

**VERINT**

# Verint Channel Automation

Create One Workforce™  
across channels with fewer  
resources and less effort.



Customers expect to interact with brands in much the same way they do with friends and family. This means that businesses must engage across a wider range of channels than ever before. From live chat to Facebook Messenger, email to WhatsApp, customers have the same expectations of an effortless experience regardless of channel.

Organizations need a new approach to help manage this growing customer preference—one that allows them to meet increasing customer expectations and interactions while breaking down workforce silos that can result when new channels are added—making it possible for brands to engage in a truly omnichannel way.

Verint Channel Automation enables organizations to scale their customer engagement strategy through a combination of channels, workforce orchestration, and bots. Channel Automation allows a brand to deploy staff flexibly across channels with **fewer resources** and **less effort**.

## The three steps to engage customers are scale with Channel Automation :



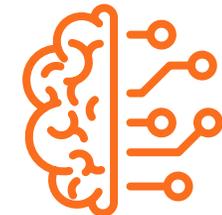
### Step 1: Engagement Channels

Adopt a customer-centric engagement channel strategy.



### Step 2: Workforce Orchestration

Engage the entire workforce seamlessly across channels.



### Step 3: Automation

Scale customer interactions with bots—agent handover a step away.



## Step 1: Engagement Channels

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Customers are reaching out on a wider range of channels than ever before. Verint Channel Automation powers customer conversations over email, chat, Twitter DM, Facebook Messenger, and WhatsApp via a unified agent UI that allows the workforce to work seamlessly across channels. A brand can choose which combination of channels are most appropriate for its customer engagement strategy and add additional channels as necessary.

- Adopt a customer-centric channel engagement strategy.
- Empower consumers with asynchronous communication options.
- Engage on email, live chat, Facebook Messenger, WhatsApp, and Twitter.

**Verint Channel Automation powers omnichannel engagement on Email, Live Chat, Twitter DM, Facebook Messenger, and WhatsApp from a single interface allowing agents the flexibility to work across channels asynchronously.**

## Step 2: Workforce Orchestration

Adding more channels—which brands need to keep apace with customers' growing digital preferences—only creates more silos. What's more, more channel silos lead to a disjointed support as agents can't work across channels or see the full engagement history.

Verint Channel Automation powers brands to orchestrate the workforce across all engagement channels, dismantling both organizational and channel silos through:

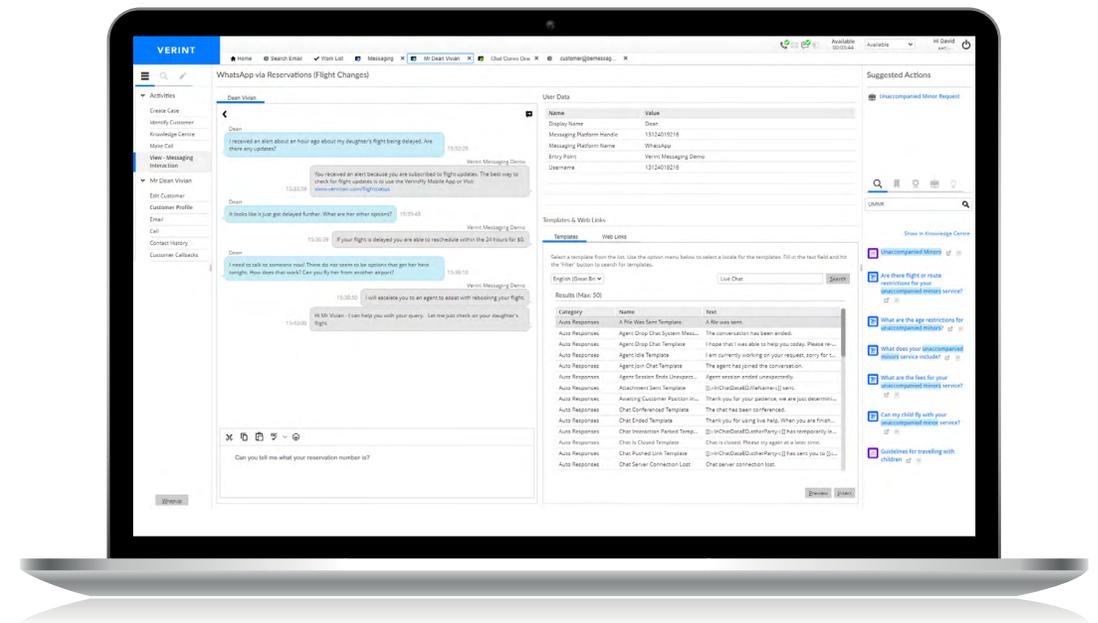
### Connected engagements

- Beyond call routing—connects and shows related interactions regardless of channel.
- Elevates individual interactions into connected engagements from a single pane.

### Workforce agility

- Provides full interaction history across proactive, self-service, and assisted journeys.
- Assists in flexible workforce scheduling to break down workforce silos.

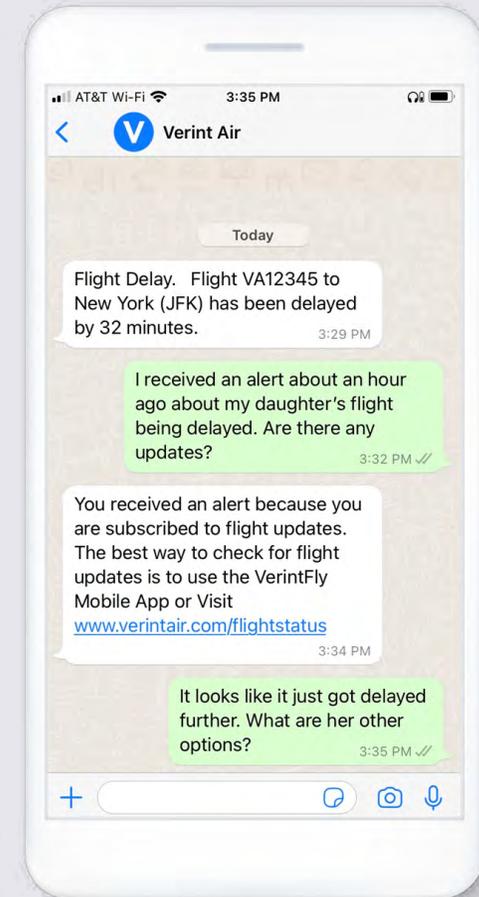
Provides a single-pane, omnichannel experience that shows the full interaction history, across channels, making any agent the right agent, while increasing contact center capacity, flexibility, and agility.



## Step 3: Automation

To scale customer interactions, bots need to be part of the workforce. Verint Channel Automation includes scalable conversational AI that can handle common customer inquiries across all channels, with agent handover only a step away.

- **Achieve lower cost-per-contact:** Bot-ready platforms that combine both adaptive automation and agent-assisted service can result in fewer inquiries needing a human response and leave highly skilled agents free to handle more complex customer service needs.
- **Deliver better customer service experiences:** Automation of customer service inquiries can result in quicker response and resolution times for customers, decreasing service effort and increasing customer loyalty.
- **Meet capacity through conversation containment:** Service bots and virtual assistants help brands manage high-volume, low-effort queries. Used as a frontline triage, bots can resolve repetitive, simple issues while highly skilled agents are dedicated to high-value interactions—creating big savings in customer service costs.



## Key ROI Drivers for Channel Automation

Verint Channel Automation improves the customer and agent experience, while also improving CSAT, NPS, handle time, response times, and agent retention through:

### Automation

- Conversation containment: Interactions resolved in-channel through self-service bots.
- Decrease in average handle time: Bot-assisted interactions shorten time to resolution.

### Workforce Orchestration

- Increase first-contact resolution: Agents can see the entire history of engagement across channels.
- Increased concurrency: Simultaneous interactions are possible when you eliminate channel silos.

### Vodafone

**50%** Bot containment rate

**52%** Reduction in response time

(Both achieved despite an 11% increase in inbound volume.)

### Volaris

**78%** Bot containment rate

**30%** Reduction in inbound call volume

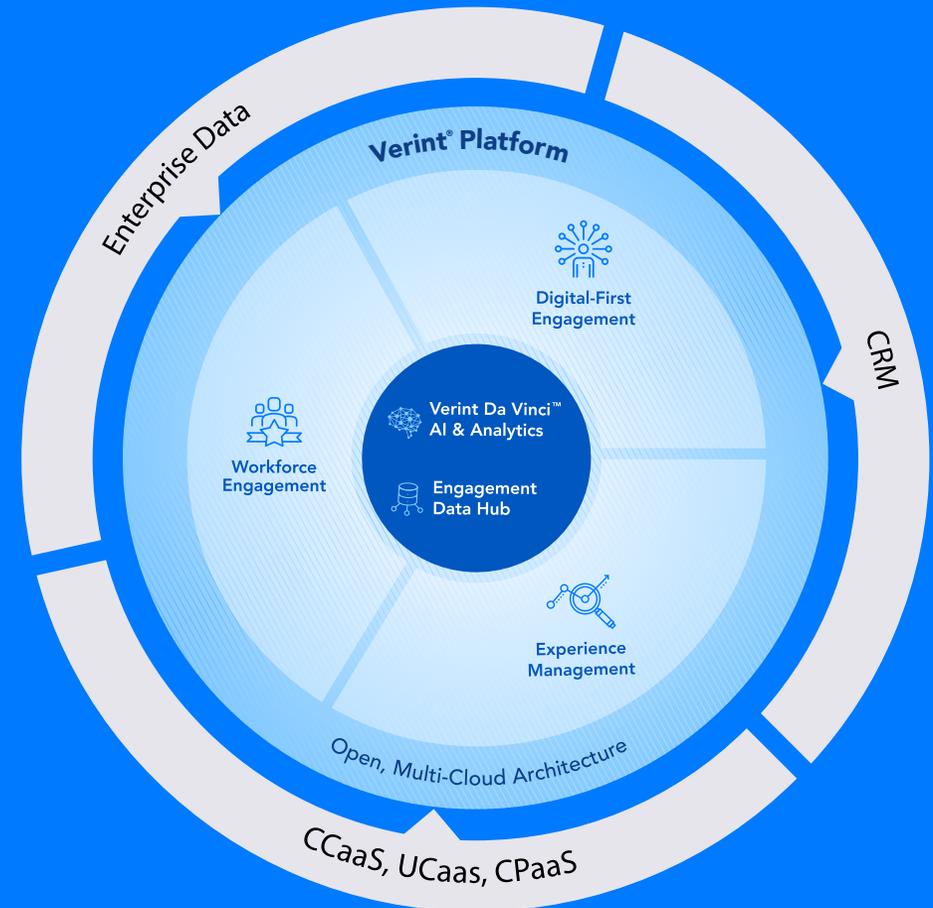
**40%** Reduction in cost-per-contact

# Verint Channel Automation Is Part of the Verint Customer Engagement Platform

The Verint Customer Engagement Platform helps elevate every experience by providing an open approach to customer engagement. As consumers shift to digital channels, brands are facing an increasing number of interactions and skyrocketing expectations.

But many businesses have a limited set of resources to engage with customers. This widening gap between expectations and an organization's ability to meet them is the Engagement Capacity Gap®. Powered by Verint Da Vinci™ AI & Analytics, the Verint Platform offers best-in-class applications and services—including Workforce Engagement, Digital-First Engagement, and Experience Management.

As a result, the Verint Platform can work with your existing ecosystem to close the Engagement Capacity Gap while seamlessly delivering quality experiences across engagement channels and uniquely supporting the modern, distributed workforce of humans and bots at scale.



# VERINT

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Engagement Company®

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