



5 golden rules

for automating your contact center





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Telephone customer service is great - but can also have its pitfalls.

“Sorry, can you repeat that? I did not understand you. Please press 1 for further help.”

Ever experienced something like this? Most definitely yes. Before you even get to talk to an agent, a bot like this can already give you the urge to hang up. But it doesn't have to be that way!

Pressing buttons and shouting keywords into the receiver is a thing of the past. Conversational AI makes it easy to automate your customer service. Today, a phone bot can be as smart as your telephone support staff. It responds naturally to a wide range of concerns and takes on many tasks itself - provided you know how to train the bot properly.

In this e-book, you will learn how Parloa's breakthrough technology can help your system become a smart and competent phone bot. With our 5 golden rules, you will use Conversational AI efficiently for your purposes in the future. You will learn what's important and how to automate your contact center in no time.

Take the customer experience to a new level with your individual Parloa phone bot!



Malte Kosub, Co-Founder & CEO

Hi, we are Parloa!

We enable companies to have outstanding customer conversations using AI, putting smiles on the faces of customers and agents.

Since our founding in 2017, Parloa has become one of the leading SaaS platforms for Conversational AI. Our platform orchestrates market-leading AI technologies and combines them with an easy-to-use low-code front-end.

This enables companies to create unprecedented experiences across all relevant customer service channels, such as phone or chat.



Rule 01

Focus on Conversational AI.

Rule 01

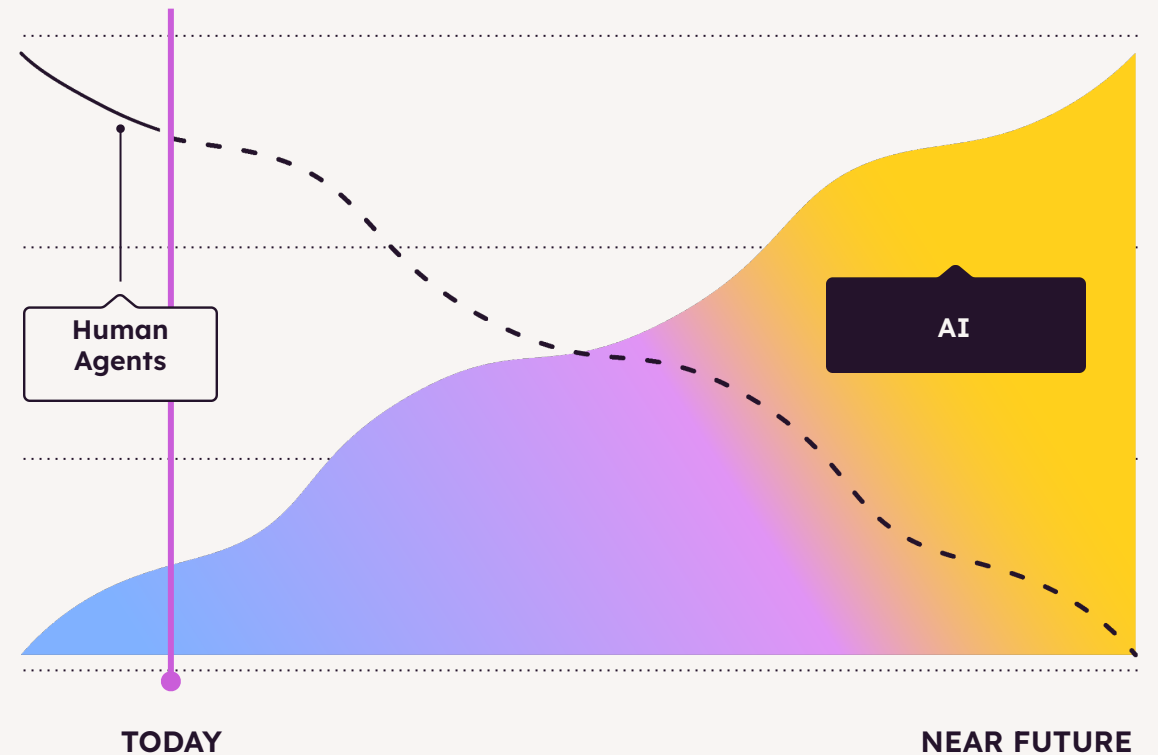
Focus on Conversational AI

This rule is probably self-evident if you have already downloaded this eBook. But when it comes to automating customer communications, too many companies still rely on backward-looking technologies.

The same applies here as everywhere else in the use of artificial intelligence:

Practice makes perfect!

This means that the AI - like us humans - gets better with every conversation. Every exchange of words serves to train your bot. So don't waste time that your competitors are probably already using to train a bot.



Rule 02

An AI phone bot should learn to speak like humans so it will sound like them.

Rule 02

An AI phone bot learns to speak like humans, so it should sound like them.

When creating dialogues for phone bots, you write texts that are read aloud. So don't write it to read well, write it to sound good! It's not about being creative or showing how advanced text-to-speech technology already is.

Instead, keep it short and choose simple words. Avoid technical wording or instructions. Use colloquial language (where possible), just as any person would in a conversation.

Always ask yourself when writing your dialogues:

Would I talk like that on the phone?

Did you know?

The average sentence structure of a voice assistant like Alexa or Google Assistant is on the level of an elementary school student.

Rule 02

An AI phone bot learns to speak like humans, so it should sound like them.

Don't:

"I need a term that matches your request, please, so I can direct you to the correct department."

"Please say 'Contract' if it's about your contract, 'New Claim' if you want to report a claim, 'Existing Claim' if you need information about a claim you've already reported, or say 'Other' for anything else."

Do:

"How may I help you?"



Rule 02

An AI phone bot learns to speak like humans, so it should sound like them.

3 tips for practice:

Only use words that your customers would say.

As a rule:

The simpler the language,
the better the UX!



Avoid technical wording or instructions and be as brief as possible.



Don't write for readability, but for sound:

Always read your texts aloud
as you write them!





Rule 03

An AI phone bot moves the conversation forward with every interaction.

Rule 03

An AI phone bot enables further input with every interaction.

You have quickly created a *Happy Path* for your bot. You can do that with almost any tool in the world. The real work begins after that. You have to intercept as many edge cases as possible. This also includes predictable human reactions like:

"Oh, hold on for a second please, my kid is screaming." / "I'll have to look up that number."

WaitIntent

"What exactly do you need from me now?" /
"I didn't understand that."

WaitIntent

"Excuse me, can you repeat that, please?" /
"Say again?"

WaitIntent

Explanation

Also, especially in the early days, you should take a close look at your reporting and training data to add and catch more of these cases to improve your customer experience!

For example, a very human reaction of your customers to a successful conversation with your bot is a simple: "Thank you!" - your bot should be prepared for that, too!

Rule 03

An AI phone bot enables further input with every interaction.

Don't:

"What is the zip code of your new address?"

"10187"

Intent: tellZIP, ZIP: 10187

"10187, got it. And what street and house number?"

"Sorry, I meant 10178."

Intent: Fallback

"Unfortunately, I could not find a street with that name. Please repeat."

Do:

"What is the zip code of your new address?"

"10187"

Intent: tellZIP, ZIP: 10187

"10187, got it. And what street and house number may I write down?"

"Sorry, I meant 10178."

Intent: tellZIP, ZIP: 10178

Alright, 10178 it is. And which street and house number?



Rule 04

**An AI phone bot always takes
responsibility for any misunderstandings.**

Rule 04

In a misunderstanding, the AI phone bot always assumes that it made the mistake.



A misunderstanding can have many reasons. These include loud background noise, poor reception, or simply a technical error in speech recognition.

However, it is most unlikely that your customer is deliberately saying the wrong thing. After all, they also have an interest in clarifying their concerns as quickly as possible!

So if a customer statement does not correspond to what your bot expects, the bot should always assume an error on its part - and communicate this clearly.

Rule 04

In a misunderstanding, the AI phone bot always assumes that it made the mistake.

Don't:

"I'm afraid this isn't the correct year, please try again."

"I'm afraid that's wrong again, please repeat your input one last time."

Do:

"Excuse me, what year was that?"

"I am still not sure if I have understood you correctly. Can you please repeat your answer again?"



Rule 05

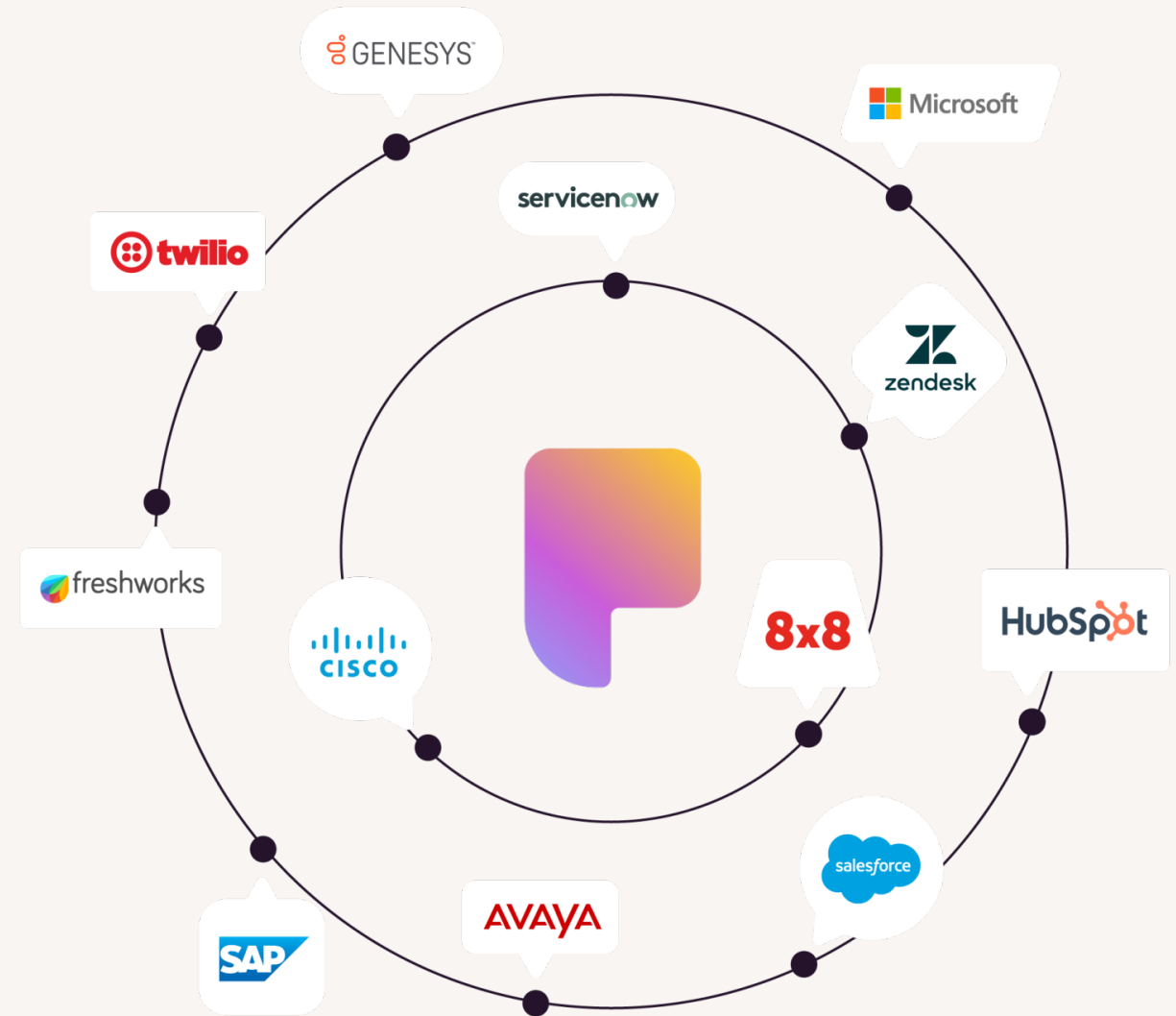
An AI phone bot loves context.

Rule 05

An AI phone bot loves context.

Rule #5 is probably the most important for optimizing your customer experience. Because any conversation is only as good as the information that is available to the speakers!

Your bot gets this background information either from a connection to external data sources such as your CRM (e.g. for customer data or product specifications) or via third-party providers (e.g. address data from maps services) - or the bot gets the context from you.



3 tips for great recognition:

Speech-To-Text Hints

With Parloa, you have the option of giving the Speech-To-Text technology hints about expected statements, depending on the context, in order to transcribe them correctly.

This is very useful, for example, to read out the customer's name from the database in the course of authentication or, for example, to know the street names based on a postal code in the case of a change of address in order to transcribe them correctly the first time.



Contextual Listening

To further reduce dialog errors, we invented "Contextual Listening". You can use it in Parloa to check a statement already at the first end-of-speech detection without the customer noticing it.

This helps, for example, when entering longer customer numbers. If you know beforehand that there are at least 9 digits, why would your bot want to correct the customer after the third digit because of a small pause?...



Post-Processing

If your bot expects digits but transcribes "mighty six", there is a very high probability that your client rather said "96". In Parloa, you can solve this with contextual post-processing.



Rule 05

An AI phone bot loves context.

This is how the aforementioned context technology has an exemplary effect in a dialog:

"For authentication purposes, please give me your full first and last name and customer number."



Ciaran O'Reilly

„I'm ~~Kira O Rallye~~ and my customer number is 473 654 42.“

"Thank you very much, Mr. O'Reilly. Just to be sure, I'll repeat your customer number: 473 654 42, is that correct?"

Explanation

In this example, our caller was recognized by a phone number. So our bot already knew the expected name of the customer and also the length of the customer number.

Therefore, the original transcription "Kira O Rallye" becomes the correct name Ciaran O'Reilly. Also, despite pauses in speech, our bot knows to expect 8 digits as the customer number.

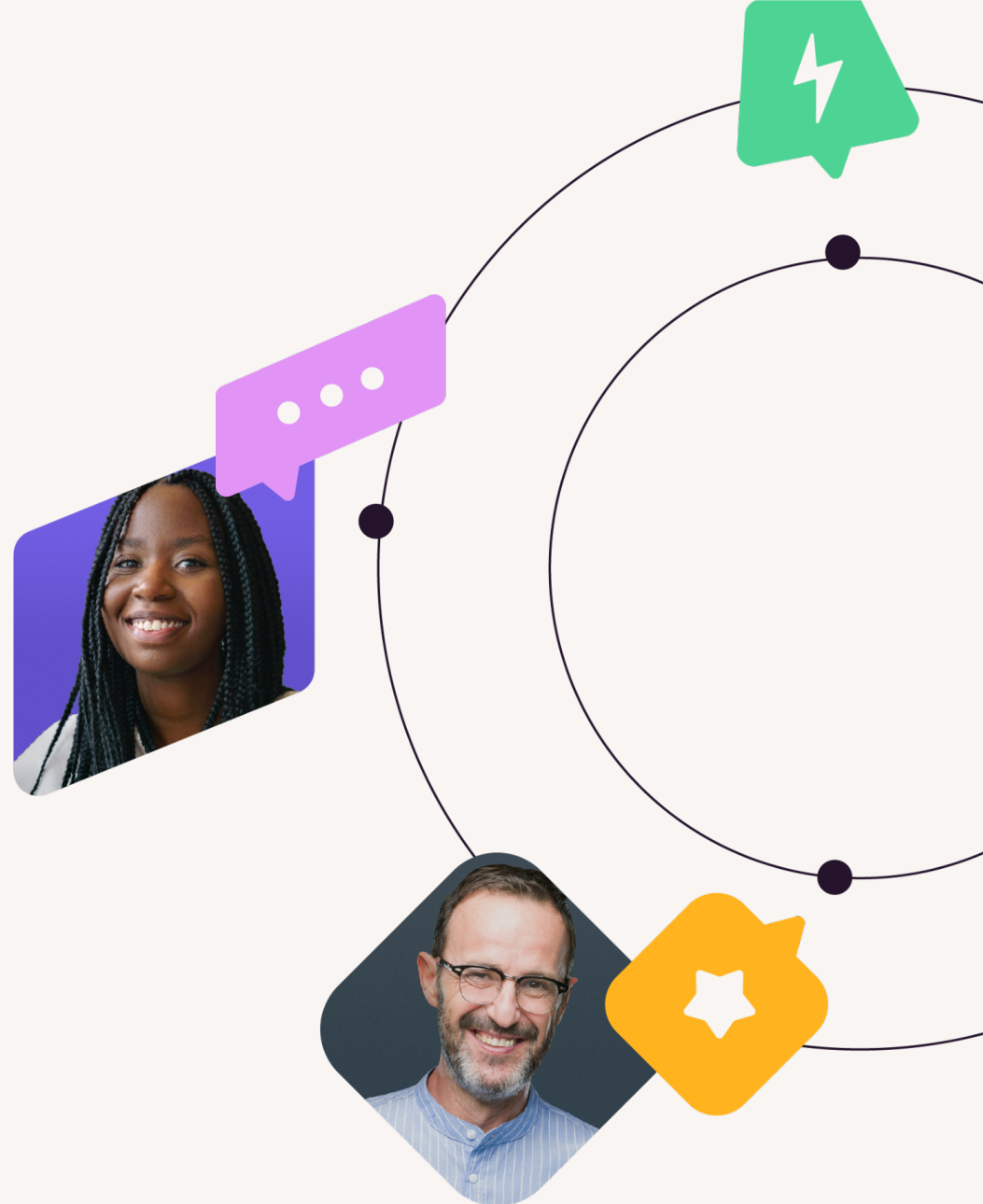


Are you ready for an optimized user experience and brilliant customer service?

With our 5 golden rules, you now know what to look for when implementing your AI phone bot. In the end, your phone bot is only as smart as you make it. Therefore, focus on training your efficient contact center helper.

Try your individual phone bot demo or contact us if you want to train your own phone bot with Parloa.

Get started with Parloa!



Let's talk

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