

The call centre in an era of conversation

How automation is revolutionising phone-based journeys.



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Lexicon

ACD: Automatic Call Distributor. Automated system for distributing telephone calls to agents.

Augmented agent: set of systems helping and augmenting the productivity of a CRC agent. The term **self-augmented agent** is also used.

ASR: Automatic Speech Recognition. Technologies enabling analysis of the human voice and its transformation into structured data that can be used by an information system.

Knowledge base: set of sentence components enabling a bot to reply or ask for additional information.

Callbot: automated program for greeting, qualification, and self-service on the phone channel.

Chatbot: automated program for greeting, qualification, and self-service on digital channels (e.g. on websites, instant messaging services, mobile apps, etc.).

Corpus: organised and standardised dataset comprising users' requests, which are linked to a reason for contacting a company to create coherence.

CRC: Customer Relationship Centre.

CRM: Customer Relationship Management. An electronic customer knowledge management system.

DTMF: Dual-Tone Multi-Frequency, also known as VF (Voice Frequency) signalling. Combination of frequencies used for conventional fixed telephony.

AI: Artificial Intelligence.

KPI: Key Performance Indicator.

Middleware bot: a bot that is not a channel, but an application server capable of supporting interaction channels and developing comprehensive web services with an information system's reference bases.

Multimodal: availability of multiple channels or possible interaction modes for an end user in a customer relationship service.

NLU: Natural Language Understanding. This subset of natural language processing focuses on machine reading comprehension.

ROI: Return On Investment.

RPA: Robotic Process Automation. A back-office technology featuring bots that learn an agent's behaviour in a graphic interface and reproduce some of the agent's tasks.

IS: Information System.

STT: Speech-To-Text. Technologies enabling the transcription of a voice sound file into text.

IVR: Interactive Voice Response. IT system that can conduct a dialogue with an end user by telephone.

Churn rate: the proportion of customers of the same company who are lost or change product and service during a given period. The term attrition rate is also used.

ACT: Average Call (or Handling) Time.

TTM: Time to Market. The length of time it takes from a product being conceived until it is made available for sale.

TTS: Text-to-Speech. Technologies enabling a text to be turned into speech.

UX: User Experience.

Voicebot: automated program for greeting, qualification and self-service on voice assistants available on smartphones and smart speakers.



#1

Introduction

When customers contact a brand, they expect to get the right information as quickly and simply as possible. The most recent [Zendesk Customer Experience Trends report](#) confirms that **effectiveness and quality of service are among the top criteria of a positive customer experience**. Customers also expect consistency throughout their cross-channel paths. Every year, they use on average three different channels to contact customer service.

The many different channels (phone, email, chat, text message, social media, and video) available today can detract from both the fluidity and relevance of interactions. In particular, there can be **a failure to recognise and use the customer information** collected in each interaction.

To rise to these challenges, in recent years companies have implemented a whole host of initiatives to deliver more customer satisfaction and become more effective. In addition to the conventional phone channel, they have developed customer spaces on their websites, offer cross-channel experiences, as well as enhanced digital contact channels and interfaces (**chatbots**, live chat, instant messaging, social networks, etc.).

The phone is still the consumers' favourite channel because it is easy to use in all circumstances. Voice promotes spontaneity and expresses emotion! It helps foster a relationship which, while not overlooking performance requirements, generates sympathy and human warmth. It is also the preferred channel for sensitive or urgent matters, on which oral expression happens most naturally.



However, this same phone channel is also criticised. It is said to be:

- **Unergonomic**

The metallic voices that ask you to press 1, 2 or 3, which in the era of smartphones and 5G can be reminiscent of the 1980s.

- **Irritating**

The waiting time is always too long for our liking! Above all to be put in contact with an advisor who cannot always answer our questions, which means we have to explain it all over again to one of their colleagues is always annoying.

- **Insufficiently reachable**

It is only accessible some days and at certain times, which often do not overlap with the needs of people who want to talk on the phone.

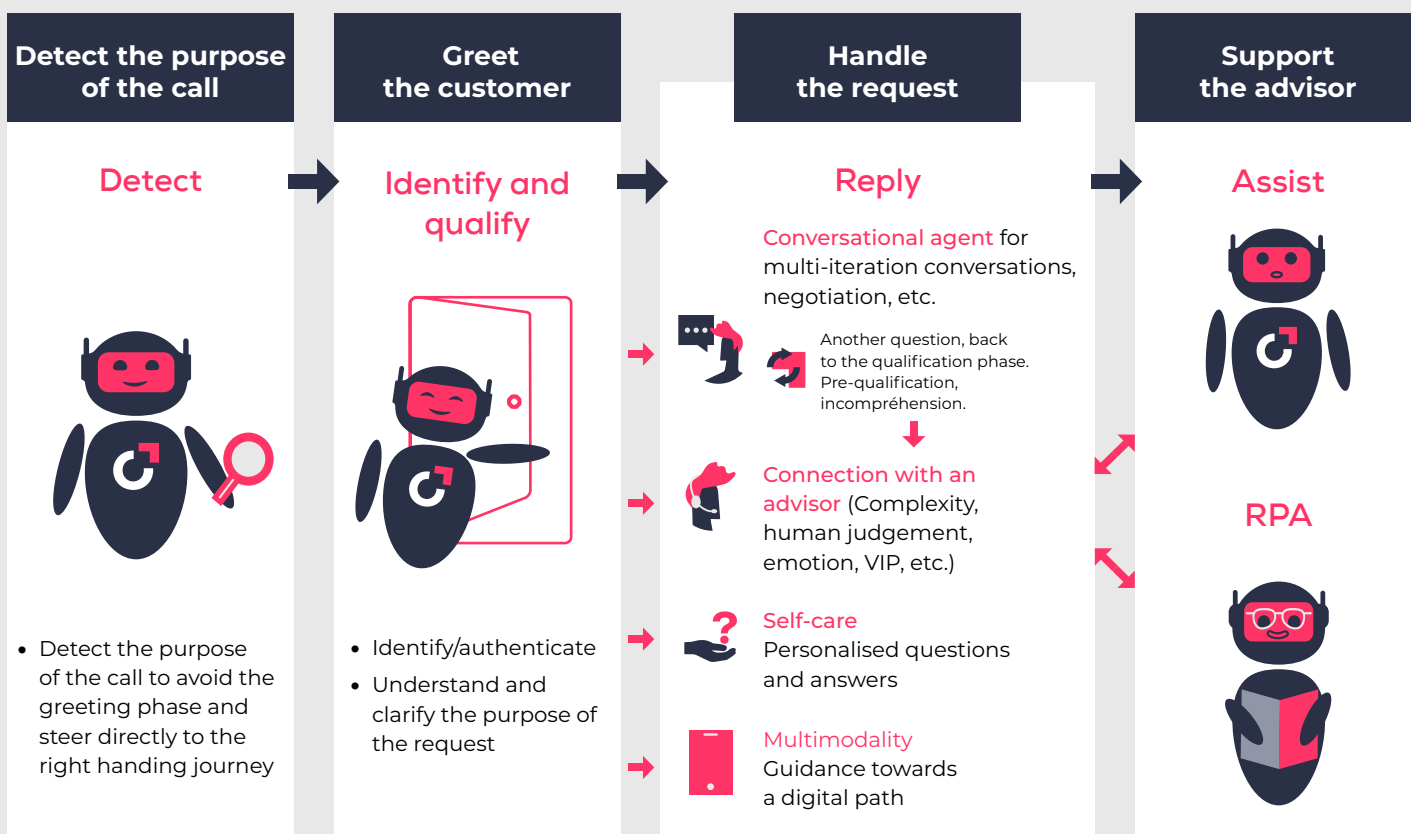
- **Expensive for brands**

Setting up increasingly sophisticated tools for customer relationship centres is a major item of expenditure that has to demonstrate its profitability.

At the same time, artificial intelligence (**AI**) and language recognition have made undeniable progress. With the growing adoption of voice assistants and affordability of voice control, **users are increasingly inclined to use voice, even when they have to wait to be able to use it!** So, with a revolution in the making, it is crucial to consider the services and uses which phone portals can leverage to capitalise on automation and **AI**.

- The aim of this white paper is to help you identify the right questions to ask yourself during your automation projects and of course to answer them to help you deploy an effective voice solution! We will discuss:
- The different variations of **AI** and automation for use over the phone.
- The most relevant use cases in which to deploy a virtual phone-based conversational agent (**callbot**).
- Why automation on the phone channel is developing multimodal uses and contributing to the adoption of digital channels.
- Why the conversational user experience (**UX**) is key in automation projects.
- How to use **AI** to benefit advisors, by exploring the meaning to give and the operational deployments that enrich the collaboration between virtual agents and “augmented agents”.
- The key success factors to consider in an automation project, like the methodology, the target **ROI**, and the clear definition of a path.
- The outlook for **callbots** and **voicebots** at a time when personal assistants like Alexa and Google Assistant are popping up in homes (are we heading for a voice hub?).

To guide this debate, we look ahead to a new generation of phone journey sustained by a range of automation systems that support the advisor and, above all, provide a **positive customer experience**.



During this journey which is the common thread of this white paper, we will illustrate the specific features and the benefits for users and advisors. We will also look at the path an automation approach should follow, the conversational **UX** essential for the success of a project, and the

methodologies to adopt based on project type. Lastly, we will go one step further, and address the other types of automation systems that are taking shape.

#2

In the “automation of the phone journey” sphere, I want to...

In the near future, **AI**-based services will evolve and gain in maturity. We are still in an interim phase where automation combines a range of technologies used to automate customer journeys and make advisors' work easier.

Detect

First of all, let's spend some time on detection, which is the primary purpose of automation in a customer contact solution.

During the **greeting** phase, the voice tracker – the equivalent of a cookie in a web journey – recognises the caller's phone number in over 75% of cases. The solution is then capable of verifying in a local database whether the customer has called recently, allowing it to ask whether they are calling back for the same reason, and if so to transfer them to the right team.

While this particular scenario does not call for **AI**, the caller is pleased that their previous calls have been tracked and believe the interaction will be more effective. The advisor is also pleased when interacting with a happy customer. Let's now imagine that through number recognition, the company's **CRM** is consulted in real-time. This results in the increased number of options for personalised customer journeys!

Identify and qualify

The best system for identifying a caller and qualifying the reason for their call still requires getting users to express themselves spontaneously and naturally. To do this, the solution acts as a fully-fledged phone portal. It harnesses natural language understanding (**NLU**) technologies and puts an end to the interminable multiple DTMF choices (press 1, press 2 [...], press 25, etc.). Now, customers can express the reason for their call freely.

There are many benefits:

- **For customers, it is much more convenient and saves time.**
Their requests are qualified more quickly and more accurately. Why? Because qualification is based on their own words, and no longer on a succession of fairly arbitrary choices that often lead customers to choose wrongly or out of spite.
- **For advisors, it is very likely they will receive a request they are responsible for handling!**
They also have the chance to read or hear the reason stated by the customer before taking the call.

Reply

This same greeting system also makes it possible to check that the callers' contact details are up to date, to ask them to confirm their identity, and even to trigger biometric authentication so that sensitive information can subsequently be handled. This puts an end to repetitive, low value-added tasks. The time this saves for the advisor (**ACT**) can be used to focus fully on the reason for the call.

Yesterday the talk was of natural language portals, today, it's all about **callbots**. However, the playbook remains the same for all customers who use a solution like Odigo, which boasts real expertise in identification and qualification.

Automatic handling of reasons for calling: the Holy Grail!

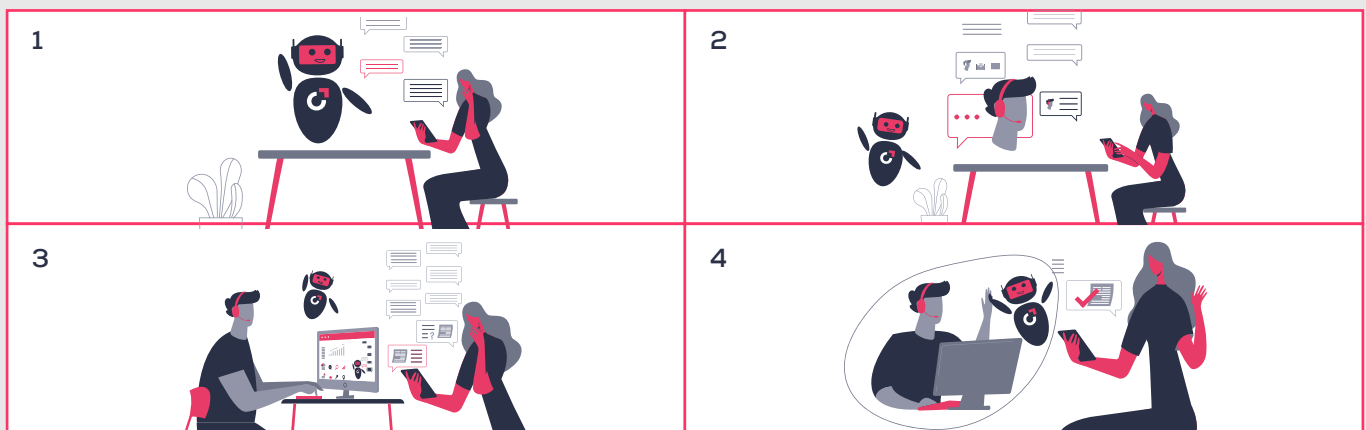
In the next few sections, we will see that this subject needs to be approached with a wider lens, rather than just focusing on its technological dimension, to assess its feasibility and implement it. This means not only ensuring that various business departments within the company contribute, but also mastering the methodology for setting up and educating a conversational service, which must be harnessed to benefit the user and the **UX**.

Let's go back over **the benefits of the handling phase managed by a conversational agent**.

It means that a customer receives a response instantly, at any time and on any day. In this context, **AI** becomes fully meaningful in practice because it can understand (thanks to **NLU**) the customer's words and reason with him.

This brings us to the crux of conversational agents and personalisation – drawing, in real-time, on the customer's data stored in the company's information system. Increasingly sophisticated conversational agents will enable us to make and edit appointments, report incidents, and execute rich transactions in customers' bank accounts by phone.

Personalised journeys do not always have to be complex. **Simple self-service experiences** can prove to be ideal for some use cases, such as a question-and-answer interaction. Requests for insurance certificates, which take little time and require few questions, in which quick, independent processing generates customer satisfaction, are an excellent example!



The phone channel: an ideal resource for digital channels

Why not use the phone channel to promote digital channels, especially the leading one – **the online customer space**? Regularly enriched and updated with new value-added paths, it receives plenty of attention. However, the end results are rarely up to scratch (waiting time, redirects for some types of request, etc.).

Let's take the **multimodal approach** further: 70% of calls come from smartphones the numbers of which are recognised. let's take advantage, when relevant, to inform callers they can complete their request themselves via a text message. This text message will contain the URL guiding users directly to the appropriate path. This type of pragmatic system has proven its worth in terms of **ROI** and customer satisfaction without requiring overly elaborate technologies.

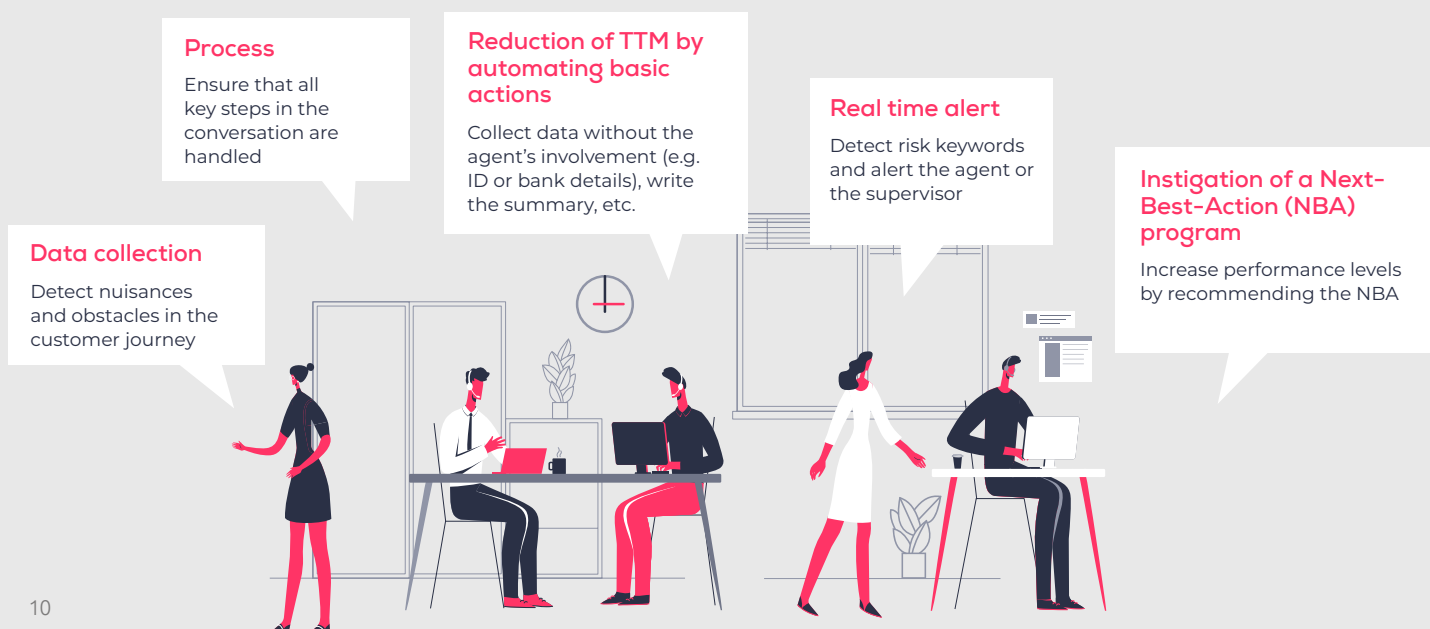
Let's get to the heart of it and examine the advisors. They will continue to be there tomorrow and that's good, because the customer relationship needs to be above all human and sympathetic. For this reason, companies can decide on a case-by-case basis whether or not to implement an automated experience based on the caller's profile.

When customers have not contacted the company for a long time, getting an advisor to handle their request helps to recreate a bond, keeps them as a customer if there is a risk they might leave, or detects new business opportunities. Context-responsive routing which takes into account their profiles and history enable companies to implement an "arbitrary" call distribution strategy. Advisors also get the opportunity to alternate between challenging conversations and more straightforward, less emotionally engaging ones.

Assist

What if automation and **AI** could also help make the customer relationship even more human by **assisting** advisors? Implemented in many use cases, they help deliver a greater capacity to listen to the customer and more operational effectiveness.

Let's look at a few use cases associated with the **augmented agent**:





These use cases are underpinned by automation systems, very often combined with the advisor console or derived from a **CRM** solution. They are not voice-specific, so we will not go into more detail about them in this white paper.

These systems do not all call for pure automation, but considerably boost the advisor's productivity and make life much easier for them. By way of example, we can cite **RPA** or the knowledge base, which can also be coupled with a conversational agent to give the user a response or trigger an action.

Ultimately, you need to find the balance between proven tools and new stars that simply demand to be implemented to help you achieve your overall ambition and keep to your general roadmap.

The different dimensions of an automation project in support of the customer journey

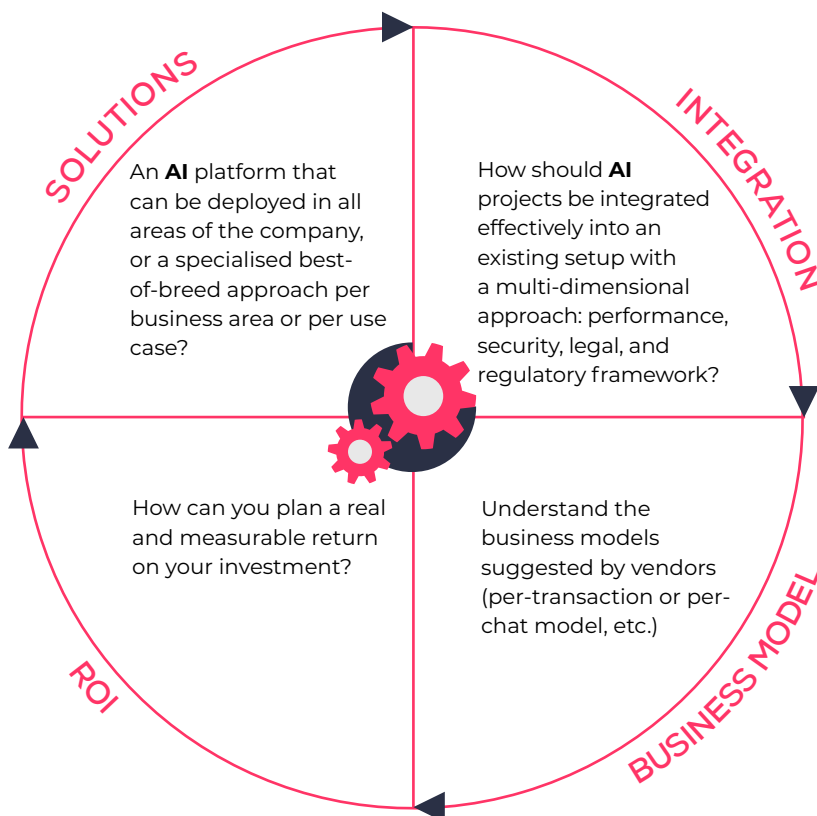
An increasing number of digital channels, closer and closer integration into a **CRM** (if one exists), integration of a **knowledge base** offering profile-based views (advisors, customers), implementation of increasingly cross-company workflows to cover a whole series of cases – there are many areas of the customer journey to work on. It is now unacceptable to add silos as new

technologies emerge; instead a path should be defined and constructed that fosters:

- Simplicity and convenience of customer journeys,
- Quality of work and productivity of advisors,
- Interoperability to encourage the emergence of new uses and new solutions.



AI and more generally automation will therefore present a possible or even mandatory challenge for companies. It will be accompanied by a number of technological and economic questions that they will need to answer:



What longevity can we expect from solutions at the dawn of a revolution?

Of course, there will also be some programs to implement in terms of change management and training. Not to mention closer collaborations between new entities focusing on **AI** with business and **IS** teams, or the emergence of new business lines that are taking shape around data.

#3

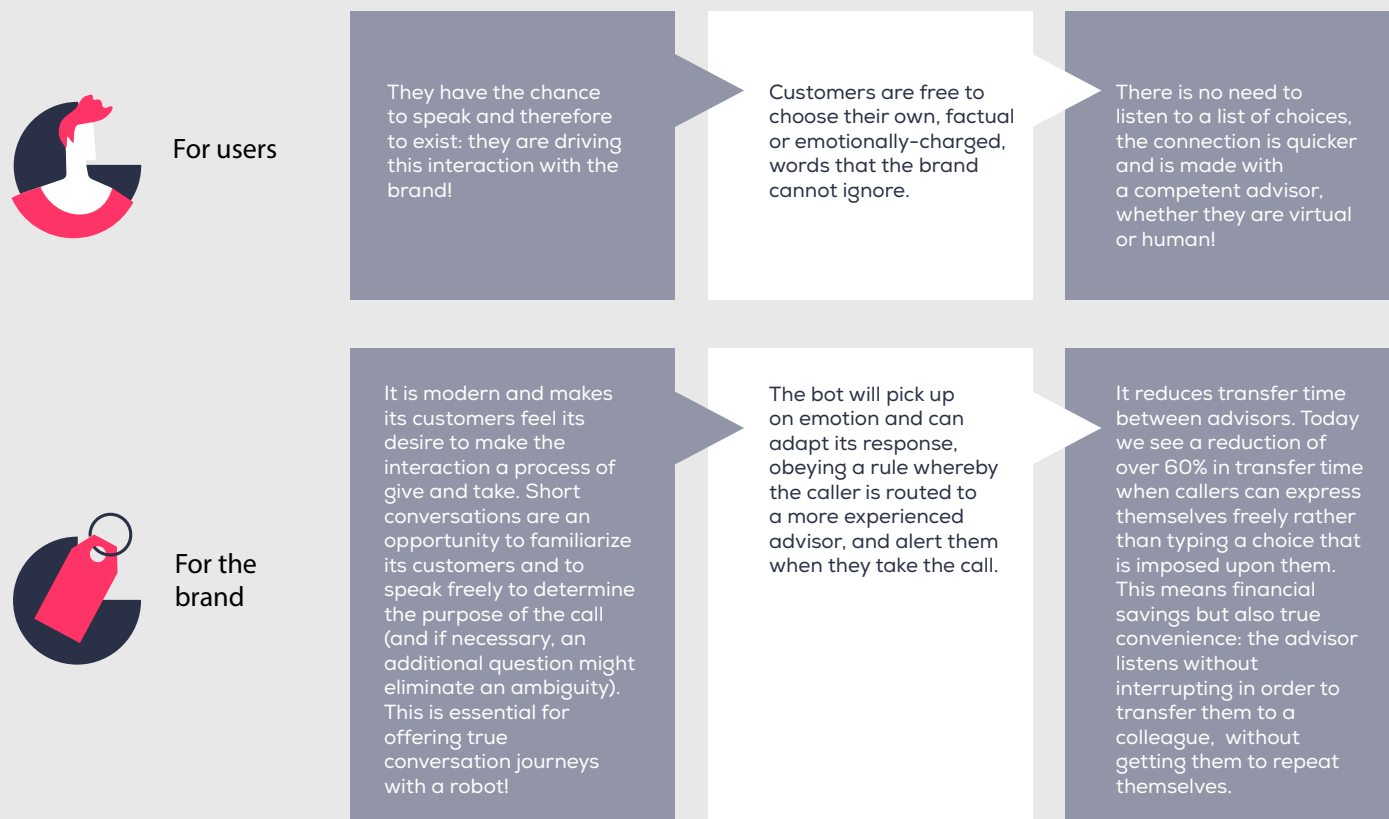
Automation of the voice-based customer journey

Let's return to the phone portal experience that we want to transform using **AI** and automation. A clear path needs to be plotted in order to see the way forward. At Odigo, we have been involved with natural language for 15 years and we believe an important first step is to implement a general greeting phase. Its role? To qualify, prioritise, and then route all voice conversations so they can then be handled by an advisor or a conversational agent.

The aim is to start processing customers from first contact after answering a simple question, "What can we do for you?". At the same time, during this greeting phase customers can be identified based on voice, phone number, ID, etc.



As you can see in the table below, this approach has many advantages:



Correctly positioning your first conversational agent

We sometimes meet with companies that want to position their first conversational agent after a choice “x” on their **DTMF** voice response server. Even though this approach has the merit of enabling them to measure users’ appetite and allowing teams to familiarise themselves and test technologies, this often ends in failure.

Why? Quite simply, because the great majority of these calls are not intended for the conversational agent. With **DTMF**, users are increasingly making random choices without

listening to the (sometimes endless) list of options. The customer experience resulting from this test is disastrous, because users switch immediately to a new chat format, very often with a different voice to that of the **DTMF IVR**.

Customers are not prepared to interact with a machine in the context of this type of long dialogue. So, let’s allow them to familiarise themselves during the qualification phase. In addition, if the dialogue with the conversational agent ends in failure, or if customers want to discuss a second subject, context management is often non-existent.

Let's not forget that the company's image is at risk of suffering as a result. Firms cannot provide a poor user experience under the pretext that they are innovating or training advisors. Consumers are becoming more and more demanding and will only accept being testers if they are informed in advance.

Conversational agents for specific use cases

The time to position conversational agents dedicated to specific use cases comes after a period of natural language optimisation of the welcome portal. As shown in our storyboard, one of the recurring questions is whether or not to use the same technologies between the greeting, qualification, and handling phases.

In the era of the cloud and SaaS, our recommendation is to use the right technologies for the different use cases:

- Currently, the solutions from the main market vendors have proven their worth in terms of qualification. They are robust with over-90% level of comprehension in fields like insurance in which calls are made for numerous reasons and can be expressed in an infinite number of ways.
- Some start-ups specialise in verticals (appointments, etc.). Let's not disregard solutions that are beginning to prove themselves.

Whatever technologies or partners are chosen, the service delivered must be harmonious for the user. To ensure overall coherence, work will need to be done to **ensure that the voice is consistent with the tone of the service** and everything is coordinated seamlessly (personalisation, context management and

transfer, logging of interactions, monitoring of statistics and **KPIs**). This raises a number of technical obstacles (interoperability, monitoring, security, etc.), but also economic obstacles (such as overall billing making it possible to track items consumed from each provider). To keep the service performing over the long term, the brand needs to complete some key tasks. These include:

- Achieving mastery, or even ownership, of some **corpuses**.
- Continuously creating and enriching the **knowledge base** so that it can be implemented in the right form across different channels.
- Creating a documentary archive linked to the dialogue trees and ensuring overall coherence over time.
- Implementing conversational agent activation and deactivation strategies in the context of an open, secure, monitorable architecture.
- Defining roles and responsibilities for the people involved with the brand and SaaS providers.

Towards industrialisation

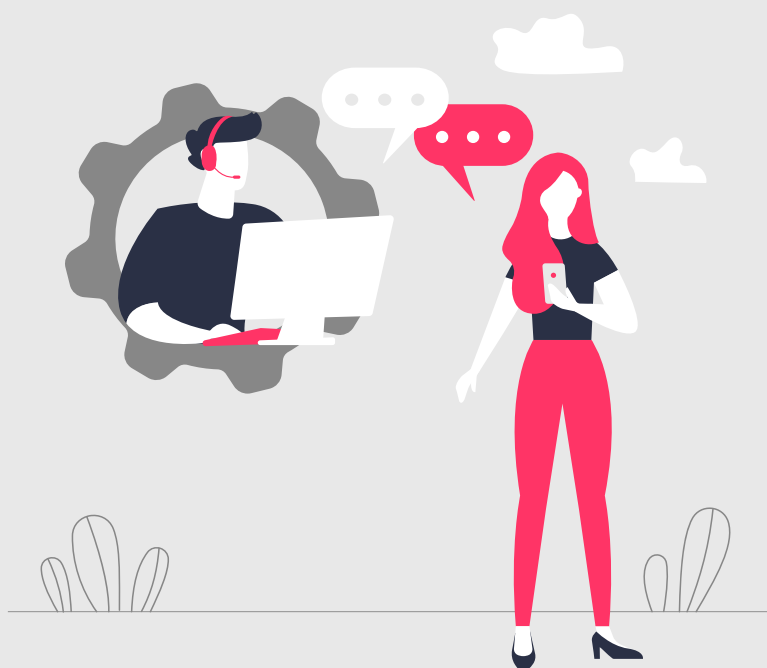
Even though it is still difficult to imagine industrialised scenarios that include **augmented agents**, there are some initial considerations to factor in at this stage. On the technical front, you need to think about homogenising components linked to transcription (**ASR**) and comprehension (**NLU**). It would also be a good idea to use the same technological platform as for the **callbot** – preventing unnecessary architecture complexity, making it easier to keep in operational condition, and limiting the number of suppliers with different consumption units.

In addition, in terms of ergonomics the “advisor experience” should be prioritised, ensuring they have the right information at the right time, without generating stress. An “advisor cockpit” design, the cornerstone of the customer relationship, is essential. This aspect, more overarching than the AI dimension, also needs to take account of the knowledge base, access to the interactions log, and the inbox.

The crucial role of data

Lastly, it is impossible not to mention data. It is thanks to data – pre-recorded and collected during interactions with customers – that the automation system will be able to provide a relevant and personalised response. The architecture must therefore make it possible to access customers’ personal data in order to identify them, retrieve their log of interactions with the company, and to handle large volumes of data which can be used to train the bot(s).

You should be able to call on a trusted provider with expertise in the privacy challenges and legal dimensions of GDPR, especially when the solution interconnects with third-party tools. How can you know if the provider abides by current standards? The provider must be able to guarantee that it achieves best practices in terms of architecture in a multi-third-party environment.



#4

A UX-centred approach

Machines might be increasingly knowledgeable, but without major editorial input they will always just be machines. Simplicity, spontaneity, immediacy, and personalisation must be central to the conversation in the customer's journey. So, when a project is launched, key tasks need to be completed in the form of workshops with business teams in order to:

- **Develop personae**

The key is to concentrate on users' needs and motivations. There must be a focus on how different profiles are greeted (customers, prospects, end clients, resellers) while also imagining the main ways in which the conversational agent will guide the customer. Not to mention considering customers' questions, hesitations, and silences.

- **Give the bot a persona**

In keeping the brand's image and values, it must also be consistent with the digital publications that are already online. A **callbot** needs to have a tone, a register of language, and a personality. All of this will give it charm and distinguish it from a cold, impersonal metal box.



Attention also needs to be paid to the design and construction of customer journeys in order to:

- Guide users' browsing as an advisor would do – with restraint, recognising the moments when the customer needs support.
- Limit the number of interactions and promote short dialogues, which means sticking to the basics of simplicity and effectiveness.
- Detect sticking points in the journey and adapt the narrative, which includes managing silences, inserting, if necessary, a small assistance module.
- Blend understanding with the use of **AI** and guided browsing. Let's not be hardliners and favor technology to the detriment of common sense. This is a customer relationship project and not a proof of concept to demonstrate the power of **AI!**
- Prioritise results and efficiency. So, if part of the journey is not suited to the phone channel, a multimodal approach might be an avenue worth exploring. Inform the customers that they are being sent a text message. When they click in it, they access responsive electronic customer support. The voice service thus becomes a real ambassador for digital.
- Be able to redirect customers to an advisor when automation no longer meets the need by communicating the context clearly to the advisor. Everyone has a job to do!



#5

Key points when constructing a voice-based customer journey automation project

Let's start by nipping the idea that is still too pervasive in the bud: a **callbot** is not just a **chatbot** with a **speech-to-text** module bolted on to its frontend and an equivalent **text-to-speech** module bolted on to its backend.

That would certainly be convenient. But when people speak, they express themselves in a different way to when they write. This has obvious and significant impacts in the design of the **corpus** and **knowledge base**. Silences and pauses are also handled differently on a digital channel compared to a voice channel. Lastly, there is a risk that you will overlook the issue of ambient noise, and that you won't have the same capabilities for offering online help. For example, it is hard to deploy a carousel in the middle of a phone conversation.

These specific features do not prevent you from using a **middleware bot**. But it will be necessary, on the one hand, to use a native, tried-and-tested telephony and voice solution, and on the other to offer conversational journey designed for speech.

Take an appropriate approach to each automation dimension along the customer journey

For the welcome portal, the key will be to identify and structure all reasons for contact under concepts linked by various phrasings customers might use to express their needs. Effort must be made to link requests for further information to be sure requests are routed to the right team. For example, in sectors like insurance, in which the service offering is very broad, thousands of customer expressions need to be gathered so the comprehension engine can be well-trained when it starts up.

For a conversational agent dealing with a particular reason for contact (making appointments, for instance), the key points will be creating mini-corpus specific to each interaction ("I want an appointment next Thursday" or "I want an appointment next week on Thursday" don't forget that our language is rich!) and putting in place a dialogue tree that offers the same variations as those available when talking to an advisor. If the bot is incapable of dealing with some of them (business rules, technical difficulties), it must be able to escalate to an advisor.

On a related note, upstream analysis is needed to determine what can be automated and what can't. For each predicted reason for contact, a short study should be carried out into the volume of requests over a year, the complexity of the dialogue tree, whether the program can be interfaced with an IS reference base, and the advisor's needs for know-how, interpersonal skills, and humanity (calling the bank is often a person's first instinct when reporting card theft, but it can be cancelled via an automated journey).

Choose a solution that interacts with third-party environments

It must dovetail as neatly as possible with existing setups (**IVR, ACD, CRM**), while meeting the goal of creating a seamless, end-to-end solution for the user. To this end, you must not overlook:

- **The user experience (UX)**

This means never getting customers to repeat what they already said. How? By performing context management, on the one hand, between the greeting phase and the conversation and, on the other hand, between this same conversation and the connection with an advisor when the bot cannot process a request or when a business implementation makes this transfer necessary.

- **Logging and personalisation**

It is important to position a conversation (whether it ended in success or failure) in the interactions log. The possibility that the customer might make contact with the advisor in the future and that this history might be useful cannot be ruled out.

- **Monitoring in a hybrid cloud dimension**

Particularly through the ability to deploy a fallback scenario when a conversational agent does not reply or can no longer access an **IS** reference base.

- **Statistics and tracking of KPIs**

Performance should be analysed across the whole journey even if, without knowing it customers might have been routed through three different bot technologies and three clouds.

Recruit a multidisciplinary team

It must include members from new **AI** entities, digital experts, telephony specialists, IT department architects, and naturally customer relations teams. And of course, there must be a strong contingent of advisors, who have the field knowledge! The latter will be able to help assess whether the journey can be automated or whether human input is still essential. They will also help build the corpus because they hear customers' phrasings every day, which also makes them excellent testers.

Let's not forget that the project is designed to help them. Automation does not spell the end of the advisor, instead it is an essential resource for delivering more added value and more responsibilities. Advisors must therefore be integrated throughout the project so that they feel valued.





Commit for the duration

Naturally, the project does not stop when the program goes live. In fact, a new adventure begins at that moment! The provider used by the brand needs to offer support and tools to optimise both the level of understanding and the relevance of the journeys. Do you know of many brands that do not release new products or institutions that are not bound by changes in legislation or regulations? All these changes will need to be incorporated thanks to a long-term commitment so that the customer relations automation system is always up to date!

Lastly, we've talked about **callbots**, but what about the move to **voicebots**? A **middleware bot** should make it possible to join the channel associated with personal assistants like Alexa and Google Home. The key difference is that there is currently no native voicebot option to transfer to an advisor. Today, the web callback option needs to be used, which detracts from the creation of a frictionless experience.

#6

Tomorrow, or soon after

The date is Saturday 1 August 2022. It is 2 pm. There is a growing number of traffic jams, breakdowns, and accidents on the roads as people go on holiday. Breakdown companies' call centre hotlines are now managed by a powerful **AI** system that filters calls by reason (mechanical breakdown, personal injury accident, etc.), the words used, and the degree of emotion conveyed by the voice.

These systems will automatically choose, in real time, to route calls to an advisor or a conversational agent, and even decide to call back in a few minutes. Reality or science fiction? Pirandello's characters suggested there may be more than one co-existing truth. The debate has begun.



From a pragmatic viewpoint, in some cases it is just a question of prioritisation and operational efficiency. In others, it is impossible to ignore the human, personalised dimension of the customer journey if you want to provide a customer experience that is positive from the first contact and the first words. You should therefore ask yourself questions like:

- When we have just been involved in an accident or an emotional trauma, are we ready to interact with a bot, as mild and as reassuring as its voice might be?
- Against what criteria and what scale should a bot measure emotion?
- Should a car breakdown in principle be assigned a lower priority if there are 3 children in the back (if in fact the bot is in possession of this information)?

Of course, this is not to cast doubt on the many benefits of **AI**. The aim here is to understand that every project is unique. This means an in-depth upstream analysis is required to clearly define the bot's role, the journeys it will offer based on the context and knowledge it has of the customer, how people and machines will work together, and how automated systems will be supervised in real time.

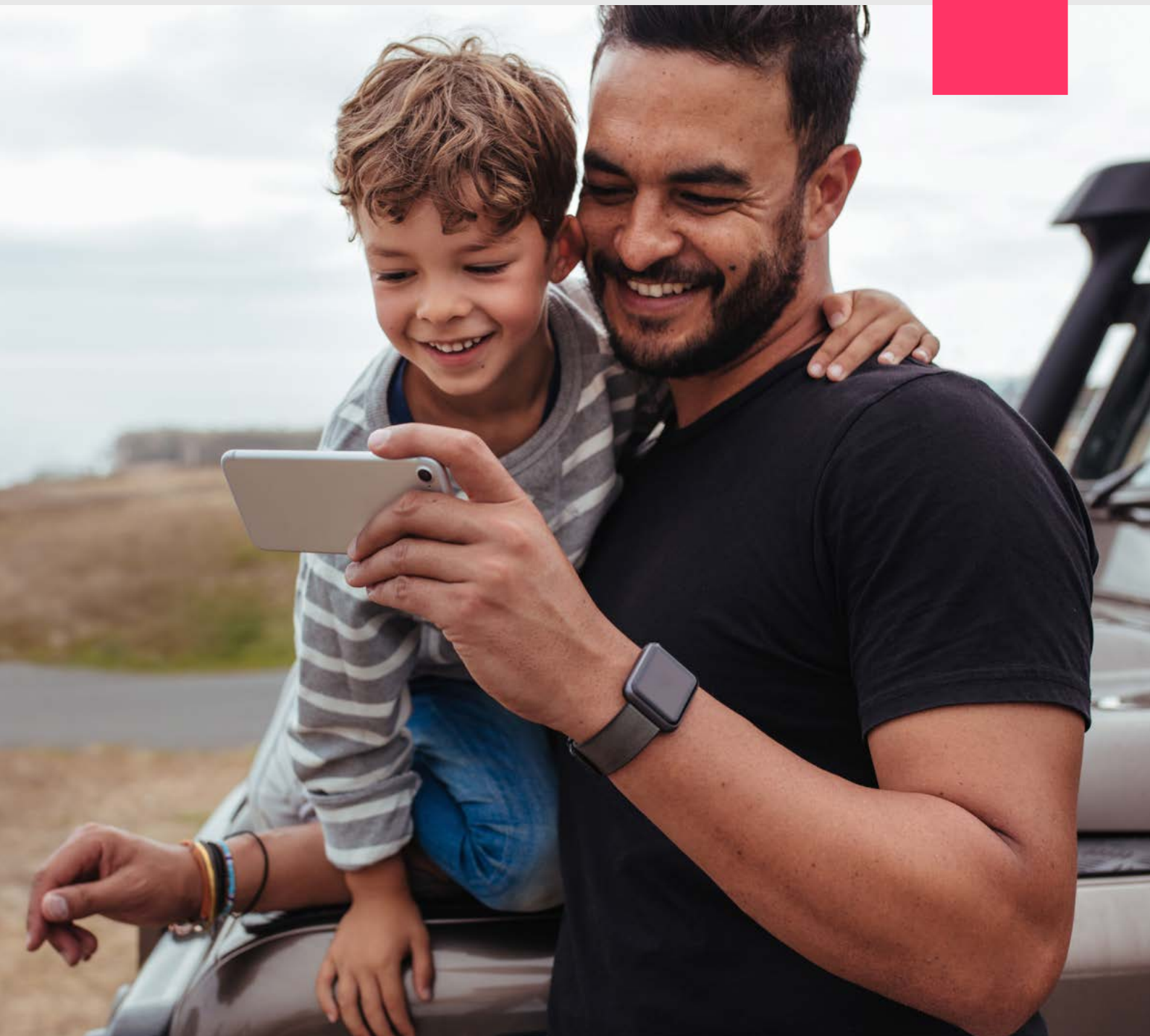
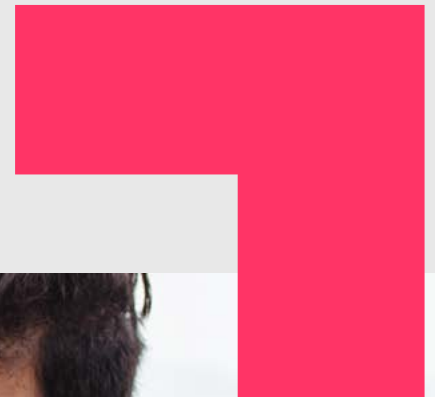
What role should the affinity engine be given?

Sometime that same year in the **CRC** of a multi-utility (communication, energy, etc.) service provider... Competition is fierce between rival operators and **churn** management is a central customer relations issue. **AI**, of course, manages the hotline and traffic from personal voice assistants. As soon as it detects that a customer wants to unsubscribe or even that there is merely a risk of dissatisfaction, it chooses the advisor most likely to satisfy the caller.

To answer the question, "Which online advisor is best placed to win over and convince our customer?", the **AI** will have analysed in real time their profile, the nature of their subscription, and the history of their most recent interactions with the company. This is the crux of affinity and all the questions it will raise. To answer them, consideration will have to be given to:

- The way in which algorithms will allow systems to select the right customer/advisor combination for a particular reason for contact.
- How an apparently unhappy customer can be made to wait an extra minute because his "go-to partner" is on a call and her average call time is 3:30 minutes? What level of risk is taken when a customer is directed to a "less-than-ideal partner" who is nonetheless available immediately?
- Management of fatigue for "super advisors" who are experts in **churn** in the category of customers who have been subscribers for less than 2 years. Is **AI** capable of predicting a performance curve over a day or a week?
- A contact centre is an organisation of human beings ranging from juniors to experts. How can the team be encouraged to improve and grow using an approach combining performance targets with sympathy?

In the era of **AI** and automation, many different customer journey topics will need to be addressed, even at the scale of what we still today call **a phone portal, and tomorrow will call a voice hub**. We can naturally ask ourselves these questions, but the goal is to make progress. The goal is also to lay the groundwork for a sympathetic, ethical **AI** that adapts to each situation in the belief that well cared-for staff will take equally good care of customers.



Biographies of experts

Athena Steimberg is a Product Marketing Manager in the Odigo product team tasked with developing customer service, qualification, and self-service offerings for the Odigo suite. Having worked in the B2B telecoms sector for 15 years, her main roles include management of cross-functional projects, development of offerings, and digital marketing.

She wrote her MBA professional thesis on voice, the transformation of uses, and the impact on brands and their identity*. Her experience is contributing to the development of the Odigo range, centred on natural language portals and applications in the specific context of an omnichannel customer relationship.

* Don't ask yourself whether your brand has an identity, but rather whether it has a voice?



Loïs Le Sceller is a Lead Product Manager in the Odigo product team. He spent the last 20 years working in digital and information technology focusing on digital transformation, payment and customer relationship solutions for key accounts.

Having a background in both marketing and B2B SaaS product development, he is a Product Manager for the Odigo customer contact solution. He provides his expertise for all aspects of the customer journey, as well as the uses of digital and underlying technologies, including automated natural language processing.

Jean-François Teissier is a Manager of Odigo Experience Services team. He works with our customers on transformations that are increasingly customer-oriented and agent-centric. Jean-François's primary focus is on projects involving automation and artificial intelligence. In this context, he recently helped implement callbots for organisations in the energy and insurance sectors.

Drawing on over 20 years of experience in digital technology and the customer relationship, his expertise encompasses conversational UX and IT architecture.





About Odigo

Odigo, a Capgemini brand formerly known as Prosodie-Capgemini, helps large organisations connect with individuals through world-class, cloud-based contact centre solutions. Its cutting-edge, proprietary technologies enable a seamless, efficient, omnichannel experience for its customers and a satisfying, engaging experience for service agents.

Odigo serves more than 400,000 agents and business users globally. With a 25-year history of industry firsts, Odigo has more than 200 clients around the world.

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Customer experience
as it was meant to be