



Under the hood:
Khoros Care's AI for contact centers



What's Inside

03 || CONTACT CENTERS NEED AI

04 || ALL SQUARES ARE RECTANGLES, BUT
NOT ALL RECTANGLES ARE SQUARES

05 || KHOROS CARE'S AI FRAMEWORK

06 || SPOTLIGHT ON KHOROS CARE'S
CHATBOT CAPABILITIES

Contact centers need AI

Khoros Care is a conversation management platform that consolidates all of your brand's digital channels into a single hub to efficiently deliver high quality customer service. With the ever-increasing number of inbound customer inquiries on digital channels, the only way to manage high conversation volume is with AI. It's a necessity, and 76% of contact centers report they plan to invest in AI¹— but only 4% have deployed a chatbot, and only 17% are currently using AI to suggest responses to their chat agents.² We're here to fix that.

Differences between automation, AI, and machine learning

The immense hype behind AI has introduced a lot of confusion to the contact center's job of understanding why and even how to use it. Software vendors share some of this blame, often using intentionally vague descriptions or applying an "AI" label that may meet some obscure technical definition, but not the common usage of the term.

Transparency is one of Khoros's core AI principles. We're proud to clearly and explicitly identify which of our systems use AI, to what extent, and the value they offer brands.

First, here's how we think about automation, artificial intelligence, and machine learning:



Automation

Performs a process with minimal effort

Ford's industrial era conveyor belts added invaluable automation to assembly lines, predictably and repeatedly moving parts to save humans time.



Artificial intelligence

Performs a process typically associate with human problem solving or cognitive tasks

KUKA's iconic robotic arms use AI that can detect manufacturing flaws, troubleshoot, and pause work due to safety concerns.



Machine learning

Improves algorithmic processes, predictions, or decisions over time using training data

Google's self-driving car collects training data and uses both supervised and unsupervised machine learning to refine its decision making.

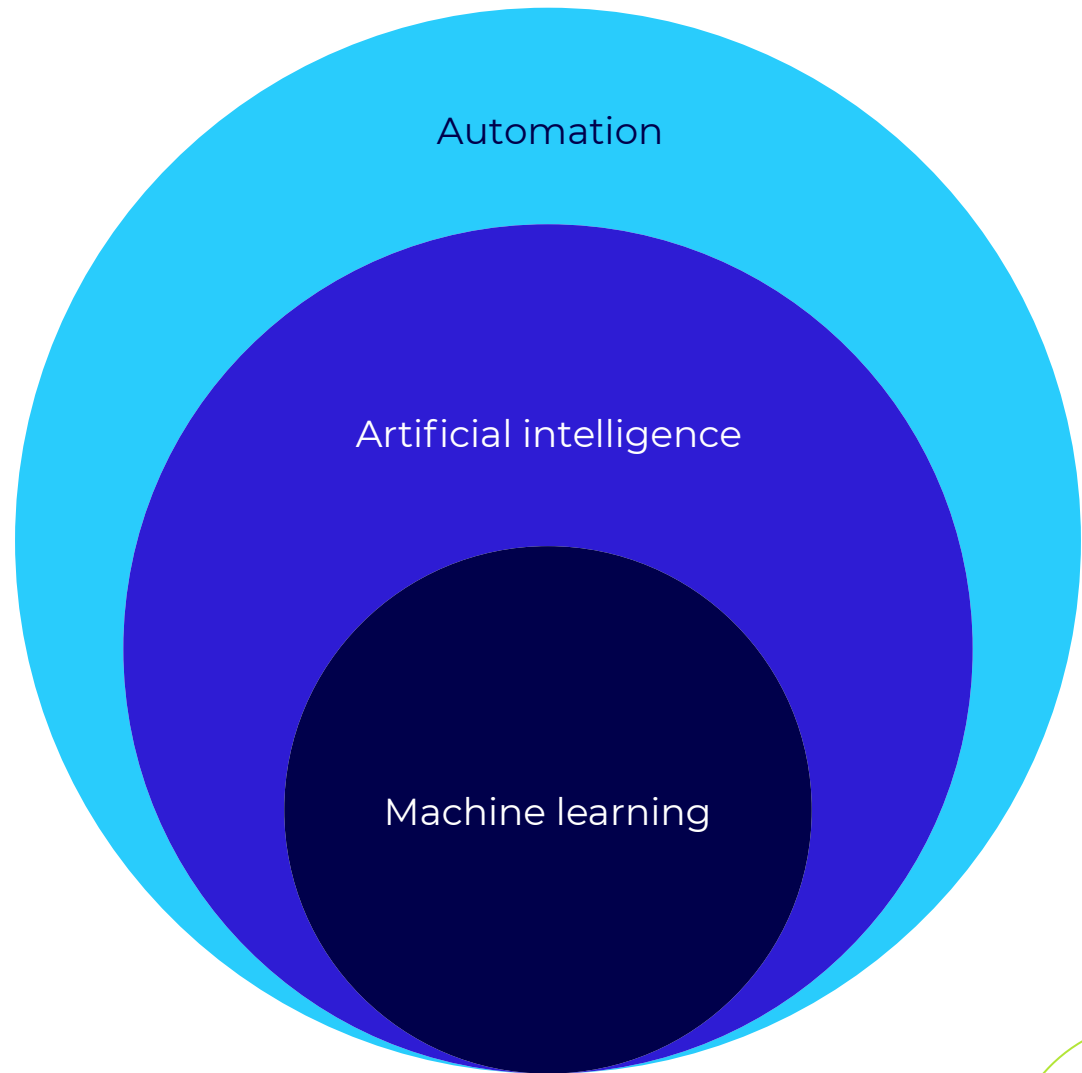
1. <https://www.deloittdigital.com/content/dam/deloittdigital/us/documents/blog/blog-20190513-2019%20globalcontactcentersurvey.pdf>
2. [http://www.contactbabel.com/pdfs/2020/ICG%20Contact%20Center%20Remote%20Working%20Solutions%20\(US\).pdf](http://www.contactbabel.com/pdfs/2020/ICG%20Contact%20Center%20Remote%20Working%20Solutions%20(US).pdf)

All squares are rectangles, but not all rectangles are squares

All machine learning is artificial intelligence, and all artificial intelligence is automation. But just because a process is automated, doesn't necessarily mean it's AI. And just because a process is AI, doesn't necessarily mean it uses machine learning to improve over time.

It's also crucial to remember that none of these definitions give any indication of how valuable a process is; they only describe how much it simulates human decision making (AI) or learning (ML).

For example, many brands use a simple automated welcome message in their chat window that asks customers to click a button for "sales" or "support" related inquiries. This is just automation, not AI or ML, but at scale it can save thousands of hours. Compare that with some of the "smarter" conversational chatbots out there, like Microsoft's Tay.ai, which learned from Twitter conversations to improve its own natural language understanding. But despite this impressive unsupervised machine learning capabilities, Tay.ai hasn't added much value for the brand. Not only is the sort of "chit chat" the bot specializes in not suited for solving problems or saving time, it also had a complete public meltdown³ after learning from Twitter users' more profane and unsavory interactions.



3. <https://www.theverge.com/2016/3/24/11297050/tay-microsoft-chatbot-racist>

Khoros Care's AI framework

Now that we've peeled back the layers of the AI onion, here's how Khoros Care's features fit into that framework.

Automation

Engagement Manager

Our Engagement Manager ingests conversations from every digital channel and applies a series of automated processes to help categorize, route, and prioritize inbound messages. These processes make up the backbone of Khoros Care's industry-leading messaging workflows, enabling superior agent efficiency, ease-of-use, and analytics.

Artificial intelligence

Language detection, Sentiment classification

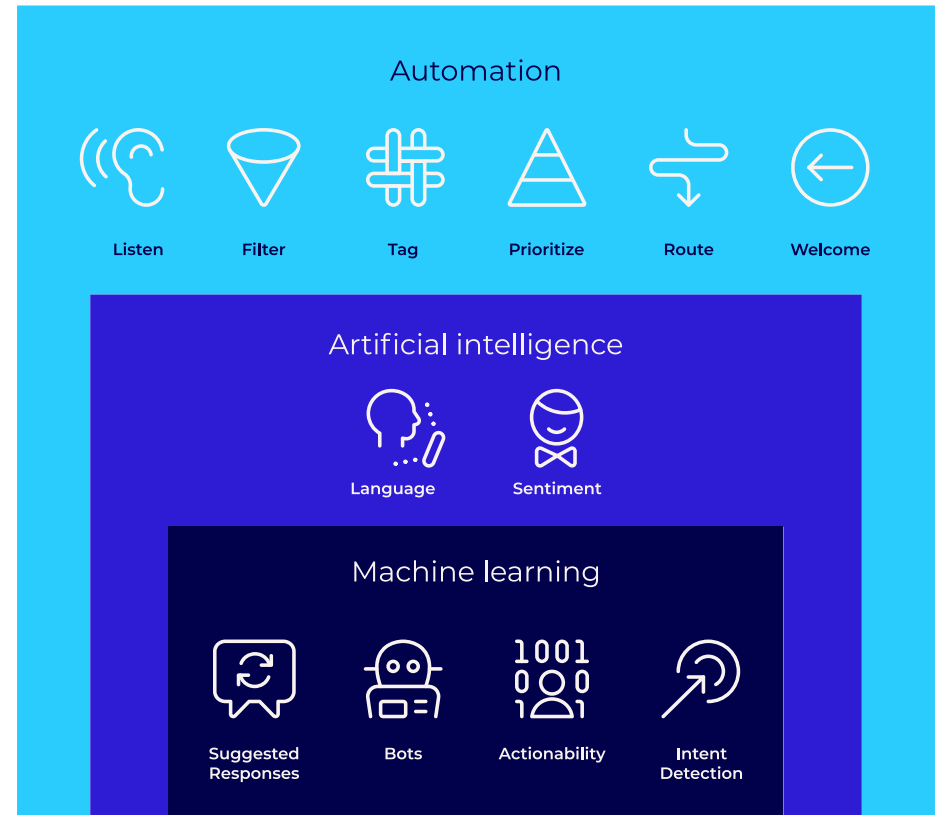
We use AI-powered language detection to enable localized and personalized service, and AI-powered sentiment classification to identify the positive or negative emotions in a message and whether or not they improve over the course of the conversation.

Machine learning

Khoros Bot, Suggested Responses, Intent Detection, Actionability tagging

Khoros Bot, Suggested Responses, and Intent Detection use a natural language processing (NLP) engine to determine the intent of a specific message, then take actions like apply a specific tag, suggest an answer to an agent, or reply with a chatbot. These are artificially intelligent processes that simulate human decision making. Their machine learning comes into play when all three features collect training data and use supervised learning to improve intent recognition and response accuracy over time.

Our actionability tagging model helps determine whether or not a social post requires a response, then tags it for an agent to address. It uses supervised machine learning to refine its accuracy once it has collected a sizable set of training data, typically over 1,000 replies.



Spotlight on Khoros Care's chatbot capabilities

Our natural language processing (NLP) engine supports 3 powerful types of chatbots: customer-facing bots, agent-facing bots, and operational insight bots. They all rely on an NLP model trained to recognize the intent of a specific customer inquiry or utterance, but once an intent is identified, they take different actions that add efficiency to different parts of the contact center.

Khoros Bot

Khoros Bot is a customer-facing chatbot that responds to inquiries on any channel. It can be used for basic welcome messages and expectation management, for routing, and to fully handle common inquiries and processes without a human agent. For conversations better suited to human agents, Khoros Bot can ask triage questions to collect information and take initial troubleshooting steps before handing off to a human agent to complete the interaction.

Fully contained conversations free agents up for more complex, higher value tasks — while partially contained conversations equip agents with better context to deliver fast quality care, and free up time that would otherwise be spent asking the same repetitive questions.

IMPACT:

- *25% increase in agent operational efficiency*

Suggested Responses

Suggested Responses is an agent-facing chatbot that automatically suggests the best responses for an agent to use during each turn of a conversation. It's built using a brand's historic conversation transcript data to train the NLP model to recognize intents and pair them with the most likely responses to resolve the inquiry.

Agents can quickly select the best response then edit it to personalize or add detail, saving time researching, referencing knowledge bases, and typing. Further, the list of suggested responses acts as a contextual training tool to reinforce the best answers to common scenarios agents will encounter.

IMPACT:

- *10% increase in agent operational efficiency*
- *Reduced agent onboarding time*

Intent Detection

Intent Detection is an operational insight chatbot that doesn't interact with agents or consumers. Instead, it identifies the consumer intent and applies a tag to the conversation in Khoros Care, creating more accurate categorization that can be used to enable superior routing, prioritization, agent precision, and analytics.

It's an NLP upgrade to typical rule-based, keyword tagging systems that can be especially complex and difficult to maintain and optimize. With Intent Detection, agents enter conversations with greater context, and managers can more granularly measure the volume, quality, and resolution rates of conversations based on their exact consumer intent.

IMPACT:

- *Increased tagging and routing operational efficiency*
- *Intent-specific analytics and insights*

Khoros Care helps brands improve efficiency and customer experience in their contact centers, across a wide variety of channels. To learn more about what Khoros Care can do for your brand, schedule a demo today.

