

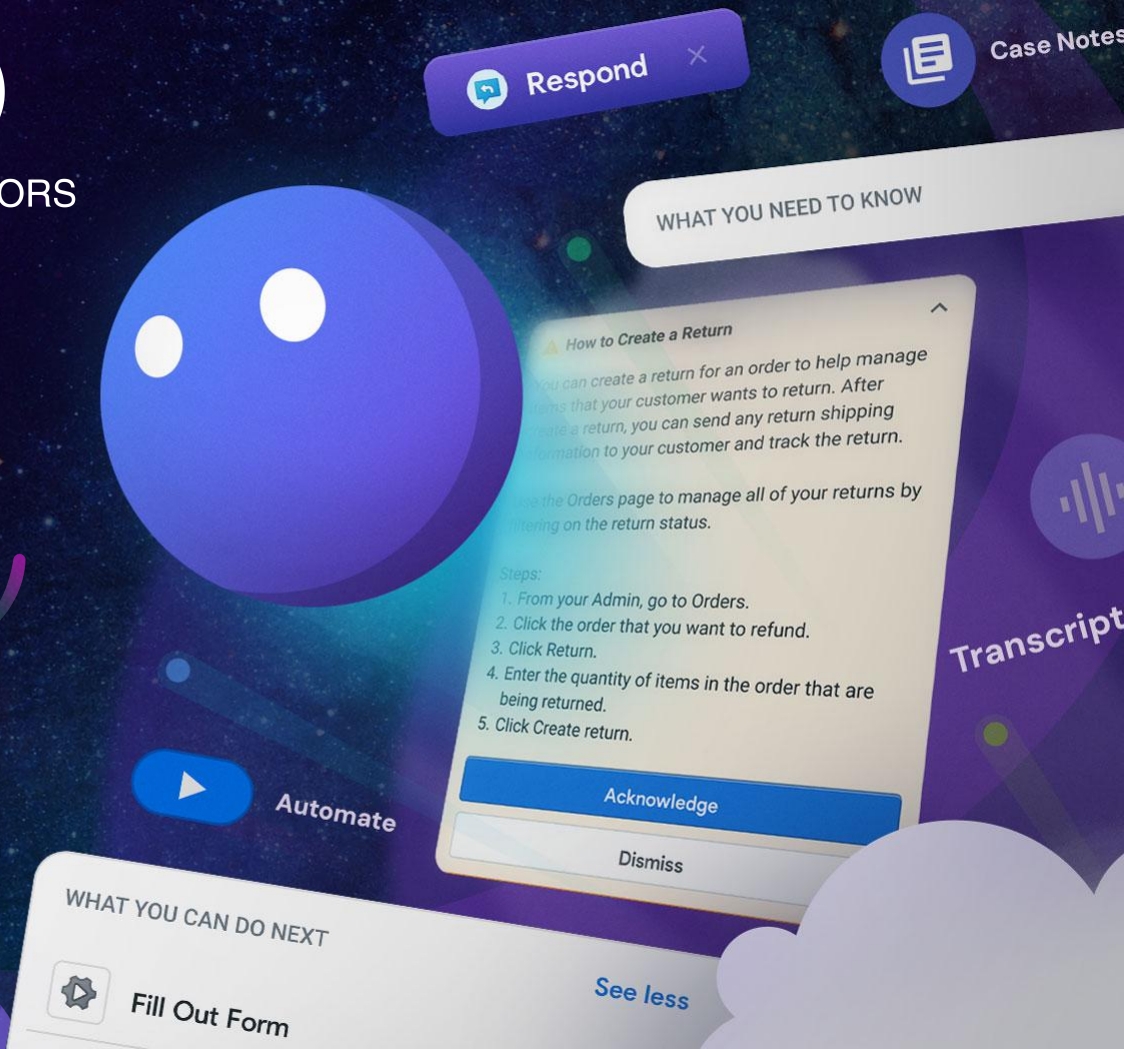
laivly +



MICHAEL KORS

# Transforming Contact Center Efficiency with AI-Driven Innovations

September 25<sup>th</sup>, 2024



# A personal assistant for every agent

Sidd **Spark**

Sidd **Pro**

Sidd **Pro**  
Smart Response

*Without APIs – Sidd layers on top of your tech stack guiding agents, doing research, and automating tasks*



Joanna Jones  
+17637215738

**Product Recall Reminder**  
Decadence Lash Love Lengthener was recalled on August 4, 2023. Please remind the customer.

I reminded the Customer

Hey there, my name is Joanna, and I seem to be having some issues with my new Decadence Lash Love Lengthener, and I'm hoping you can help me out.

**Agent 2:29 PM**  
I'm so sorry to hear that Joanna, I'll definitely try my best to get this issue resolved.

**Agent 2:29 PM**  
But before I do, I just want to remind you that the Decadence Lash Love Lengthener was recalled on August 4, 2023.

**Customer 2:29 PM**  
Oh, I wasn't aware of that, thank you.

Find in Transcripts...

Transcribing call...



Kit Palmer  
Case 1234567890

WHAT YOU NEED TO KNOW

- Replacement Parts Order**  
Not in delegation, please escalate
- Credit Memo for \$132.58**  
Deduct when creating RMA
- Active Warranty on Order**  
Must deactivate prior to requesting
- Case Validation Complete**  
Proceed to Request Return
- Case Tracker**  
Currently processing order 4642545245

WHAT YOU CAN DO NEXT [See less](#)

- Returns Validation**  
runs an Automation
- Request Return**
- Returns Form

PLEASE CHECK

- OPF Admin System**
- UPS Tracking**
- Knowledge Base**

Andrea Robles  
Case 10993874

INBOUND ANALYSIS Hide

Listing Update Request neutral

+ Add Details

SUMMARY Frustrated

The Verified Owner is requesting an update of the business name on **Appalachian** as it is spelled incorrectly.

SUGGESTED RESPONSE Professional

Hi Andrea,  
Thank you for contacting **Appalachian** We are more than happy to assist with updating the property listing's name.

We have received, approved, and have now updated the name to "Andrea's Appalachian Apple Picking".

You should see the changes reflected on your property's listing page within 2 days.

Please don't hesitate to reach out to our customer support team if you have any additional requests. We'd be more than happy to assist again.

Kind regards,  
Emily

Generated just now

+ Update **Insert Response**

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- Home
- Support Center
- Decision Manager
- Tools & Settings
- Transaction Search
  - General Search
  - Auth Ready to Settle
  - Pending Settlement
  - Exception Search
- Reports
- Account Management
- My User Settings
- Documentation

### Transaction Search Details

[Contact Support](#) | [Help](#) | [Feedback](#)



**Balmy Palmy Shirt**  
**\$49.99**

**DETAILS**  
Short sleeves crew neck  
Jersey, 100% cotton  
Machine wash  
STYLE #: 100614

SIZE: Small  
QUANTITY: 1  
TRANSACTION DATE: Sep 03, 2019 at 3:48 PM  
WARRANTY EXPIR. DATE: Sep 03, 2020 at 3:47 PM

TRANSACTION STATUS SUMMARY			
Status	Amount	Action	Date
Credit Card Authorization	65.00 USD		Sep 21, 2019 5:59 PM
Credit Card Settlement	65.00 USD	Transmitted	Sep 21, 2019 6:12 PM

#### Customer Information

BILLING INFORMATION	
Name	Michael Scott
Company	Dunder Mifflin
Address	16120 Highway 19 North Clearwater, Florida 33764

REQUEST INFORMATION	
Payou Merchant ID	Huvboard
Request ID	IE-473151237610
Merchant Reference Number	Request Information
Date	Sep 21, 2019 5:45 PM
Applications	Credit Card Authorization Decision Manager
Decision	Accepted
Reason code	100
Reply message	Request was processed successfully.
Client Library	17326 DAR
Client Application	Huva Toolkit API
Client Application Version	
Client User	
Security Key ID	
Security Key ID Expiration Date	Dec 31, 2019 11:59:59 PM

SHIPPING INFORMATION	
Name	Michael Scott
Company	Dunder Mifflin
Address	16120 Highway 19 North Clearwater, Florida 33764

- [Return Item](#)
- [Reroute Order](#)
- [Exchange Item](#)





I've been an early adopter of AI,  
so I was **especially excited**  
when it came to the **CX space**.



# But we're a cautious organization

## Barriers to AI Adoption



### Cost / Capex

High upfront costs and the need for **extensive replatforming** can make AI adoption financially daunting.



### Timing

Traditional AI implementations can take months or even years to deploy, **delaying ROI and improvements.**



### AI Concerns

Concerns about **data security**, AI **reliability**, and the potential **loss of human touch** often hinder AI adoption.



### Roadmap

The **lack of a clear, phased approach to AI adoption** can overwhelm teams and stall implementation efforts.



# Michael Kors has a high **lost order rate** with shipping carriers





YOUR APP HERE

OMS

YOUR APP HERE

KB

CRM

Omnichannel Contacts

# Leveraging our existing systems was key

A layer-on approach that controls our existing technology quickly resolved these barriers.



# Overcoming Barriers

## Barriers to AI Adoption



### Cost / Capex

High upfront costs and the need for **extensive replatforming** can make AI adoption financially daunting.

**No need to replatform**



### Timing

Traditional AI implementations can take months or even years to deploy, **delaying ROI and improvements**.

**Implement iteratively to quickly bank wins**



### AI Concerns

Concerns about **data security**, AI **reliability**, and the potential **loss of human touch** often hinder AI adoption.

**Use existing agent infrastructure**



### Roadmap

The **lack of a clear, phased approach to AI adoption** can overwhelm teams and stall implementation efforts.

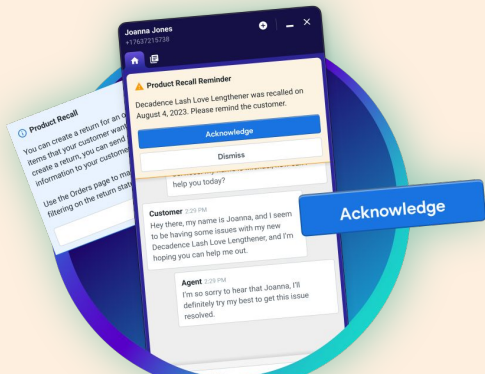
**Defined roadmap starting with the user experience**



# Initial Solutions

Launched

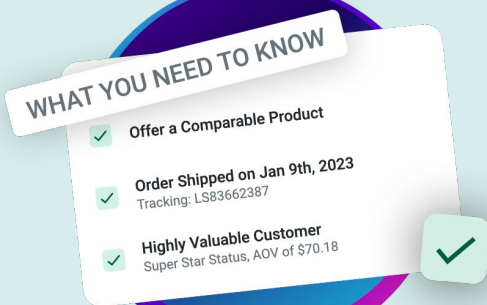
## Spark



Live transcription keeps agents focused with real-time prompts on policies and automated case notes

Coming Soon

## Fraud + Reship



AI checks customer history for fraud indicators and guides agents to prioritize reships over refunds, protecting revenue.

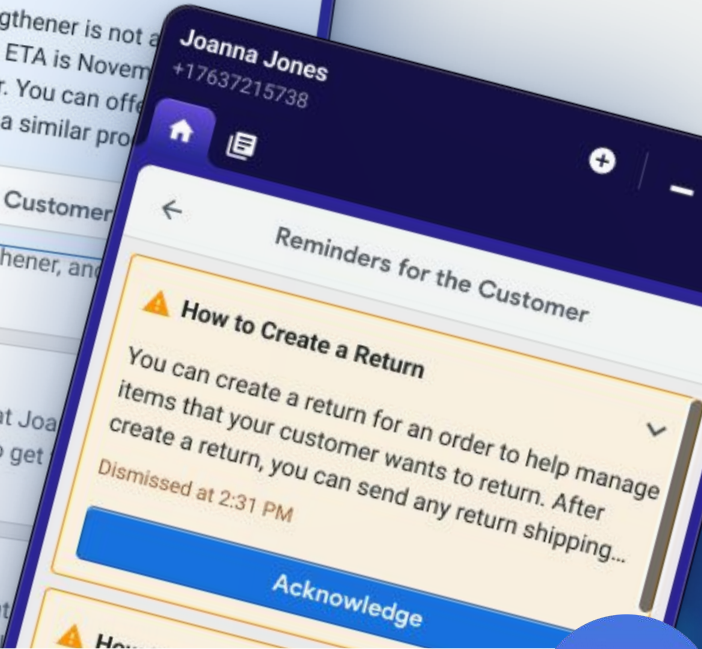
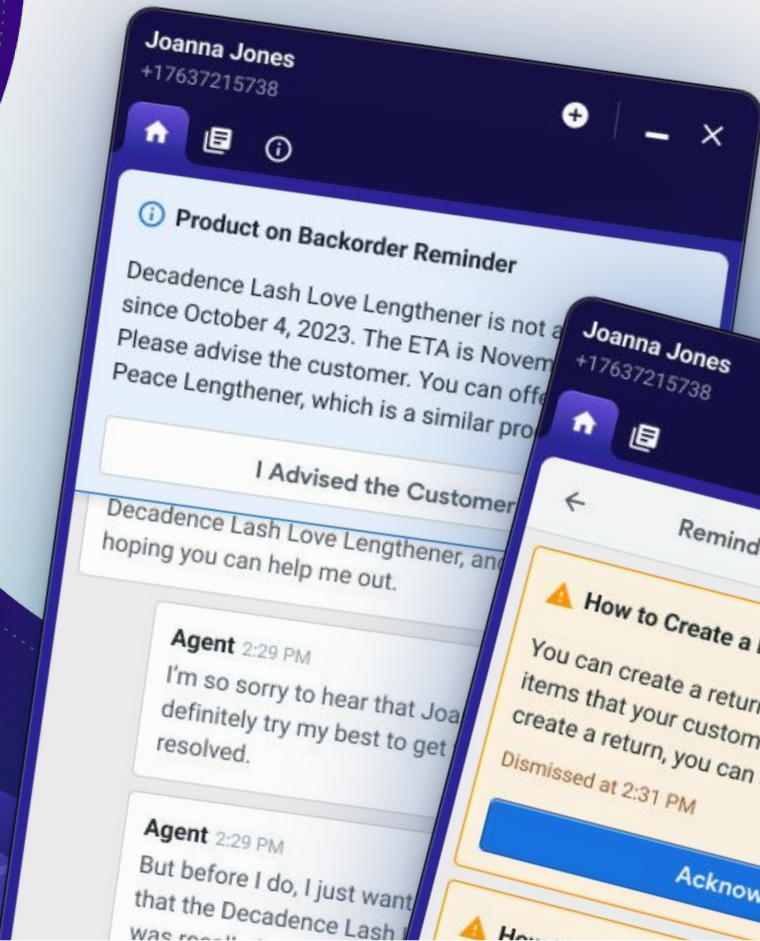
## Smart Response



AI suggests on-brand replies, helping agents, especially those with English as a second language, address all points in email chains.

# Sidd Spark

▶ Demo



MICHAEL KORS



Before

NOTES			
Instruction Note		Communication Note	
NOTE TYPE	NOTE	CREATED BY	CREATED ON
CS Order Notes	CCI to know the order status, information provided	juan.n.parra@s2g.net	03/19/2024 19:29 EDT

# Sidd Spark Case Notes

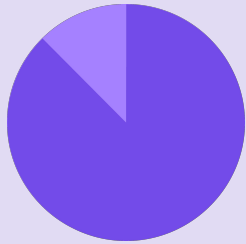
After

NOTES			
Instruction Note		Communication Note	
NOTE TYPE	NOTE	CREATED BY	CREATED ON
CS Order Notes	I assisted a customer with an order inquiry, referencing it with an order number and details. I confirmed their name and requested shipping and email addresses for verification. The customer provided the necessary information. I informed them that the order was purchased on July 6th and assured them that it would be delivered within 2 to 7 business days. The customer was satisfied and wished me a good weekend. I offered further assistance and requested their participation in a satisfaction survey.	alfredo.valentin@s2g.net	07/09/2024 09:50 EDT



# The results so far..

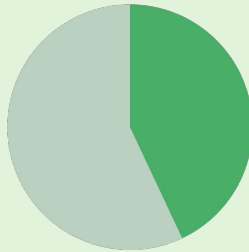
## Transcribe & Summarize



**32s**

**Decrease in AHT**  
With autosummary

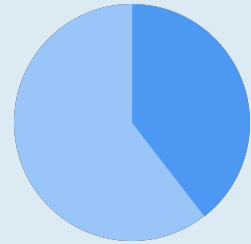
## Process Guidance



**40%**

**Increase in QA**  
Offer alternatives vs.  
refunds from 45% to 63%

## User Adoption



**92%**

**User Adoption**  
By Style Consultants  
since May, 2024

# Learning and Advice

## 1. Look Broad

- Identify opportunities beyond traditional metrics; unexpected areas can yield the highest ROI.
- Cross-functional buy-in is crucial—engage teams like eComm, finance, supply chain, and fraud early.

## 2. Start with Quick Wins

- Quick wins create momentum; they save time and build habits fast.
- Deliver real-world results quickly to keep stakeholders engaged and out of prolonged planning cycles.

## 3. Start Agent-Led

- Focus on agents first for smoother adoption and fewer security hurdles.
- Teach AI your brand voice early to ensure consistency and accuracy from the start.

## 4. Partnership Matters

- Choosing the right partner is key; their tech and team should align with your goals.
- Collaborate closely to ensure the solution fits your brand, as demonstrated by the Kors transcript example.



