



How call centers change the game with **Voice** **Technology** 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.

If you're thinking about creaky IVRs, you really shouldn't. Modern conversational AI like Dasha can stir the conversation, go on tangents and even have all the idiosyncrasies that humans have (sigh, chuckle and insert fillers). While most robots spark suspicion by taking too long to answer, Dasha replies within 700 ms. To add to that, Dasha will put down everything your customer says so that you can export and analyze the data later.

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

The call center industry is booming. Measured by revenue, the call center market size is estimated at \$24.6bn in 2020 ([IbisWorld](#)).

As competition increases and customer expectations are through the roof, the hurdles of running a call center 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 call center problems 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 customers are happier with the service they receive than ever before.

There are two main ways call center leaders use Dasha – for outbound or inbound activities (doesn't mean you can't combine though).

Delegating outbound tasks to AI

- **Voice of customer surveys.** For starters, most companies don't do customer surveys due to lack of tight budgets or other priorities. Which is a shame, since 89% of companies are predicted to compete based on customer experience ([Gartner](#)). Those who do collect feedback tend to employ email or text messages. Our CX teams state these ways get 15-30% and 25-45% respectively. Combined, they can reach as few as 35-70% of your customer base. At the same time, our experience shows that if you do VOC over the phone, the survey gets answered pretty much every time. This way used to be as expensive as it was efficient, but Dasha AI can automate CSI and NPS surveys at a fraction of what it would cost you a decade ago. We develop voice models that collect feedback from 98% of customers picking up the phone. Our AI apps run stand-alone (no human back-up needed) and collect additional customer input from open questions – these tend to offer the most valuable insights.
- **B2C selling.** Just like customer surveys, Dasha AI could automate B2C cold calls of varied complexity. Unlike human agents, Dasha will not get stressed or demotivated by rejection and can run an unlimited number of calls simultaneously.
- **Lead generation and qualification.** Our AI apps include all the questions needed to help you find the best lead. Dasha will talk to your lead base (no matter the size) and ask basic questions to determine interest while putting down everything they say for further analysis. And if the lead has shown interest, Dasha will transfer the call to a human agent. Qualifying leads have never been easier (and cheaper): we work through partners who purchase leads – and automate the process for you.

Outsourcing inbound activities 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 agents picking up the phone, get Dasha doing it. The AI can be the first point of contact: if the customer's question is among the repetitive ones, Dasha will address it – chances are, human assistance won't be needed. But if the issue demands agent help, Dasha will transfer the call immediately and with precision.
- **And anything else you can think of – let us know, we'll walk you through it.**

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>