

Intelligent Virtual Agents

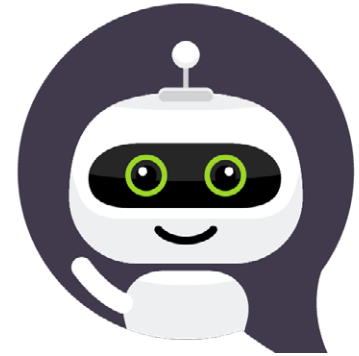
What You Need to Know

With the need to modernize business processes for efficiency and cost savings, more companies are implementing artificial intelligence (AI) within their organization. Some of the top reasons include improving operational reliability, data accuracy and ROI outcomes. Intelligent virtual agents (IVAs) top the list of customer service projects to implement.

“IVAs function on artificial intelligence (AI), machine learning (ML) and natural language processing (NLP). That means they’re programmed to simulate our brains to recognize, perceive, predict and judge,” [according to CMSWire](#). IVAs can recognize a caller’s intent and respond with an appropriate answer which allows companies to do more with fewer live agents.

In the simplest terms, an IVA is an automated version of a live customer service agent. It leads an intelligent conversation with customers, responds to their questions and performs adequate non-verbal behavior to guide and respond to customer requests. An IVA can also sense heightened emotion or frustration and transfer a customer to a live agent.

This type of technology can be used to reduce the use of live agents by providing faster and easier access to the right data at the right time. From providing customers with insights about a product order to automatically canceling a financial transaction and issuing a refund, IVAs can provide customers with the information needed to fulfill their requests. This allows your customer service agents to dedicate more time to specialized interactions and other tasks.



COMPLIANCE

PCI-compliant IVAs can be conferenced into calls to accept and mask sensitive payment details while the agent remains on the line to maintain a cohesive customer experience.



QUICK RESOLUTION

[As per G2](#), Customers now expect and demand efficient and personalized service. 71% of buyers want an experience tailored to their needs and preferences, and 74% an immediate response.



REDUCE COST

Beyond 2022, [Gartner forecasts](#) that its usage will soar further, predicting that bots will reduce agent labor costs by as much as \$80BN in 2026.



Surveyed service leaders report that as much as 40% of today’s live volume could be resolved in self-service channels, according to Gartner.

Ways to Improve CX with IVAs



24/7 Support

By leveraging the use of IVAs, companies can noticeably reduce customer frustration and improve the customer experience by offering 24/7 support. This enables customers to solve routine and basic service issues, order tracking, accounting inquiries, etc. at a convenient time for them.



Self-Service

IVAs can determine caller intent through conversational AI and quickly shorten the amount of time required for customers to get answers and resolve issues. Customers can describe in their own words what they need and be directed to the right self-service solution to minimize their frustration while receiving a better customer experience.



Operational Efficiency

Companies can improve operational efficiency by leveraging conversational AI along with IVAs to analyze customer intent and route these customers to the correct virtual agent capability seamlessly. Solve issues effortlessly and with minimum live agent interaction.

Plum Voice Products



Plum DEV is a VoiceXML (VXML) platform that enables developers to build interactive voice response systems (IVR), virtual agents (IVAs) and conversational AI solutions by generating their own code. DEV also supports dynamic multi-channel messaging applications that utilize voice, SMS and other channels.



Plum Fuse is a low-code programmable GUI environment with pre-built templates that allows developers and non-technical users to create and manage voice applications.



Plum Insight is an omni-channel survey platform that can extend Voice of the Customer (VoC) programs into the contact center and beyond.



VoiceTrends is an analytics toolkit designed to measure the performance of voice applications built with Plum Voice's DEV, Fuse and Insight tools on the Plum platform.

Security & Compliance



HIPAA
COMPLIANT



Contact us to learn more about IVAs.



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