



Krista[™]

Technology that understands people.[™]

Intelligent Automation for Call Centers and Omnichannel

Customer contact centers are investing in AI and automation to combat complexity. [1] Call centers are driving IT investments to solve business problems like improving the omnichannel experience for customers, minimizing agent call handle time, and reducing time spent on agent training and retraining. Simplification efforts centered around CRM systems help agents retrieve accurate customer information more quickly and to provide appropriate promotion offers and resolutions. Companies need to make an agent's job easier to reduce employee churn due to the tumultuous employment market and work-from-home environments.

A typical starting point is migrating monolithic on-premise customer relationship management systems to cloud-based ones. Yes, moving to cloud-based systems reduces IT operating and maintenance costs, but it hasn't achieved the envisioned ROI leaders sought. Plus, these systems weren't just replacing one system for another. The core workflows of a call center agent still need to interconnect to different internal and third-party systems for dialing, routing, social media, eCommerce, and product information. Agents now use so many apps, screens, and channels to manage calls and promote adjacent products that call times continue to increase, degrading the customer experience.

Companies also recognize that engaging the workforce is essential for retaining talent and developing long-term relationships with customers. Investing in agents is vital for retention and customer satisfaction. According to a Deloitte survey, today's top investments to better enable agents include customer experience, automation, and artificial intelligence. [1]

Automates End-to-End Business Outcomes

Krista is purpose-built to automate business outcomes, not just small tasks. Krista elegantly orchestrates people, systems, and AI by digitizing complete processes to increase the speed of your business.

80% Lower Total Cost of Ownership

Krista provides non-technical people with the ability to create and modify automations. These abilities shift work from expensive IT resources to the business process owners to enable an agile business.

Reduces Complexity for End-Users and IT

Krista reduces more complexity than she would ever add. Krista provides a sustainable automation path making people's jobs easier to understand and perform at their best. Krista's ease of use and deployment method significantly reduces frequent IT change and resource requests.

Operationalizes and Builds Trust in AI for Decision Support

Krista easily integrates AI into your business as you automate business outcomes. Krista provides her own ML models or operationalizes using your or third-party models.

Call Center Agents are Expected to Use Too Many Screens

Even though contact and call centers have moved to cloud systems, they often still lack integration into processes and workflows from the agents' perspective. Workflows across systems are complicated, require weeks of training, and don't enable efficient knowledge transfer to support customers. The complexity degrades customer service. Sixty-one percent (61%) of customers stated they stopped doing business with a company because of poor customer service. You can't afford to lose customers. Replacing current customers with new ones is difficult and costly. On average, it will cost you five times as much to acquire a new customer than to retain an existing one.

Contact centers continuously seek ways to improve return on assets, but they battle high agent turnover rates. High turnover makes it very difficult to retain knowledgeable agents. Therefore, call center leaders must repeatedly train agents on systems, product knowledge and maintain training documentation. Lack of product knowledge often frustrates customers when seeking support. Thirty-five percent (35%) of respondents in a Microsoft customer service survey state that a representative's lack of knowledge or inability to resolve the issue was the most frustrating aspect of poor customer service. Lack of product knowledge outranked not being able to talk to anyone at all (21%) as the most frustrating experience. [2]

Contact centers are readjusting budgets and resources to increase customer personalization. According to a Deloitte survey, the top CRM investments that need improvement include:

- **Knowledge Management**
- **Technology Simplification**
- **Training**
- **Increase CRM integrations with backend systems**

Companies need to enable customer service organizations with simpler IT systems. It's easier than ever before for customers to contact your organization. Plus, there are many channels to manage product information, orders, returns, and customer support. Fifty-three (53%) of companies expect call volumes to increase in the next two years. If calls increase, you need faster routing and better channel management for your website, email, social media, and phones. In the previously mentioned Deloitte report, respondents stated that customer experience and expectations are now top investment priority followed closely by improved customer service. You need to invest in simplification and automation.

To Combat Complexity Call Centers are Investing in AI and Automation

To help simplify call center agent workflows, contact center leaders are investing in simplification. An agent's job is more complicated than it needs to be. High turnover among agents and new work from home programs increase the number of variables and make it even more difficult. Maintaining high product and systems knowledge levels is challenging when agents are new or distracted at home. To simplify processes, contact center leaders expect AI and automation to help increase customer service. Nearly three out of four (73%) call centers plan to invest in automation. Three of the primary use cases for automation include:

- **Customer engagement automation (i.e., Customer Self-Service)**
- **Customer service representative assistance (i.e., Next Best Action)**
- **Advanced operational and strategic analytics and insights (i.e., Management Reporting)**

Krista for Call Centers

Krista is an intelligent automation platform that orchestrates retrieving and updating data in your helpdesk, CRM, third-party vendor, or any of your enterprise systems. It enables management, sales, and support teams to find and update information in easy-to-follow text conversations. Commands are precisely how you already seek information by conversing with colleagues and customers:

- **When did this customer last purchase a product?**
- **Are there other products or incentives I can offer this customer?**
- **How many times has this customer contacted support or the helpdesk?**
- **How are our call times trending?**
- **Are we completing more requests with the same staff?**

If you can text, Krista will answer your question or take action. By utilizing existing communication methods in the form of a text conversation, you take advantage of how we already communicate. You won't need expensive services and consulting projects. You won't need to train and retrain agents, and you won't need to maintain documentation on how to make people understand the technology. You are providing technology that understands your people.

Krista connects to any system of record and can converse with multiple people and systems in the same conversation. This concept significantly increases omnichannel collaboration since the same technology deploys as a customer-facing chatbot or internal agent assistant. As automations run, Krista can train AI and, over time, provide the same answers a human would, therefore removing any bottlenecks or waiting for management decisions. Krista maintains strict confidentiality and compliance standards when sending data to customers and stakeholders. It is enterprise-grade software that is entirely configurable for data security, access, compliance, and privacy.

Krista integrates with your systems of record using an existing catalog of connectors. There are existing connectors for hundreds of CRM, ERP, database, and SaaS applications. If a connector is not available, Krista provides an intuitive SDK to build connectors to custom systems.

“Krista is a great partner. If you're trying to bring disparate teams and systems under a single conversation, it can definitely connect the dots and make life easier.”

Rajeev Gupta, Chief Product Officer, Cowbell Cyber

Sources:

1. [Global Contact Center Survey](#), Deloitte
2. [Global State of Customer Service](#), Microsoft

Krista Software is in an unrelenting pursuit to help businesses find the right answers. Krista Software produces Krista, a Intelligent Automation platform empowering businesses to leverage existing IT assets by building low-cost automation applications.



Krista