless as possible - leading to improved self-care acceptance and cost savings.

Outstanding quality on every channel

Utilizing Omnichannel functionality of HRAIZN OMNX, NBA AI drives data-driven decisioning on every of your customer service channels without additional effort.

Continuous improvement

By constantly learning from past interactions, the AI model will continuously improve the accuracy and efficiency of problem solving, leading to constant improvements of key customer service KPIs.

Less effort to create and maintain

The dynamic, modular approach of NBA AI replaces complex and rigid processes and hard-coded decision trees, resulting in significantly less effort.

Swisscom Case Study

Utilizing the NBA AI approach, our customer Swisscom saved...



5.5 million € by shortening AHT



4.5 million € through better First Clear Rate (FCR)



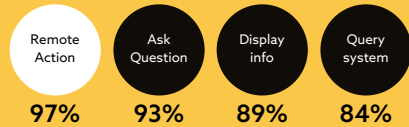
4.5 million € by reducing field service dispatches



3 million € through digital channel adoption

1 PREQUALIFICATION

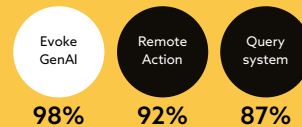
Leveraging real-time OSS/BSS data and advanced diagnostic capabilities, NBA AI pre-qualifies the customer issue to detect apparent issues and define relevant actions.



These actions are ranked by the AI as to how likely they contribute to a resolution.

2 EXECUTING AN ACTION & RE-MEASUREMENT

Once an action is executed, dependent systems are immediately re-measured to determine the impact. As a result, new actions with new rankings appear.



3 RESOLUTION & IMPROVEMENT

These steps of finding a relevant action repeat until a solution is found. Based on past interactions, NBA AI will continuously learn and find shorter paths to resolutions in the future.



Book a demo meeting



Visit the HRAIZN website