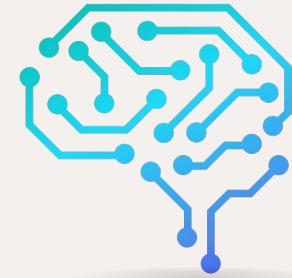
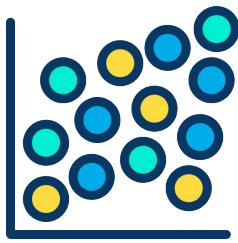


Inteligencia Artificial en CX

Adolfo Lozano



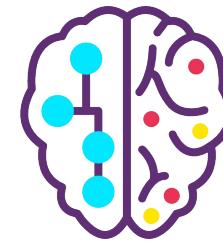
Importancia de la Inteligencia Artificial en CX



Analizar conjuntos de datos masivos y no estructurados



Descubrir oportunidades y riesgos, priorizar acciones



Aprendizaje y mejora continuos

Medallia Athena

Inteligencia Artificial Accionable para Programas CX

- Plataforma de **Inteligencia Artificial** y **Machine Learning** integrada en **Medallia Experience Cloud**
- **Foco** en la **ACCIÓN** para conseguir **impacto financiero**:



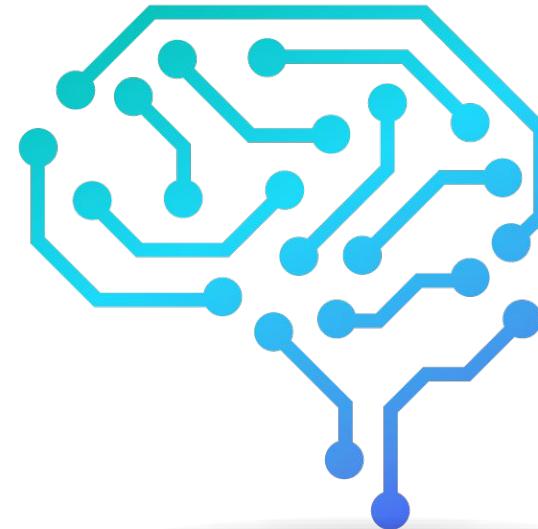
Aumento de
ingresos



Reducción
del coste de
servicio



Fidelización /
Reducción del
abandono



Text Analytics



Theme Explorer

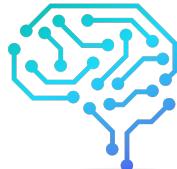
Sentiment Analysis

Action Intelligence



Risk Scoring

Suggested Actions



Athena
Plataforma de Inteligencia Artificial

Text Analytics



Theme Explorer

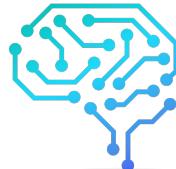
Sentiment Analysis

Action Intelligence



Risk Scoring

Suggested Actions



Athena
Plataforma de Inteligencia Artificial

Cómo Funciona Theme Explorer

Los **Themes** son **agrupaciones automáticas** de las distintas formas en que los clientes describen **experiencias similares**



Un **modelo de Machine Learning no supervisado** procesa los comentarios para construir los Themes, y establecer asociaciones entre ellos.

Representative

· · · ·

Professional

Staff

Associate

Salesperson

Knowledgeable

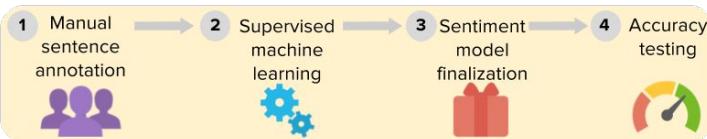
Patient

Helpful

Cómo Funciona Sentiment Analysis

Modelo de Machine Learning supervisado
identifica el sentimiento positivo / negativo en seis niveles **a nivel de frase**

Precisión mínima 80-85%,
actualización continua y aprendizaje del usuario final



Records 1-100 of 68523

Filter by sentiment: All

10 See above comment. I had to go home, borrow a phone from someone else, go back to the store and allow them to use the battery from that phone to complete the transfer. **POOR CUSTOMER SERVICE**. See above comments.
November 30, 2016 | [Go to survey](#)

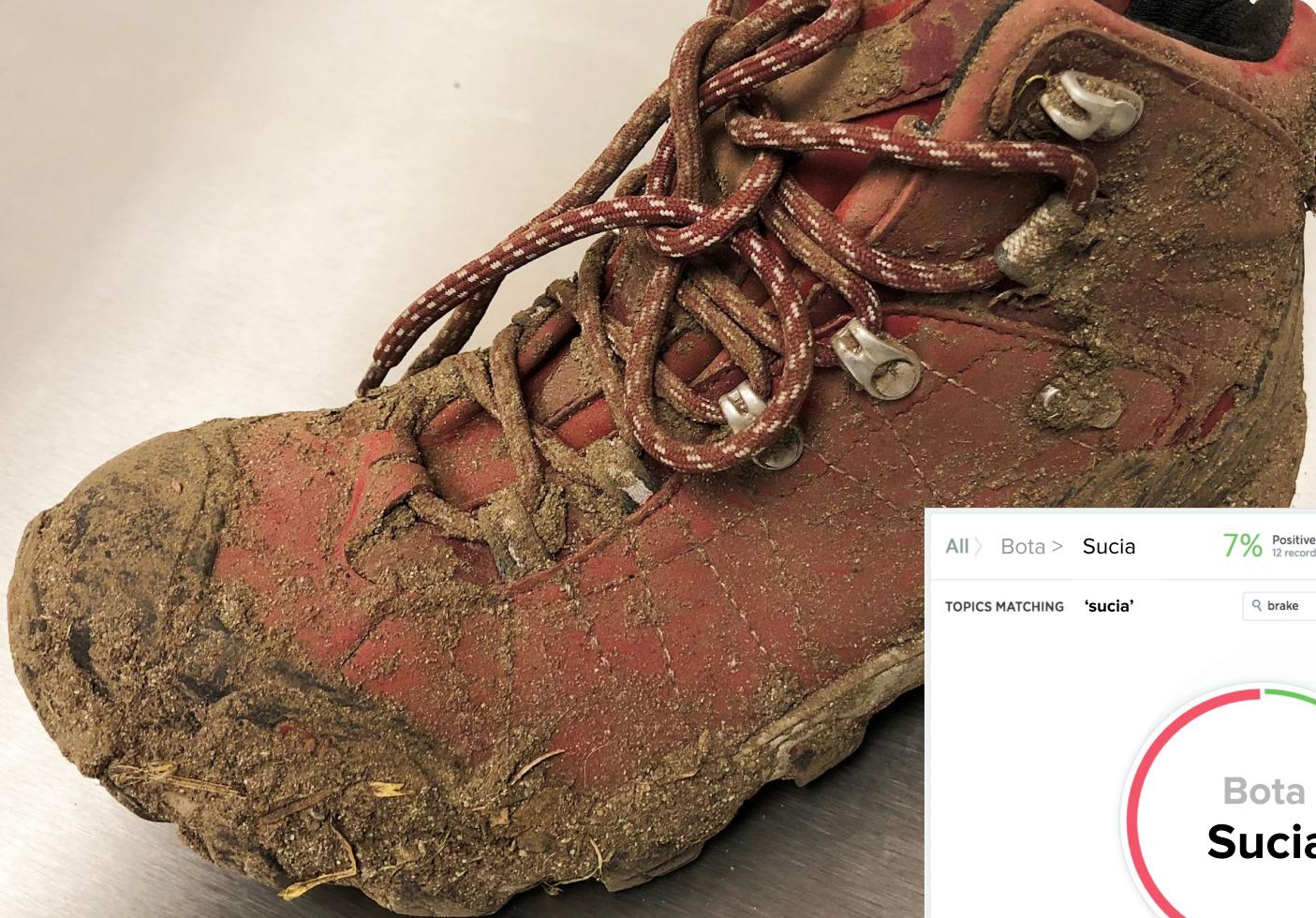
10 Great service but terrible wait times in stores always Especially annoying when you are there to spend a lot of money
November 30, 2016 | [Go to survey](#)

0 No, I had the same problem and no one was able to help
November 30, 2016 | [Go to survey](#)

10 Nothing. Nice job!
November 30, 2016 | [Go to survey](#)

7 I get good service no matter where I go
November 30, 2016 | [Go to survey](#)

10 The associate that talk to me was excellent Thanks for the **professional customer service** provided.
November 30, 2016 | [Go to survey](#)



Text Analytics



Theme Explorer

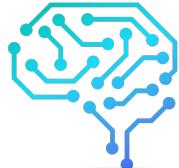
Sentiment Analysis

Action Intelligence



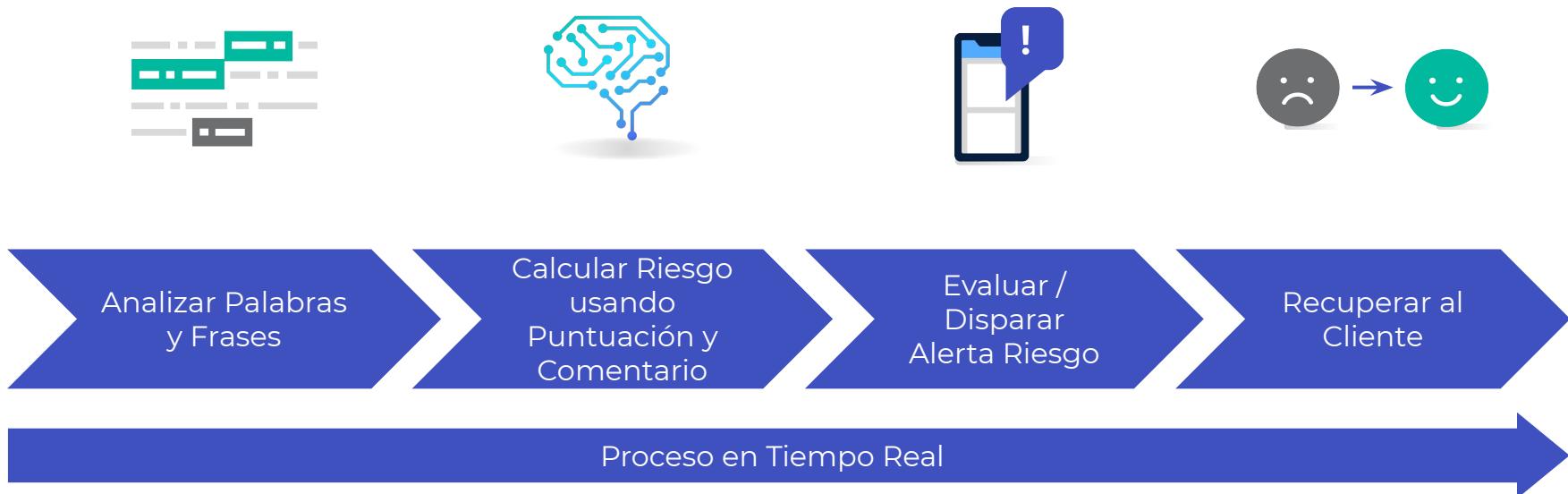
Risk Scoring

Suggested Actions



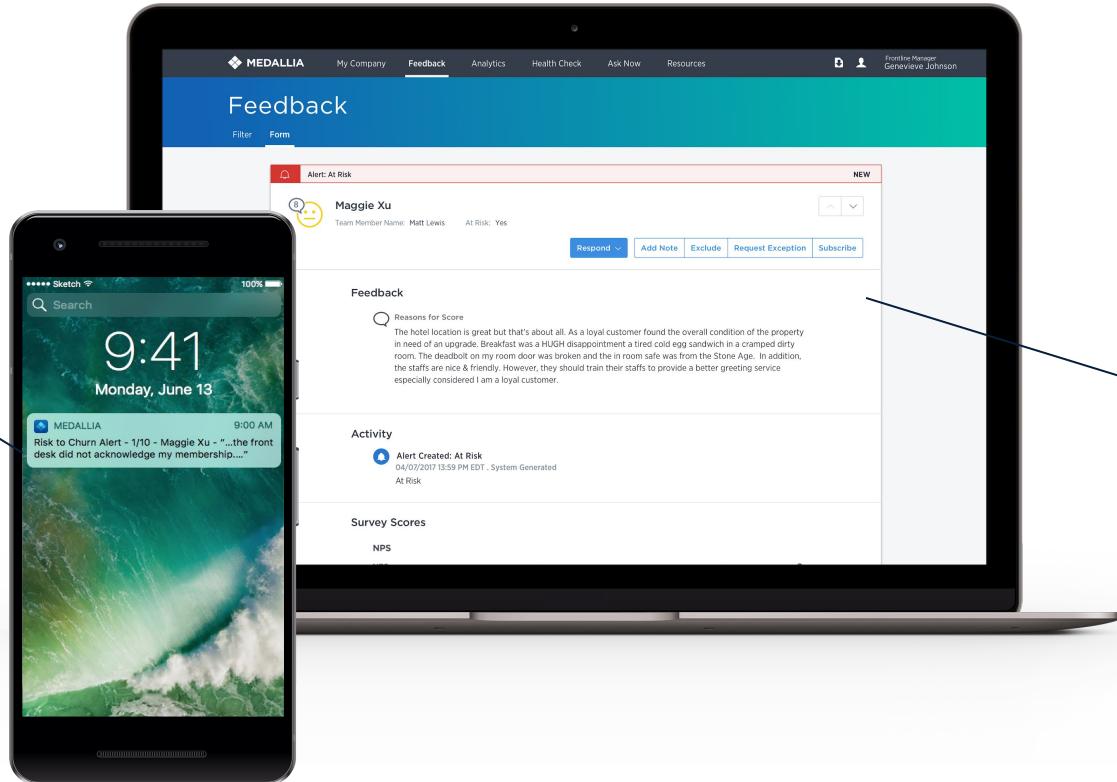
Athena
Plataforma de Inteligencia Artificial

Cómo Funciona Risk Scoring



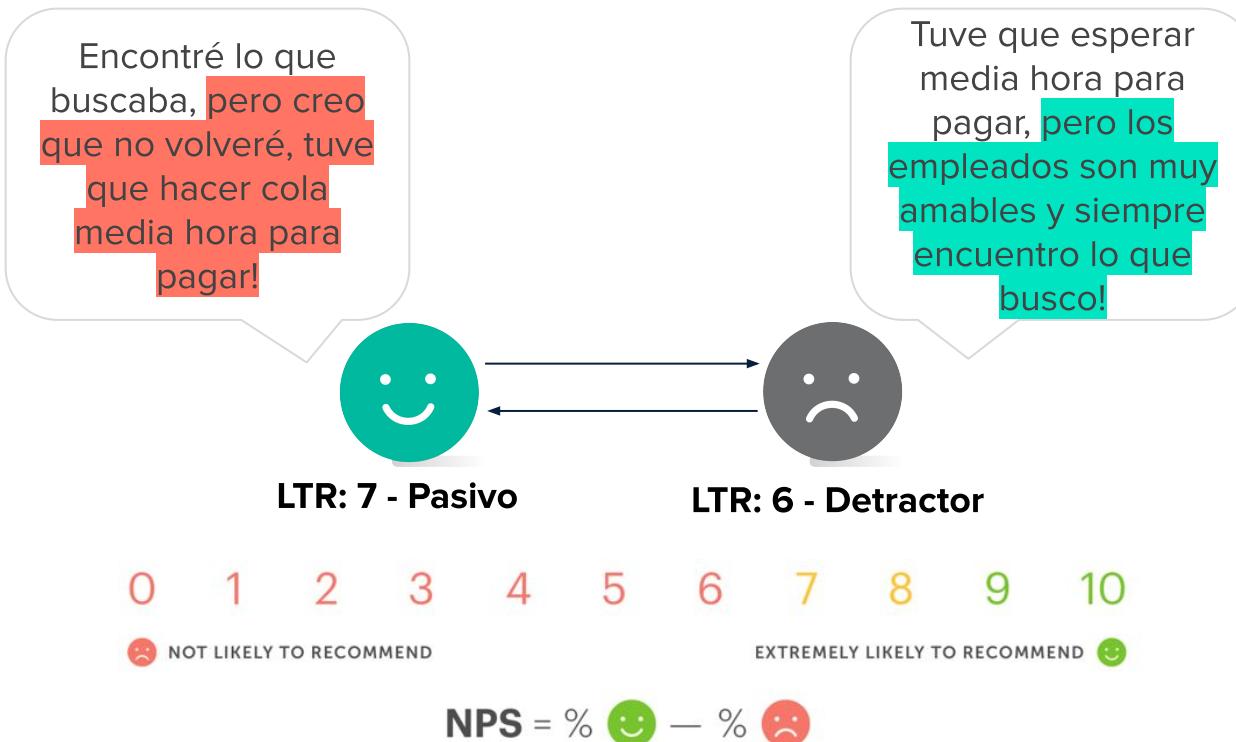
Foco en la ACCIÓN: Alertas de Cliente en Riesgo

Alerta al empleado de cliente en riesgo



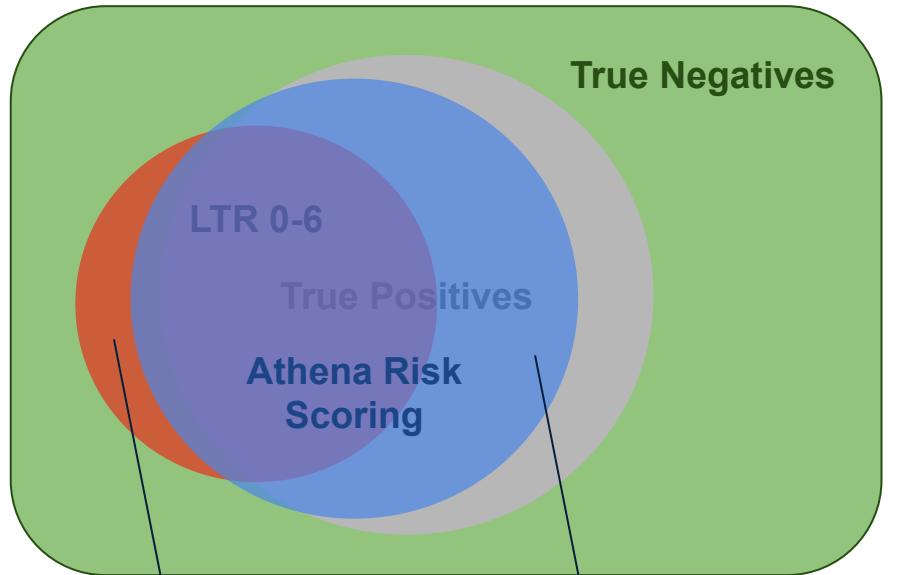
Contexto de la respuesta de cliente y su perfil para facilitar la recuperación ('close the loop')

Problemas en la Predicción Tradicional del Riesgo (LTR)



Impacto de Negocio de Athena Risk Scoring

Riesgo de Abandono en Multinacional de Banca y Servicios Financieros



LTR False Positives
LTR = 5
"Gran servicio, muy amables"

LTR False Negatives
LTR = 8
"Espera muy larga, no volveré"

58%

Of the Actual At
Risk Customers
Identified with
LTR alone

92%

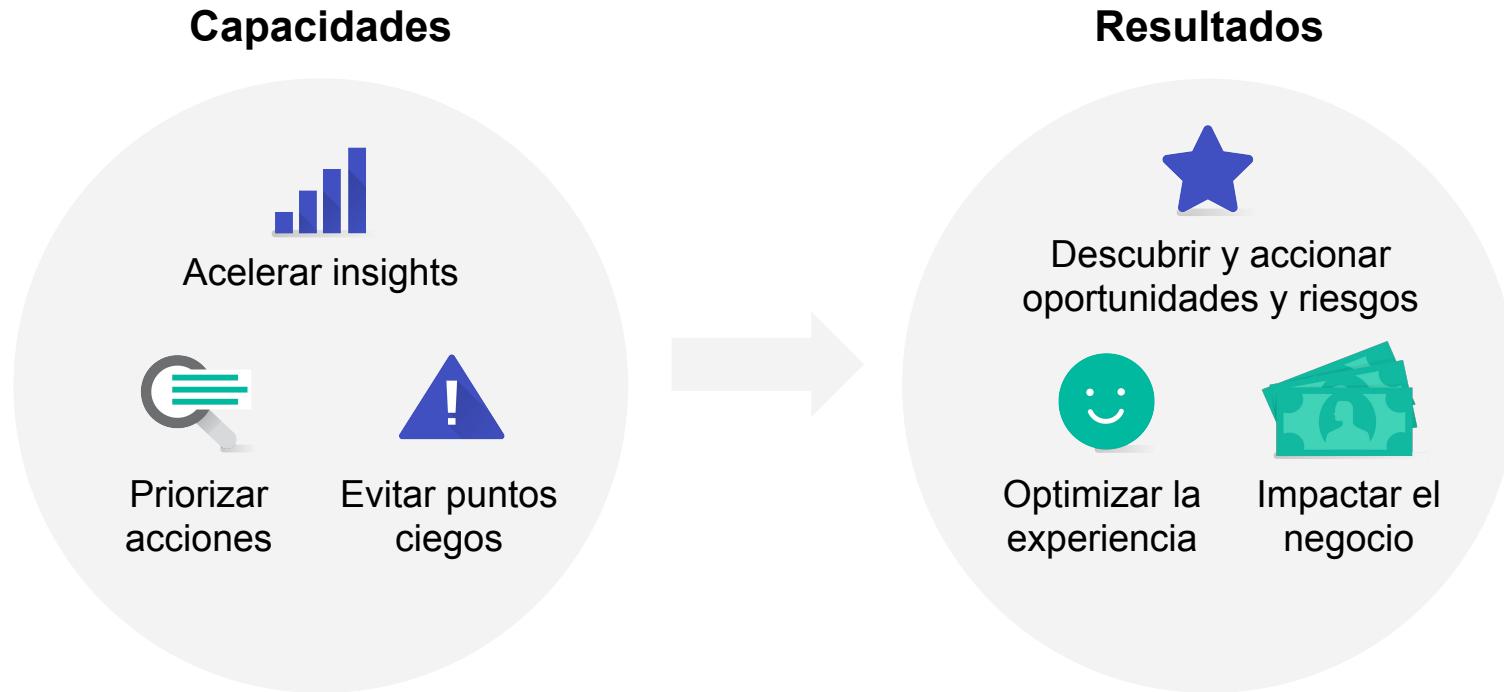
Of the Actual At
Risk Customers
Identified with
Risk Scoring

\$5.4M

Annual Cost Saving
(compared with LTR)

En resumen...

El futuro de la Gestión de la Experiencia pasa por la Inteligencia Artificial para generar Ventaja Competitiva e Impacto Financiero



Gracias