

AI + BPOs: What Your Brand Is Risking By Not Leveraging Both Now

How AI automation and BPOs work together to deliver better CX



thankful + OP360 + RedRoute
OFFICE PARTNERS

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Preface

The operational needle will never be moved without integrating AI with your BPO solution.

Oftentimes, when CX leaders and BPOs struggle with meeting SLAs or seasonal demand, they opt for adding more headcount. This maintains the status quo and repeats itself every year – leaving little room for operational excellence to grow.

So what's at risk? A decrease in customer retention, loyalty, revenue, and overall profit. Without those, what legs does your company have to stand on?

This ebook will walk you through the why for AI and BPOs, how it integrates and functions within your multichannel ecosystem, and a glimpse at the path forward to implementation.



The rise of AI + BPOs

Amidst the digital transformation and rapid e-commerce expansion, retailers are experiencing a surge in support tickets and immense pressure to meet customers' ever-rising standards.

To manage ticket volumes and meet consumer expectations many brands are turning to two of the leading customer service solutions; AI automation and contact centers. Providing businesses with the ability to be more efficient and scale their support, it's no surprise AI automation and BPOs are used by more businesses than ever before.

The adoption rate of AI automation and outsourcing services continues to increase every year. By 2025, AI is projected to power 95% of customer interactions, and the contact center market is expected to grow by over \$250 billion. This is the new landscape CX professionals need to take into account as they position their brand above the competition.

When evaluating solutions, it may feel like a choice between technology and the human touch. Both are necessary to keep up with today's CX standards – so why choose? When it comes to AI automation and contact centers, it doesn't have to be one or the other. The two solutions can be used together for operational excellence.

By combining the power of both AI and a BPO partner, brands unlock major efficiency gains and a greater ability to scale. Furthermore, AI automation brings an

unmatched level of speed and accuracy that is crucial to customer service success, while BPOs provide the necessary humanity and attention to complex queries.

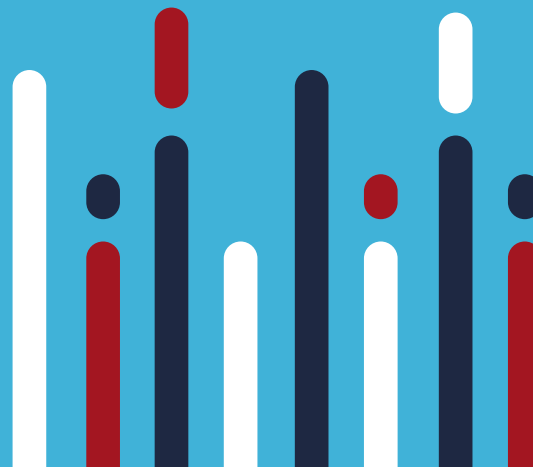
CX leaders who leverage AI automation with their BPO see the benefits. The strategy of combining these two solutions has serious traction:

in the next three years, the call center AI market is anticipated to grow by 67%!

To stay in step with the digital transformation and the pace of customer demand, CX leaders need to make proactive business decisions. Those that don't adapt will risk falling behind and lose revenue along the way.

So if you're not leveraging AI with your BPO partner, this ebook is for you. If you're using one and not the other, this ebook is also for you. If you're not leveraging either, this ebook is *definitely* for you.

Consider this your guide to the future of customer service operations.



Part 1: **AI Automation + Agents**



When used in tandem, AI and BPOs are the ultimate combination for a sustained digital transformation. An effective AI solution complements human agents; taking on large quantities of transactional ticket types so agents can focus on higher-value tasks that keep them engaged instead of enraged. It augments their performance, improves the overall work experience, and empowers them to deliver exceptional support.

The result? Companies that combine AI with human agents see a 61% increase in customer satisfaction and a 69% increase in employee satisfaction. Keeping customers and agents happy doesn't just keep them around; it boosts your bottom line! Customers with positive experiences spend 140% more and businesses with engaged employees outperform competitors by 147%.

Here are some of the ways leveraging AI with your BPO can improve service experiences for your agents and ultimately your customers:

Reduce Repetition the Right Way

Agents spend nearly 90% of their time repeating answers to the same questions; it's no wonder repetitive strain is rampant among support teams!



Here's where AI automation comes in. While it's draining for humans to tend to the same task repeatedly, AI can handle large quantities of routine issues with consistency, ease, speed, and a greater amount of accuracy.

The most advanced AI solutions are capable of fully resolving common ticket types - saving agents from handling "track order" and "exchange item" requests all day long.

Agents Can Do What They Do Best



With AI taking care of tedious transactional tasks, human agents are free to tackle more complex and consultative tickets. Not only are higher-value interactions more intellectually rewarding, but 79% of agents say their skills improve from solving these queries. When agents are able to focus on connecting with customers and honing their skills, they are able to deliver a higher quality of service.

Combat Burnout and Churn



Even before the pandemic, over half of customer service employees felt burnt out on daily basis and the turnover rate was more than twice the national average. When burnout and churn occur, it impacts brands' ability to scale and brings down service quality. By leveraging AI automation, service organizations can reduce repetitive strain and alleviate stress. When agents are under less pressure and able to work on more meaningful tasks, they'll be less susceptible to burnout and churn.

Machine Speed

It's imperative for brands to provide quick support. 89% of customers consider the speed of response and resolution to be the most important aspects of service experiences.



Even the quickest and most productive agents can only resolve so many queries in a day. An AI Agent, on the other hand, does not have a ticket capacity. It responds to customers in a matter of seconds and reduces agents' workload so they can provide faster service too. With an AI Agent, service organizations have seen an 81% decrease in time to first response, and customer wait times drop by 55%.

Scale Without The Stress



Not only does AI easily handle large volumes of tickets, but it has autoscaling capabilities and can take on even the most rapid and unprecedented ticket spikes. This alleviates fatigue and pressure on agents while enabling brands to continue delivering high-quality service during daily fluctuations, hypergrowth, and peak seasons.

To increase the speed, accuracy, and scalability of their support operations, companies seek out either an AI technology or a BPO partner. But the brands that combine the power of both solutions are taking their efficiency and the quality of their support to the next level. It's the best of both worlds; high tech and human touch.





Part 2: **Make it Multichannel**



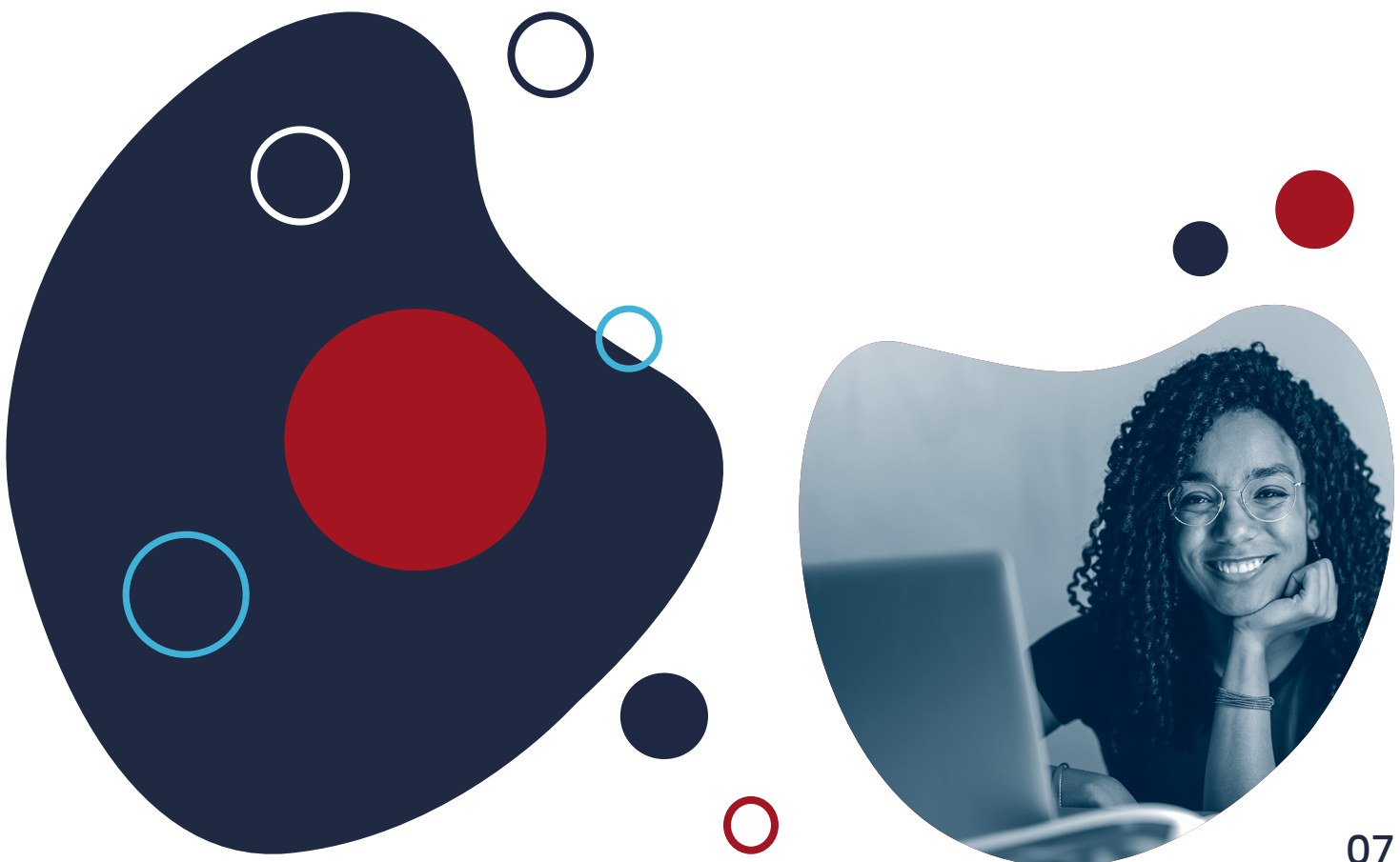
From text-based communication channels to voice support; service orgs should offer it all. We live in a world of options; when customers want help they want it on their time and via their preferred channel of choice.

Not only do brands need to provide a multichannel approach to the customer experience, but it needs to be unforgettable and undeniably easy to use. Easy on both the customers and on the company that—across big operational contact centers and support teams—is implementing multichannel service strategies.

Interestingly enough, over 69% of people still prefer to have their problem resolved on the phone – a channel that is often not automated. That means that phone and voice—alongside the immensely important options of text, chat, and other channels—need to be a key part of your automation strategy.

It's imperative to create a frictionless bridge of touchpoints across all interactions, both human and automated. Recognizing and ensuring that human engagement is available when needed holds equal importance in the overall experience.

In today's world, consumers expect more. Given the choice, most would choose a quick answer to questions over having to wait on hold – for any length of time. They'd prefer human interaction, but only if the problem is complex and needs contextual guidance from the customer to solve it. Otherwise, most would prefer automation within minutes – or better yet, seconds.



So how do you automate that?

For starters, the tasks that don't need human intervention—like order status or cancel subscription—shouldn't require callers to wait on hold for an agent to manage the inquiry.

The most common inquiries amongst customer service tickets are related to an order: status updates, shipping updates, and all other order-related issues. These are easy tasks to automate, and the results are multi-pronged.

For one thing, it offers customers quick answers to basic queries, improving CX metrics across the board and resulting in high customer retention. In addition, it frees up agents' time for more complex issues. More capacity with less manpower equals significant cost savings in CS departments.

When call volumes spike, the stress of the service organization goes through the roof. And guess what? That same stress is felt by the customer, who can sit in a queue line for over an hour to be given an answer that may only take a minute. Brands need to provide the flexibility that modern customers value and demand.

You already have the data at your fingertips. You know where these issues lie and what the next step is. It's just a matter of serving that up to the customer in a quick and friendly manner.

On that point, your automation doesn't have to be robotic or stuffy. It can most certainly be on-brand and human-like. Where there is equal part opportunity with choices, there is also an opportunity to create an experience that is unforgettable. This is part of the beauty of AI automation.



Part 3:

Integrating AI into Your Offshoring Solution

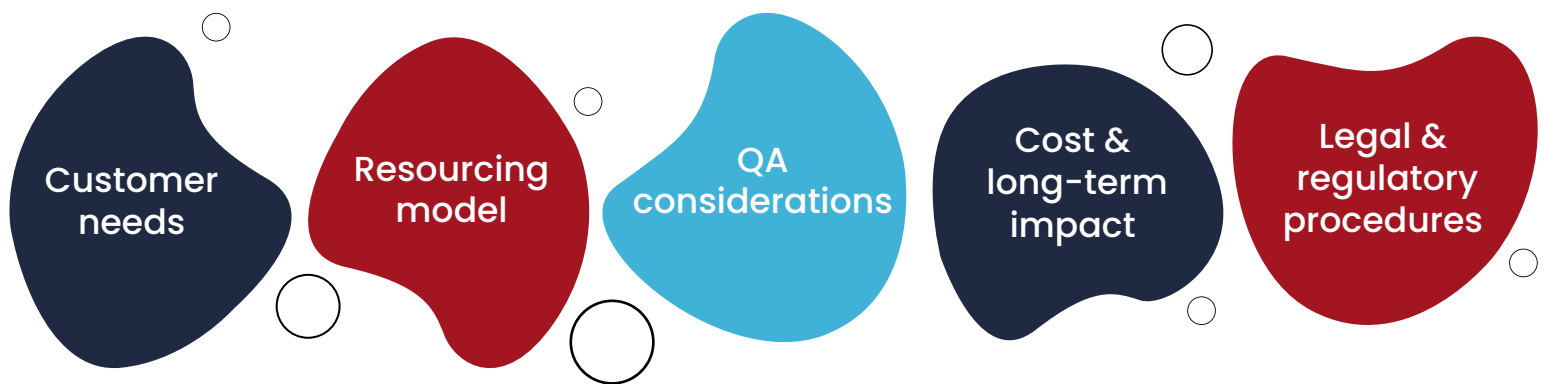


The impacts of the COVID-19 pandemic forced businesses around the globe to fast-track digitizing their business processes, modify business models, and explore new strategies to adapt to the new landscape.

Even before the pandemic, experts were predicting that consumer retail spend through AI would reach \$142B by 2024. The current landscape has further accelerated the need for BPOs to integrate AI into their support solutions to manage the demand for faster productivity gains and data-driven customer needs analysis.

Differentiating with AI automation enables BPOs to streamline workflows, proactively manage employee and customer sentiment, enable agent productivity, and reduce the margin of human error.

The value and benefits of AI will be driven by several factors:



The beauty of AI is that it can be built into every part of your BPO solution – from advanced gamification learning mechanisms to machine learning algorithms that predict a customer's response based on past history or trends. AI automation technologies can reduce the risk of human errors and increase agent productivity.

Powered by pattern recognition, machine learning, and natural language processing offer conversational AI that can deliver personalized, data-driven interactive experiences. Advanced AI technology is also capable of increasing contextual awareness and simulating a human-like interaction. It brings a level of personalization and sophistication to resolve Tier 1 and some Tier 2 level issues, freeing up agents to focus on the most complex issues that impact NPS.

Natural language processing (NLP) identifies and analyzes customer emotions through voice analytics and contextual processing. NLP tools not only provide you with data to drive revenue but also enable agents to deliver an improved experience by analyzing customer sentiment to offer up the “Next Best Action”. NLP is also a critical element of virtual assistants – serving as the brain to read and interpret customer delight or volatility. These technologies leverage algorithms that allow customer support programs to:

- 01. Determine agent empathy and compliance** – helping to guide decisions around training, hiring, and performance management.
- 02. Analyze customer sentiment** – helping you to proactively respond to customer complaints as well as improve products from comments.
- 03. Support ticket routing** – more accurately route inbound support requests reducing unnecessary transfers

AI is an incredibly powerful technology that can deliver meaningful results for your brand and your customers. But like with any investment, there are key considerations to recognize before adopting and integrating the technology.

Data Quality



The success of AI tools heavily depends on having relevant, accurate, and structured data. AI depends on data to operate, make decisions, and provide the insights required to serve customers. That’s why one of the first steps in preparing for AI implementation is ensuring your data is structured and accessible.

For best results, leverage AI models that are trained on high-quality data. Training AI in-house is time-consuming and expensive, but the right partner will deliver pre-trained AI models that are tailored to your business.

Understanding The Parameters of AI



To optimize the benefits of AI automation, you need to understand the best use cases. At the same time, it is critical to know when not to use AI. While it can do amazing things, AI is not a silver bullet. Using it when it’s not needed can cause errors and create even more work for agents.

The best way to understand the full scope of AI technology is by working with a partner that can provide the best practices for your brand’s specific needs.

Talent Management



BPO programs with AI integration requires rethinking the resources and skills you need to design, build, and maintain these systems. If you bring on a partner to perform these activities, coordination, collaboration, and communication will be key in ensuring all parties are aligned in delivering quality.

Part 4:

Taking Action



The key to success is having the right technology and BPO partner. For best results, you'll want to use advanced AI that is pre-trained and can align with your business to ensure customers receive responses that follow your policies and brand tone. In addition to being secure and effective, your BPO should understand how to build AI into its processes and get the most out of its capabilities.

The right partners will guide you through the planning and implementation; providing expertise on how to best optimize AI and a BPO for your business.

So what does the implementation process look like? It's quick and easy with Thankful, RedRoute, and OP360!

Thankful deeply integrates into your existing tech stack, allowing you to use AI automation across all text-based support channels; email, chat, in-app, SMS, and social.

Integrating Thankful within your helpdesk can take less than 20 minutes. Once deployed, Thankful's AI operates inside your helpdesk just like a human agent; routing, assisting, translating, and fully resolving up to 60% of incoming queries.

With RedRoute, the promise is set-up in 30 minutes or less. "We understand your tech stack, and we're integrated with your tech stack," says RedRoute CEO Brian Schiff. "Our powerful automation technology and voice AI lets you start automating in minutes, which means you'll see cold, hard data by the end of the day."

You don't need to know code, and—with RedRoute's out-of-the-box integrations that are turn on and turn key—that means

implementing your key integrations.

Artificial intelligence offshoring with OP360 connects businesses to a wide pool of highly competent AI and machine learning professionals. On top of that, OP360 provides cost-effective yet premium AI solutions. When Implementing AI into their BPO, it is important that brands choose an offshoring partner that has the resources and specialization to do the job. The understanding and higher competency the partner has when it comes to AI, the more the brand will be able to optimize its AI technology. OP360's artificial intelligence offshoring services help companies of all shapes and sizes meet their business needs. Thus, they can save time and money as they work with today's seasoned AI experts.

Offshore your artificial intelligence requirements to OP360's AI specialists. Uncover your business's full potential by taking advantage of AI operational solutions that are suited to your requirements. Artificial intelligence offshoring is the future of modern businesses!



Working Together For Better CX

To thrive in today's competitive climate, brands need to provide support that not only meets customers' needs but exceeds their expectations. Quick, accurate, omnichannel, and high-quality service are nonnegotiables.

By using the right AI automation tools and BPO partner, brands can check off those boxes all while alleviating the repetitive strain and stress on their support team. When better service experiences are created for customers and agents alike, it's better for your business.

Brands that leverage AI automation with their BPO are already setting a new standard for customer service. Now is the time to take action if you want your brand to have a part in building the blueprint and not risk getting left behind.



About Thankful

Thankful is an AI Solution dedicated to solving the post-purchase needs of customers, enabling brands to thrive in a customer-centric world by leading with service first. Trusted by the world's leading retail brands Thankful's AI works within every major helpdesk to route, tag, translate, identify sentiment, and fully resolve large volumes of issues across all written channels – email, chat, social, in-app, and SMS.

Want to see Thankful in action? [Schedule a discovery call](#) today!



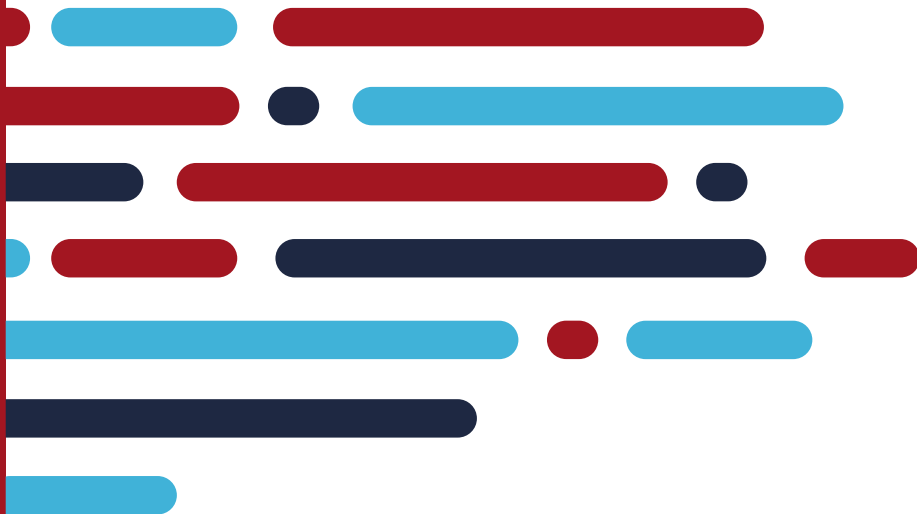
thankful

The image features the word "thankful" in a white, lowercase, sans-serif font. Below the text is a decorative graphic consisting of several horizontal bars of varying lengths and colors (blue, red, and white) arranged in a staggered, overlapping fashion, creating a modern, abstract look.

About RedRoute

We are your voice automation. We think one of the biggest areas to save on costs, especially during cuts and a downward trend economy, is to make your process more efficient where they require less human management. Our product provides a unique and automated way to turn the chaos of volume spikes and even the day-to-day inquiries, into a beautiful seamless experience. Double your capacity without doubling your budget After All, some of our biggest customers tried it during black-friday and it was a life-saver.

Grab your [free trial](#) today and test it out for yourself.



About OP360

OfficePartners360 (“OP360”) was founded in 2006 by experienced entrepreneurs as a relationships-first, workforce partner. Fast forward to 2022 and we are a full-service, fast growing solutions provider with thousands of global employees and clients ranging from mid-size corporations to Fortune 500 firms. Traits like resourcefulness, speed and innovative problem-solving? We’ve got them. Entrepreneurship is in our DNA, and we are laser focused on building and maintaining a transformative, high performing culture. We do this by communicating effectively, genuinely caring about our team (and the communities where they live and work), ensuring rapid career development for our strong performers and providing well above the norm compensation. Our long-term management retention rate is exceptional. Thanks to a combination of incredible people and progressive thought leadership, OP360 consistently provides a world-class customer experience. We have a unique perspective, helping clients focus on what matters – ultimately increasing shareholder value by reducing costs, improving SLAs, and growing top-line performance.

If you’ve been wondering how to save your organization a ton of money, be more productive, and rapidly expand your operation then our free guide is for you. Click [**here**](#) to download “The Future of Outsourcing in a Post-COVID-19 Environment.”

Contact OP360 today to jumpstart your offshoring venture.





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