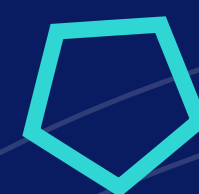


How BPOs grow with Voice Tech in 2020



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01 Meet Dasha, your favorite call center agent



Dasha is a human-like conversational AI. The Dasha platform is used to automate repetitive voice conversations. Most customers use Dasha AI Platform to automate conversations that happen over the phone.

Think of it like this. Dasha speaks to a person on the other end of the line. Dasha understands what the person is saying and/or asking of her. Dasha makes a decision based on the words of the person on the phone and generates a logical voice reply to that question.

Unlike a human, Dasha can:

- conduct an **unlimited** number of conversations at the same time
- always remain calm and patient, never rude
- take information down properly and report without error
- work without off days and without emotion
- always deliver a stable level of customer service

Unlike legacy voice platforms, Dasha can:

- Truly sound like a human
- Fully understand the context of the conversation and communicate like a human would
- Go on tangents
- Reply without any delay
- Pass the [Turing test](#) (the test of human-likeness)

02 The three big problems

Businesses need BPOs. The call center outsourcing market has been booming and is now valued at [USD 75 billion](#).

As competition increases, the hurdles of running a BPO remain, making it hard to stand out or stay alive.

Here are three common problems BPOs have:

- **It's a points game.** Most customers don't realize how low BPO margins can be. It's always a points game. In a game like this spending an extra averaged-out penny per call may mean cutting a company's margin by sometimes as much as 20%! Yet lines need improving and with COVID, as many as 80% of the workforce are moving to permanent WFH, and this all means expenditures.
- **Employee attrition.** The attrition rate is the highest of all industries. Most (if not all) call centers can't offer much in terms of moving up the ladder. There are many agents and only so many management spots. Add to this the constant pressure to reduce AHT, work-related health problems, stressful customers, and you get loss of talent. To balance out the attrition, companies have to constantly spend money recruiting, hiring and onboarding new agents.
- **Customer attrition.** At the same time, customers are enjoying increasing competition and expect agents to provide their customers with great service at discounted costs. If the company fails, customers may choose to end the deal and switch to another provider. Needless to say, high customer attrition may have devastating results.

03 Solving BPO problems with Dasha

What if you could solve all these problems with little to no upfront investment?

Dasha's human-like voice AI tech is not a solution to all your problems. But it can solve at least some.

Companies using Dasha have managed to introduce agent count cuts, resulting in cost savings. At the same time they have managed to lower their attrition rates. How?

It was a side effect. The call center offloaded repetitive conversations to Dasha AI. They got rid of bad agents and kept the best operators. The AHT pressure was off. And, as Dasha was used to route calls, customer wait times dropped which led to them being more amiable on the call. Now the agents can dedicate their full attention to longer, more valuable conversations with happier customers.

This had yet another side effect – the end customers are more happy with the service they receive than ever before.

Accented speech is another problem that is solved by Dasha. Unlike offshore operators, our AI speaks without an accent (or with any accent you like – British, Southern, etc.). The benefits are clear, and if you want to discuss them further, [book a time](#) with us.

BPOs engage Dasha in one of two ways – they either transition existing processes or set up essentially a new revenue channel.

Here is how.

Transitioning existing processes to AI

- **Automating repetitive calls.** We mentioned automating repetitive calls earlier. These are the 1-2 minute calls that are extremely predictable, algorithmic if you will. They eat up operator time. There are many such conversations and most can be automated with Dasha AI.
- **Intelligent call routing.** Instead of having your agents picking up the phone, get Dasha picking it up and routing the calls.
- **And anything else you can think of** – let us know, we'll walk you through it.

Opening new revenue streams with AI

This is actually how most BPOs like to use our tech. Let's say you've got 100 customers. They are all B2C businesses. And you know that they all could benefit from collecting great feedback from their customers.

Common conversational AI models such as NPS/CSI surveys or sales/upsells can be scaled to pretty much any of the BPO's customers. Since the BPO will not need to hire new resources to run these calls, they are a way to open a brand new high-margin revenue stream with next to no upfront investment.

Just set up these Dasha AI models and sell them to all of your customers. You're going to enjoy the results.

- **Customer surveys.** Most BPOs have clients that conduct NPS/CSI surveys. You might want to consider delegating these tasks to Dasha AI since it can handle them with human-like efficiency. This could be a high-margin activity since all you'd have to do is sell this opportunity to your clients.
- **B2C selling.** Just like customer surveys, Dasha AI could automate B2C cold calls for BPO clients, allowing call center operators to focus on more value-added tasks.
- **Lead generation.** Dasha can handle generating leads, too. You must have a client or too that uses a BPO to call prospects back when they fill out a website form. Our AI can automate these calls and turn prospects into leads at a fraction of the cost.
- **Anything else that you've identified as all of your customers needing is a fit – talk to us!**

04 How to get started automating



The term AI is bandied about constantly. How do you actually get started using this technology?

Working with Dasha AI is not complicated. First we need to talk to you to identify the best stream for you to take. Most of our clients use our technology in one of three ways:

- Use internal developer resources to build AI apps on Dasha AI Platform
- Use an integration partner to build AI apps on Dasha AI Platform
- Use readily available AI apps through a partner reseller

In order to figure out which one of these approaches is the best fit for you – please [schedule a call](#) with an automation expert.

For planning purposes we advise our clients to use the following approach. The act of breaking the automation down into tasks helps to make a seemingly complicated process easy to understand.

1. Define your goals
2. Define your process
3. Define the project owner (responsible person)
4. Define success criteria
5. Define next steps pending successful project completion

[Here](#) you can download a framework spreadsheet. There is an example sheet in there for your reference.

dasha

Artificial Intelligence

<https://dasha.ai>