

CONTACT  
DEFLECTION

## VOICE ASSISTANTS

### The paradigm of the future is “voice first”

With the overwhelming success of Alexa, voice assistants have become an integral part of everyday life. Amazon Alexa, Google Assistant, Apple's Siri, Microsoft's Cortana and Samsung's Bixby are all trying to establish themselves as the dominant platform. The availability of voice assistants opens up unexpected possibilities for customer dialogue: Why shouldn't customers be able to use voice assistants to help them set up your new product or to access your company's entire self-service environment? Arvato CRM Solutions supports you and advises you on using voice assistants as a new service channel.

Voice assistants open up completely new options in customer dialogue: Your customers can contact you by simply asking a question about your products and services or by placing an order from the comfort of their sofa. The advantage lies not only in the low barrier – the customer doesn't even have to pick up a device – but also in the improved quality of the advice. After all, the voice assistant already knows some of the customer's personal data and can include it when solving the problem without having to query it again. ➤

## VOICE ASSISTANTS

- ◎ New communication channel with a rapidly growing user base
- ◎ Constant accessibility to your service thanks to the omnipresence of voice assistant platforms
- ◎ Natural interaction through spoken language inspires customers
- ◎ Low communication barriers due to high convenience factor

The voice assistant automatically handles requests such as address changes or the purchase of additional services for an existing contract. This means your company is not only perceived as an innovation leader but can also save money in the long run by automating customer enquiries. Because every contact through a voice assistant can potentially replace a call, an e-mail or a Facebook message that so far had to be processed in the service center. For more complex issues, voice assistants will even be able to call on human support to further improve the customer experience.

### Become a pioneer in the voice assistant ecosystem

Voice assistants offer you the option to be contacted by your customers from anywhere and in any situation. While telephone connections and browser-capable devices used to be essential for customer contact so far, voice assistants are already being directly integrated into a large number of everyday devices ranging from loudspeakers and headphones to cars and refrigerators. Because of its omnipresence, this channel holds a special position in the customer service channel mix.

As a leading customer service provider, Arvato CRM Solutions helps you to play a pioneering role in the use of voice assistants. We support you in selecting processes suitable for the voice interface as well as in their implementation. We know all the characteristics of the voice interface thanks to our many years of experience in operational customer service. Because of the lack of visual support, there are many pitfalls when designing a customer-focused dialogue via voice assistant – but our teams of experts consisting of computer linguists and knowledge engineers know how to skillfully circumvent these in every use case.

When plans call for a corporate appearance to be incorporated into several voice assistant ecosystems at the same time, the complexity can quickly multiply. Each platform has its own technical features and functionality, which can result in expensive multiple implementations of the same content. Thanks to our own adaptive technology platform Arvato Conversational AI, we are able to design the interaction with customers on a one-time basis and then hand it over to the respective voice assistant ecosystems. This not only saves you the cost of implementation but also of subsequent maintenance. Thereby, you ensure a consistent customer experience regardless of the respective voice assistant platform.

We would be happy to show you the possibilities of this new technology and to work with you on the best approach for your company.

## OUR EXPERTISE, YOUR BENEFITS

- ◎ 20 years of experience in designing and executing customer-focused dialogue structures in the voice sector
- ◎ Best practices and expert teams for designing AI-guided dialogues without visual interface
- ◎ You can ensure a consistent customer experience across all voice assistant platforms by using Arvato Conversational AI as a foundation technology
- ◎ Long-term reduction of enquiries via traditional service channels with high customer satisfaction

Any further questions? Please get in touch with us.

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We build on technology and profound experience to create a differentiated experience for your customers and greater trust for you. But most important for your success are our 45,000 employees, who make sure that customers are satisfied at more than 100 sites in 27 countries and in 35 languages.

Driven by technology. Differentiated by experience. Powered by people.