

Taking Contact Center to the Next Level with EnableX FaceAI and Live Video



enablex

Introduction

Its 2020 and we all know how extensively Artificial Intelligence (AI) is driving the way brands function.

Since customer experience forms the core of every business's growth, many innovative companies are utilising AI, such as Emotion AI, to gain an intense level of customer understanding, offering customisations and creating personalised journeys.

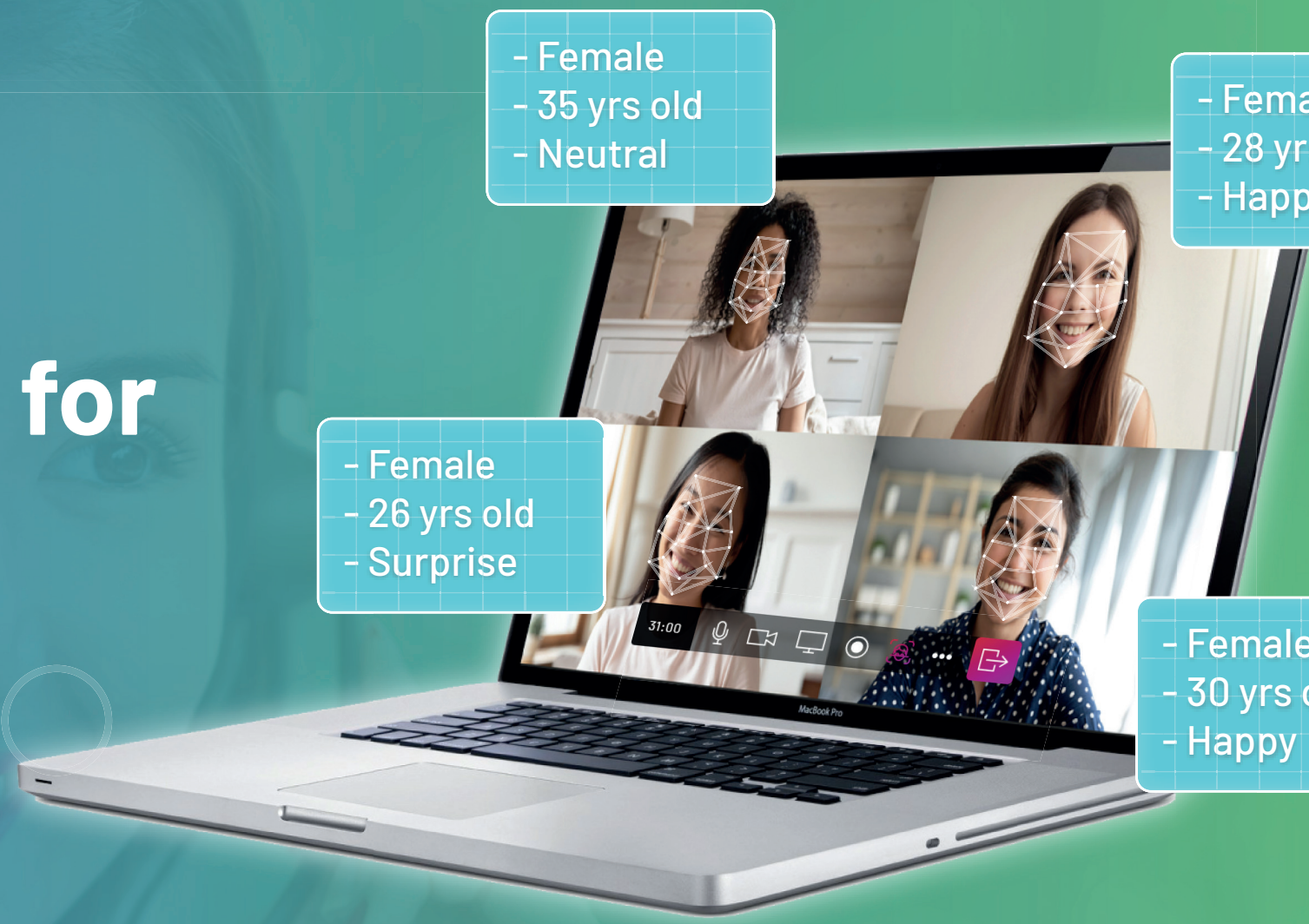
Increasingly, companies are also realising the essence of live video and the kind of transparency and engagement potentials it holds.

It is the combination of AI and Live Video that empowers brands with necessary insights on fulfilling the “why” of their customers at a deeper level. In short, the advanced technology helps deliver the kind of personalised and effective service customers prefer from their favourite brands.

Read along as we take you on the journey of how customer services leaders can leverage EnableX Emotion AI and Video Call APIs, to build positive and more successful relationships between their businesses and customers.

About EnableX FaceAI

Real-time Emotional Intelligence for Customer Service



- Female
- 35 yrs old
- Neutral

- Female
- 28 yrs old
- Happy

- Female
- 26 yrs old
- Surprise

- Female
- 30 yrs old
- Happy

Real-time Face and Emotion Recognition, the Darling of AI

From its inception, AI hasn't stopped creating buzz all over the world. Using its ability to perform cognitive functions that are expected from humans, Natural Language Processing, Machine Learning, Deep Learning are all in line as machines that can think, talk and act like humans.

Historically, AI key attributes have always been on intelligence with little to no events correlated with human emotions or emotional factors. But that is changing as innovators add on EQ to technology's IQ.

Emotion AI, or Affective Technology, is turning out to be the forward-thinking technology blending both EQ and IQ. Using technologies such as natural language processing, facial expression recognition, eye tracking, and sentiment analysis algorithms, Emotion AI automatically and unbiasedly scan and analyse users' emotional state and the context behind it, and then respond appropriately.

Delivering the Next Frontier of Contact Center with Emotion AI and Live Video

There are brands that understand their customers' needs. And then, there are brands who understand their customers' emotions and sentiments too. Such brands stand stellar in the market.

Increasingly, companies are using AI such as face and emotion recognition, and real-time insights to identify how consumers are feeling about their products and services to promptly identify root cause, gaps and areas of improvement.

In the Contact Center space, Face and Emotion Recognition Analysis Technology together with Live Video can help companies rapidly identify unhappy customers, gain insights into customers' perception of the brand, product and operations, and effectively monitor call center and customer support performance.

The real-time insights about customers' demography, attentiveness, mood and emotion can also help Customer Service Agents to engage with clients in a highly personalised manner and deliver empathetic service.

By pairing Live Video with Emotion AI, Contact Centers not only earn higher customer loyalty for the brand but also strengthens their market reputation in the industry.

EnableX FaceAI, Transforming Conversations With Intelligence

Based on Deep Neural Network and Human Perception AI, EnableX FaceAI intelligently analyses and measures facial expressions and emotions of one or multiple faces in real-time to deliver more natural, contextual and meaningful engagement experiences.



FaceAI, providing Intelligence to Contact Center

FaceAI features

Enables you to



Emotion and Mood

Happy, surprise, fear, disgust, angry, sad and neutral

Measure the sentiment of your customers, enabling contact center agents to accordingly decipher both meaning and context from customer interactions and response appropriately.



Engagement

Attentiveness, liveness and arousal

Learn how your brand, products and services are perceived and valued. Data can help companies to adjust its products to create the highest engagement and interest level.



Demographic

Probable gender and age

Get a better understanding of who your customers are, allowing you to personalise your message basis their demography.



Facial Features

Physical attributes - hair colour, cheekbone, eyewear and more

Develop specific target marketing initiatives to serve the right audience at the right time.

Use Cases

Possible Use Cases in Real Life



Use Cases

Enhance Customer-Agent Experiences

Gain instant measure of customer experience for every call. Real-time emotional intelligence reduces handle times, improves customer satisfaction, and elevates service delivery.



Use Case #1

Conduct Emotion-based Call Routing

Emotion and Facial Recognition AI within Live Video can be used to pick up on a customer's emotion and mood, and to classify the call with the right priority to the right agent.

For example, AI can detect a dissatisfied customer and immediately alert and route to the supervisor, while a happy, satisfied customer might be routed to the sales team to be pitched on a new product or service.

Use Case #2

Personalise Every Video Call

The key to unlocking an exceptional customer experience in a Live Video is by using Face and Emotion Recognition Analysis to neatly address the customer's emotions, resolve the issue at hand and engage accordingly.

When the agent shows empathy at the right time, guided by AI, it helps build good rapport with the customer.

For example, AI provides the agent with the current emotional state of the customer to ensure an angry customer or a sad customer will be greeted in an empathetic manner to avoid further aggravation.

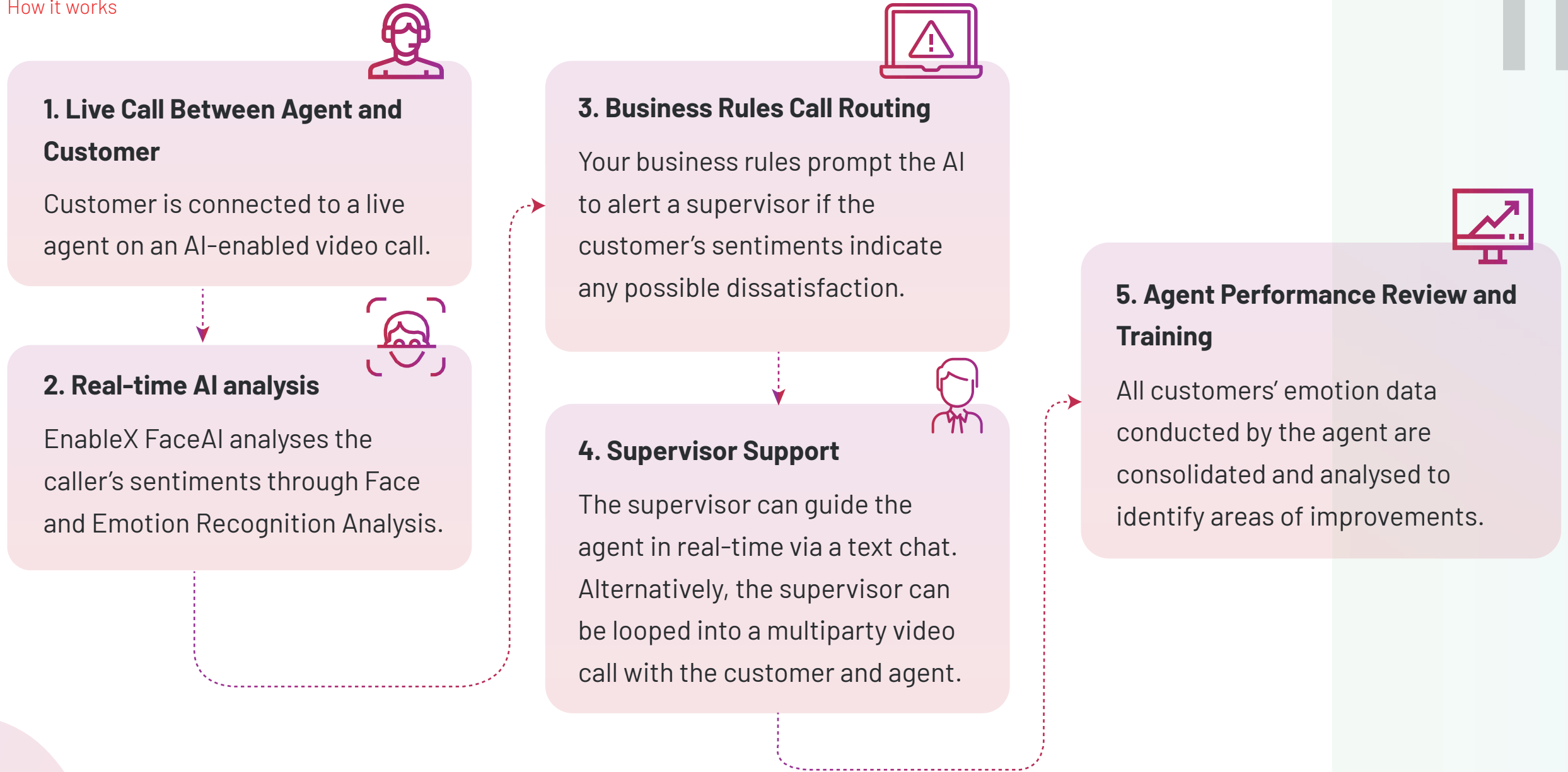
Use Case #3

Gain Insights on Agent's Performance

Measuring emotional trends of customers over a period of time enables you to quantify agents' performance.

Through the data of customers' emotions and attentiveness during each customer-agent Live Calls, supervisors would be able to identify whether any agent training programmes are required to strengthen their skills and improve agents' performance.

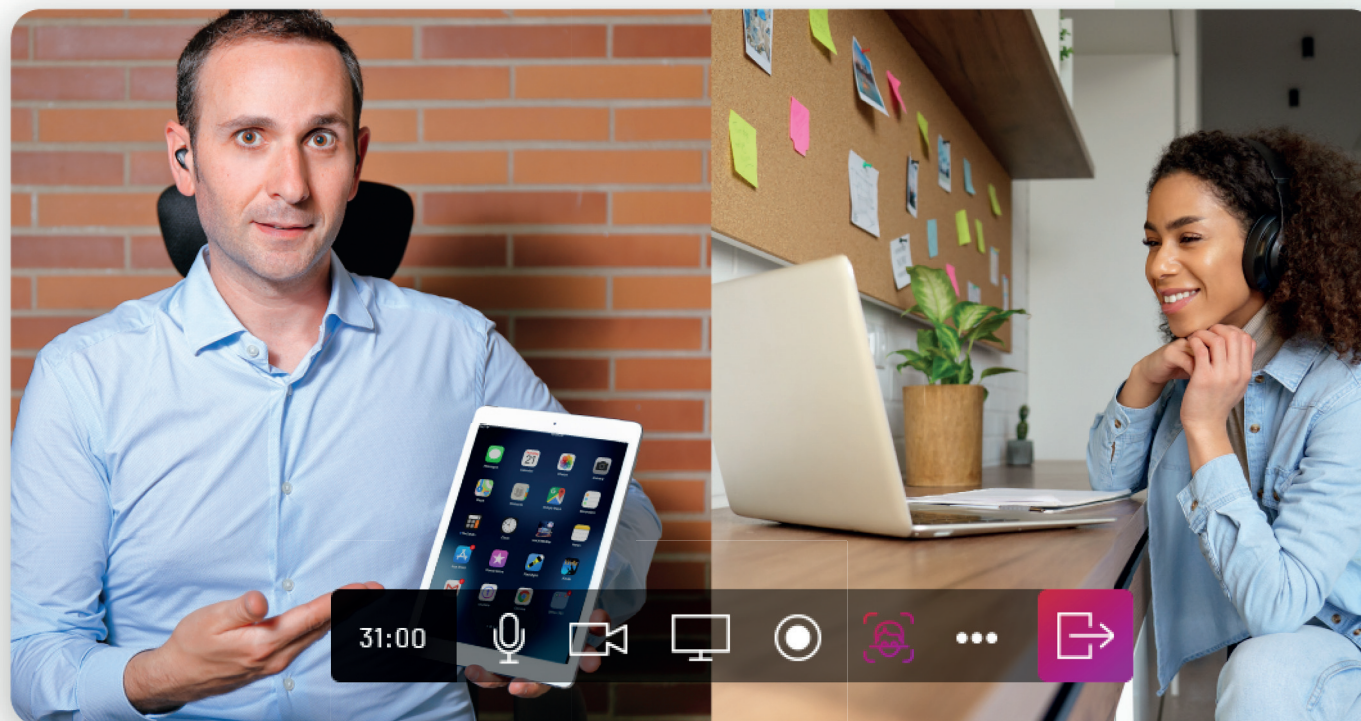
How it works



Use Cases

Intelligent Selling with AI-enabled Video

With the intelligent selling, agents can gently prompt and guide customers in a step-by-step way, through a logical sequence of decisions that can eventually lead to a successful purchase.



Use Case #4

Artificially Intelligent Selling

Convert your vanilla contact center into revenue-generating profit center with Intelligent selling.

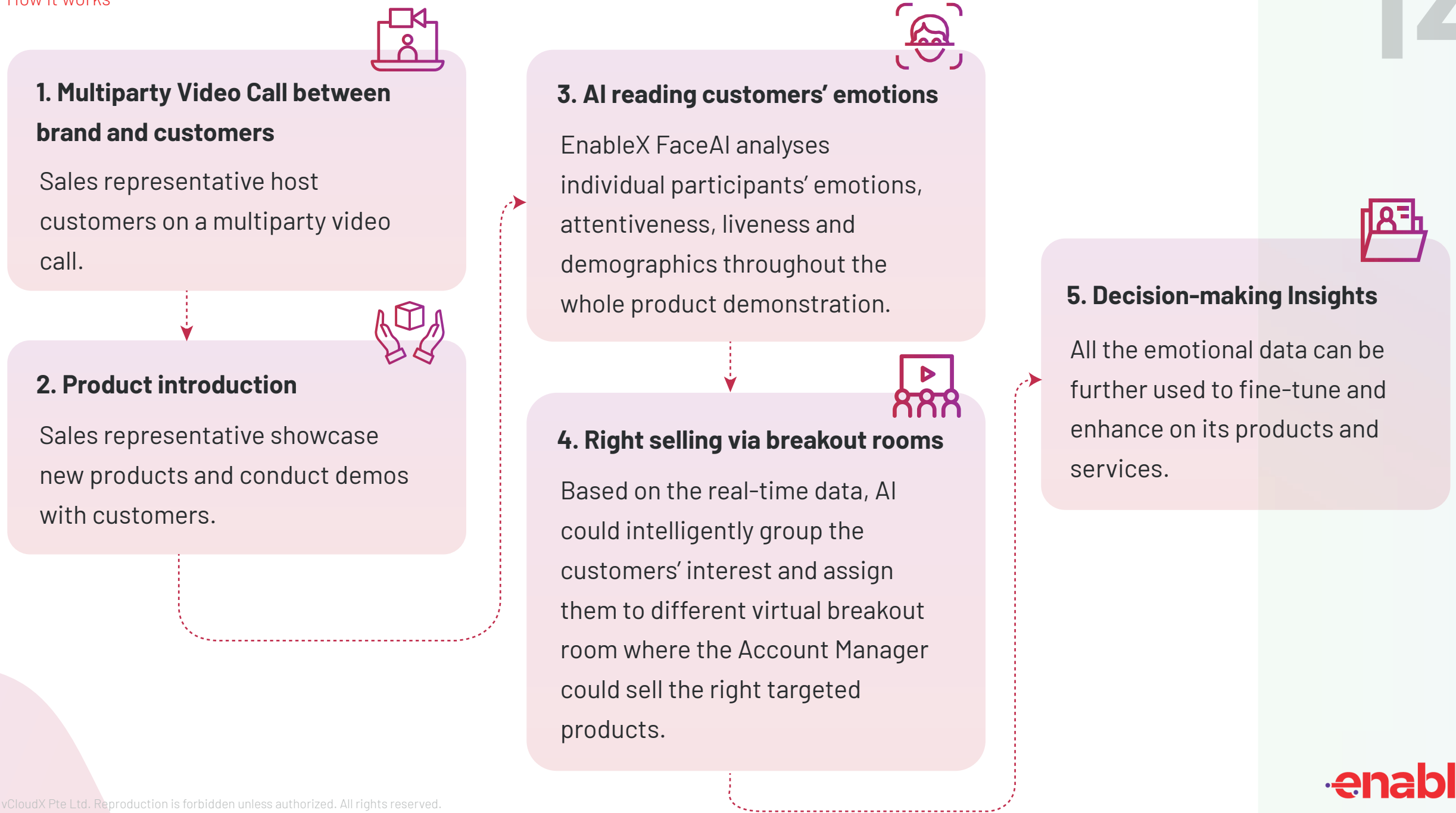
For example, a sales agent shows different products to the customer on the AI-enabled live video and the Face and Emotion Recognition Technology will provide useful insights basis customers' reaction, mood and attentiveness.

Agent will be able to get unbiased knowledge on which product entices the customers and upsell accordingly.

This is useful in situations where Sales has to present to multiple customers at the same time and lack specific attention to individual customers' emotions.

For example, a customer support representative could showcase a series of products over live video and the AI could intelligently pick up individual customers' emotion and segment them accordingly for future upselling.

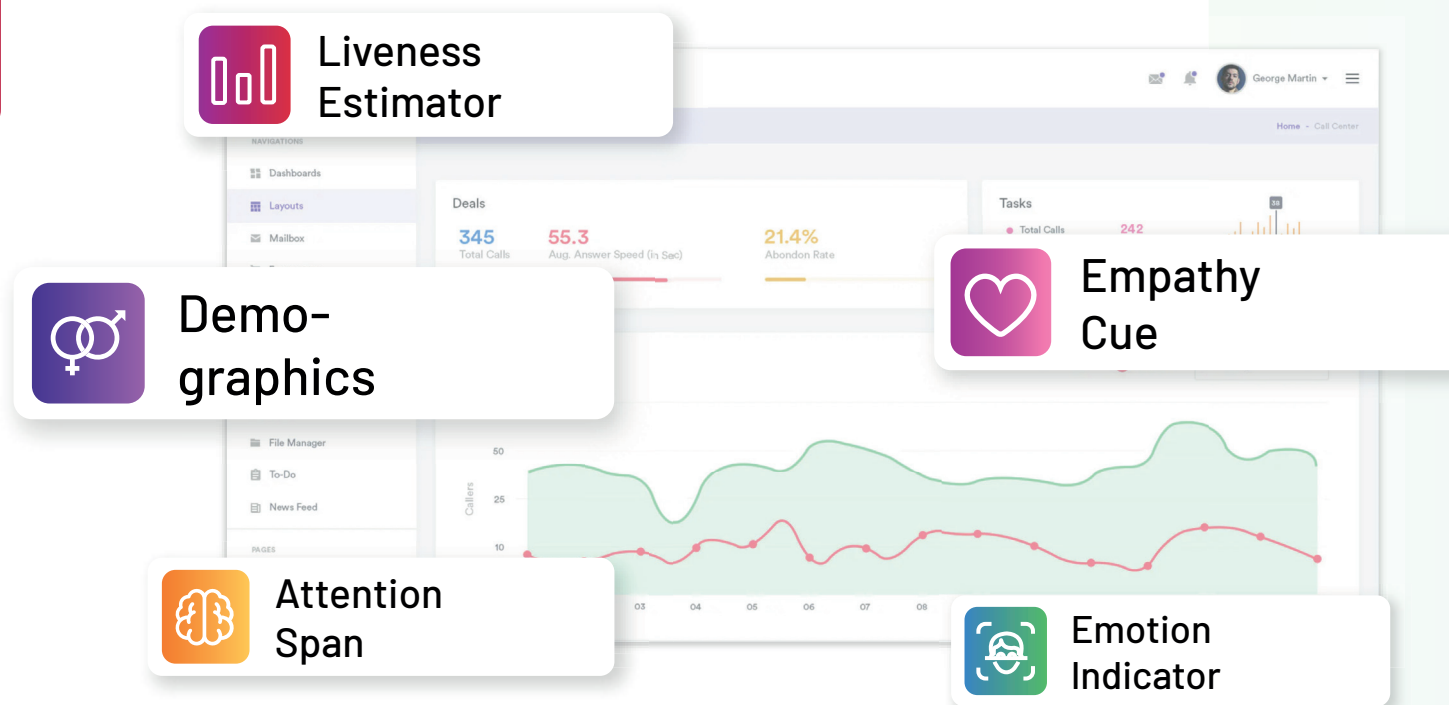
How it works



Use Cases

Drive measurable improvements with data-driven insights

An emotion and behavioural analysis score provides insight into the effectiveness of the call center. It also serves as a useful measurement to understand the overall satisfaction and opinion of the brand.



Use Case #5

Accurately Track Agents' Productivity

KPIs like call duration don't always tell you the effectiveness of your agents. A longer call, for example, does not mean that the agent is not productive. In fact, he could be resolving complex issues with the customer.

By complementing with Face and Emotion Recognition Analysis data and recording of customer-agent calls, supervisor can capture agents' effort often overlooked in typical performance metrics and get an accurate view of their performance.

Use Case #6

Quickly Identify Root Causes

With Face and Emotion Recognition AI within your contact center, you can pull out customer emotion data and review the calls.

As all calls are recorded, you can easily filter out those calls that have negative emotions and sentiments to quickly identify issues and address the root cause effectively.

In addition, measuring the emotion trend over a period of time can help in identifying the gaps in agents' skills and conduct proper agent training programs.

Use Case #7

Understand the Voice of Customer

Conducting customer satisfaction surveys might not be accurate as the responses can be biased and the sampling size is small.

Instead, you can supplement your survey results with Face and Emotion Recognition data so that you can understand customer's perception to guide your customer service team to provide better support.

Understanding your customer's emotions will lead you to analyse their pain points early and work in the right direction to resolve their issues quickly.

With EnableX Live Video and FaceAI analytics, business leaders will be able to find out the following:

- Are long calls correlated to negative customer sentiments?
- How positively engaged are the customer service agents?
- Which day of the week tends to have the most positive sentiment?
- How do my customers feel about my most recent ad campaign?
- How does customer emotions and demographics vary by product line and services?



EnableX is a cloud-based communications platform for embedding video, voice, SMS and chat messaging into any apps and sites. Built on a carrier-grade platform, it offers developers with full stack of communications APIs and all the necessary toolkits to develop innovative and engaging communication experience.

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I want to try FaceX API

