Accelerate AI-infused customer experiences with EXL and Amelia

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White paper
Delivering effective, empathic customer interactions has never been more important. Achieving this at scale and speed is the gold standard for large enterprises—and AI will be the key enabler for this step-change.

A new consumer age is emerging, and with it comes a new set of priorities and preferences. Thanks to Amazon, Netflix, and Spotify, Gen-Z and millennials have grown up with personalized offerings and immediate experiences as standard. Hyper-convenient service is simply expected; interactions that don’t match up may well be the last ones with that brand.

The global conversational AI market is expected to grow from $4.8 billion in 2020 to $13.9 billion by 2025, at a CAGR of 21.9%.

Accelerating customer experience to the next level with EXL and Amelia through the conversational AI solution, Exelia.AI™

Whether it’s shoe or insurance consumers are buying, experience counts. And conversational AI sits at the heart of it.

So, where should the CX leaders start their journey? EXL proposes its scalable solution, Exelia.AI™, powered by Amelia, as the next step to delivering outstanding AI-infused customer experiences. Exelia.AI™ offers conversational AI capability which can be fully deployed and driving tangible value in just 90 days.

1 https://www.marketsandmarkets.com

https://www.exl.com
Guiding principles for introducing AI-infused customer experiences

The right enterprise mindset is a must for successful implementation. EXL defines a number of guiding principles that underpin the optimal approach:

- **AI is central to customer experience**
  Gartner cited AI as the number one customer experience trend in 20201 and, with at least one in three customer service interactions predicted to be AI-infused in the next year or two, AI is no longer a “nice to have” initiative. It’s here, and it is already shaping the future of how enterprises and customers interact. Organizational readiness, meaningful investment, and momentum are key.

- **‘Free choice’ replaces the Turing test as the critical litmus**
  Customers and end-users are already understanding the role of AI and accepting its ubiquity. But the long-term goal is for customers to actively choose an AI-infused experience—and every effective human-like interaction driven by conversational AI smooths the path.

- **The benefits of AI-infused customer experience go far beyond cost**
  Organizations that are implementing AI-driven customer experience solutions with only cost reduction in mind are missing the point and failing to capture swathes of additional value, like minimizing friction, improving customer sentiment and retention, and, crucially, shoring up operational resilience and driving transformation in the wider organization.

- **Transformation, not automation**
  AI-infused customer experiences, when driven by solutions like Exelia.AI®, have the power to transform the customer service function, not simply automate it. Bigger-picture thinking is a must.

- **This is a learning journey**
  Just as business leaders are learning and adapting, so is the AI solution, with machine learning constantly enhancing its performance. Transformations of these kinds are no “big bang”, no matter how profound the business benefits. They are an evolutionary, scale-and-expand process, powered by machine learning, insights, and leadership.

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### For example:

- Initial authentication and user validation
- Multiple data capturing elements in an interaction
- General queries like billing inquiries, status change, updating information, etc.

### Step 3

**Design a holistic customer journey map**

Build a 360º customer point of view to cover all possible touch-points. Clearly define priority metrics (speed and efficacy, outcomes, and customer sentiment) to track progress, ensure adoption, and deliver business value.

### Step 4

**Start a small scale and scale fast**

A conversational AI solution like Exelia.AI® can be deployed non-intrusively and can demonstrate tangible business value within 3 months, making it possible for companies to start with a single-use case and scale across the enterprise—in an accelerated manner—as they wish. This enables data asset creation to drive future insights.

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Millennials will pay 21% more to do business with companies who excel at customer service—

— American Express

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Myth: It takes 12 to 18 months for the conversational AI Solutions to deliver superior customer experience.

Reality: No code/low code solution with the ability to deliver tangible value in just 3 months.

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Myth: Conversational AI Solutions do not support multiple languages.

Reality: Amelia can support 100+ languages.

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4 Steps to deliver AI-infused Customer Experiences within 3 months

Across industries, all organizations currently have a major opportunity to transform the customer experience with conversational AI and, at the same time, build operational resilience and deliver excellence. Those that commit to this learning journey with conversational AI can start reaping benefits in as little as 3 months with Exelia.AI®. EXL defines four steps to delivering exemplary AI-infused customer experiences, at speed:  

**Step 1**

**Set the right objectives**

A conversational AI solution provides clear automation and cost reduction opportunities; but the real game-changer is a transformed customer experience—the ability to gauge customer intent, being consistently fast to respond, and delivering empathetic interactions that customers would choose time and again.

**Step 2**

**Identify the use cases**

The good news is that the use cases for our AI-infused customer experience solution are wide-ranging and varied.

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With Exelia.AI™, organizations benefit from:

Always-on customer service:
Automated assistance reduces time to resolution and provides help to customers when they need it at any time, 365 days of the year.

Reduced friction and increased customer satisfaction:
Instantaneous assistance with no wait time becomes possible, unlike traditional voice services.

Omni-channel integration:
Exelia.AI™ seamlessly plugs into multiple channels, from web to phone, messaging, text, and more.

Meaningful savings potential:
Over 3 years and a conservative 25% containment rate, the cost savings are worth more than $13.0 million to the organization.

Rapid payback:
Organizations can expect to start seeing returns in less than 6 months.

Build richer data sets:
With EXL’s domain expertise and analytics capabilities, organization can generate actionable insights from the data being collected.

Compelling results from Exelia.AI™ integrations include 10-12% improvement in overall customer service, 30-40% contact deflection from human agents, and up to 25% reduction in cost to serve.

Embrace AI-infused Customer Experience with EXL Exelia.AI™

In a recent webinar, EXL and Amelia explored conversational AI in the context of building a digital workforce and delivering the kind of service interactions customers would actively choose.

The webinar recording is available to watch and provides inspiring examples of how this ground-breaking technology is being experienced today, and what it is capable of delivering in the future.

The time for AI-infused customer experiences is now. EXL’s Exelia.AI™ offers boundless possibilities for transforming the customer experience function and for harnessing the power of data and machine learning to drive superior customer service and meaningful business results, fast.

If you would like to discuss AI-infused customer experiences and find out how Exelia.AI™ could unlock value for your organization, contact us to learn more.

Myth: Conversational AI Solutions are similar to chatbots with a rigid uni-directional conversational flow

Reality: AMELIA follows human-like conversation flows and can empathize with customers, improving the overall CX