

# Seamlessly coordinate agents and bots across channels

## THE PROBLEM

Digital conversation volume is growing fast as the number of new channels and their popularity with consumers increase. Your task is to keep up, to be where your customers are, and to provide the same high levels of service that your brand has achieved across traditional support channels.

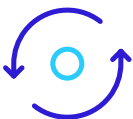
But, you can't just throw more human agents at growing channels and volume. It's too expensive. So many brands are turning to artificial intelligence (AI) and machine learning (ML) to add capacity and efficiency to their existing digital customer teams. Automated services are needed to scale and assist front-line brand representatives in tasks ranging from basic triage to complex insight analysis.



**Bots alone are not the answer:** You need structure to support bots at scale. If handoffs to agents are clunky — or erratic from one channel to the next — then it can ruin the customer's experience and force her to repeat herself. If the bot has an outage, then you need human agents immediately alerted to step in and rescue customer relationships. And finally, if you don't have metrics to prove the success and improvement opportunities of your bot(s) in a broader context, then you're not set up for success.

## THE SOLUTION

Khoros' Automation Framework coordinates your digital front line — from bots to human agents, across digital channels — to ensure the delivery of a positive customer experience. With an open set of APIs, Khoros supports any automation provider, maximizing the opportunity of bots while minimizing the risk.



**Conversation continuity:** By connecting your chatbot into the core agent workflow, conversational continuity is enhanced. This means that not only are the agent and bot always fully aware of their shared conversation context on any specific channel, they are also aware of the similar conversations happening across all digital channels. The former matters when the bot hands off to the agent, for example: when an agent is able to join the conversation immediately rather than forcing the customer to recount everything that happened (or worse, didn't happen), you ensure consistency and excellence in the customer experience. This example is critical to quickly and effectively train the bot by presenting the richest set of learning examples and resultant agent actions.



**Fail-over protection:** Khoros Automation Framework provides “air traffic control” between your bot(s), agents, and channels by centralizing all of your care-related automation services. So when your chatbot is offline — and just like your car, your bot needs maintenance, too — customer conversations can be automatically and immediately passed to your agents. This is especially important in the event of unplanned outages or outright bot failure, in which case Khoros Automation Framework will automatically redirect inbound conversations from the bot to human agents, resume agent routing workflows, and then restore that service when the bot returns online.



**Resolution reporting:** While chatbot providers alone may be able to report on the number of bot interactions, Khoros Automation Framework offers added analytics for a broader view tied to ROI. You can visualize the actual bot resolution rate and benchmark it against your other digital channels. You can track transfer rate and its contribution to agent workload, along with customer satisfaction and net promoter score (CSAT/NPS). You can watch bots learn, and you can see how automation services placed anywhere in your workflow pipeline contribute to improved agent efficiency and CSAT.

## HOW WE HELP YOU

- Scale customer responses across critical digital channels — including messaging apps, in-app messaging, social, and owned communities — while controlling costs and using your AI of choice.
- Quickly deploy Khoros Automation Framework. In as little as one day, build a connection to your chosen bots with user controls for start/stop and maintenance backed by automated, intelligent fail-over.
- Choose out-of-the-box, or integrate with any bot and automation provider so you can perfectly match your processes and business cases.
- Leverage a single investment using the automation providers of your choice across multiple engagement channels.
- Tap into Khoros best-in-class agent utilization, productivity and efficiency metrics, all based on real-time tracking of agent activity delivered on 10-minute centers to your workforce management tools.
- Identify agent and team inefficiencies with detailed agent-level operational metrics

## How Khoros can help

With 2,000+ brands using Khoros, including more than half of the Interbrand 100, our software powers approximately 500 million digital interactions every day. From social media to online communities and messaging to digital customer care, Khoros helps companies authentically connect with customers throughout their journey.

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