



Human-Centric Service Transformation

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Brillio help enterprises who want to deliver seamless and personalized experience to their customers over assisted and self-help channels while ensuring fast and reliable customer service

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WHAT IT CAN DO

- Deepen customer relationships
- Scale support operations quickly
- Increase implementation ROI
- Insight driven decision making
- Enhance business functions
- Empower agents



GOAL

Help companies redefine customer service by transforming their CRM platforms leveraging AI / ML to provide personalized customer experience while reducing time to market



PREREQUISITES

Executive Sponsor who confirms business objectives and champions this initiative

Availability of team members for interviews and discussions



INTENDED USER

Customer support executives/ champions, product managers, sales and other business personnel who interact with customers frequently



WHY NOW?

Companies must adapt to the new normal by maintaining support levels with reduced footprint

Changing behavior of customers as they expect more personalized experiences with quicker resolution

HOW IT WORKS

Discovery

- Alignment to business goals
- Formulate self-service and knowledge strategy
- Define support channels
- User Personas & Journey mapping
- Define service metrics

Design

- Service architecture
- Integration & Data Model
- Process automation
- Environment Setup
- Analytics model to derive insights

Build

- Agent desktop including live chat and bots
- Customer Community
- Case routing and escalation rules
- Profiles and permissions

Launch

- Training Sessions including trainer
- Post launch support
- Continuous improvement and mechanism