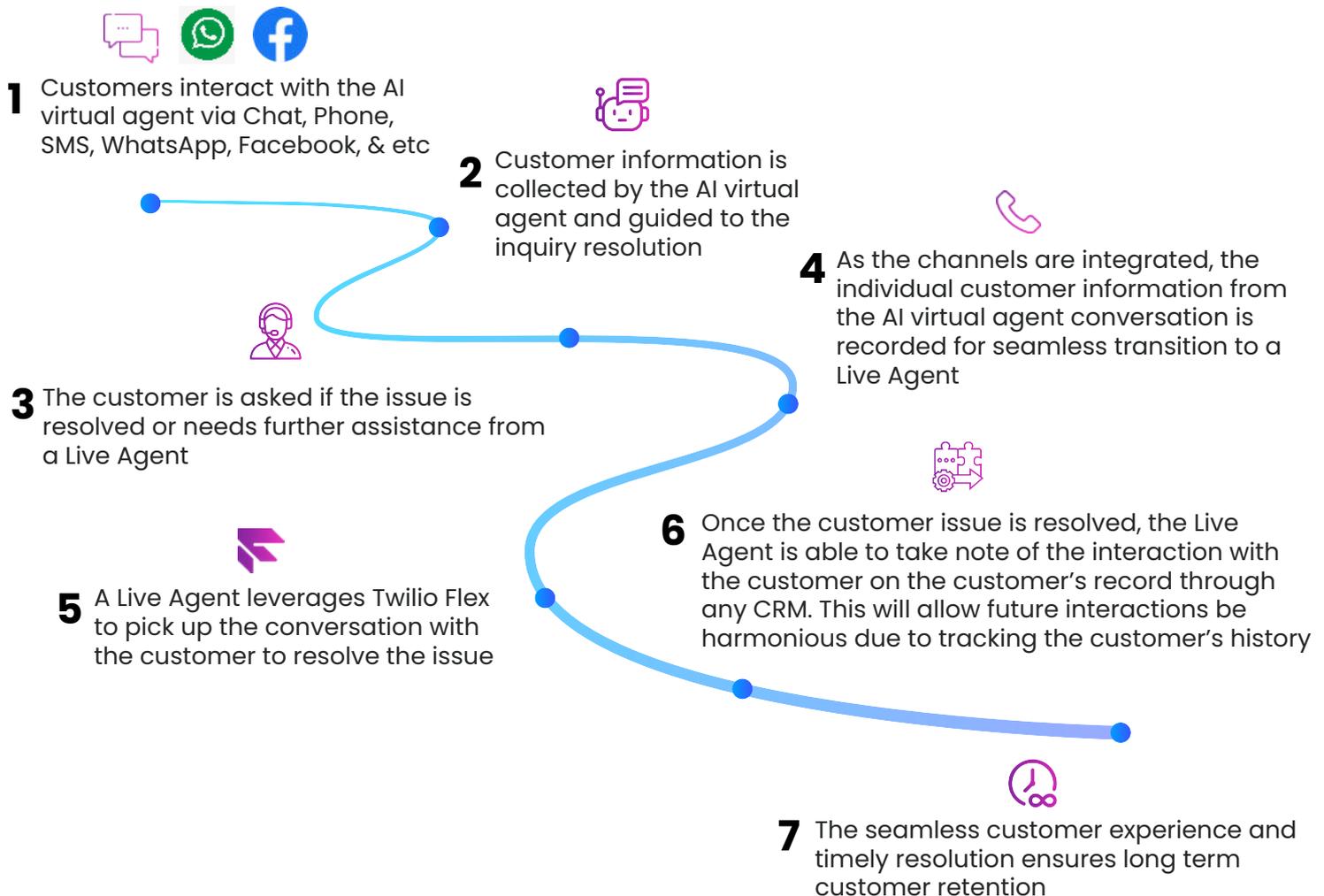# SpringML

Solution Accelerator for Omnichannel Customer Experience

An omnichannel customer engagement strategy focuses on creating a near-seamless transition between channels by blending and managing them from a single unified platform. Organizations can easily manage each customer's disconnected interactions with their company and analyze those patterns to deliver a consistent and individualized customer experience.

Customer Engagement Process

1 Customers interact with the AI virtual agent via Chat, Phone, SMS, WhatsApp, Facebook, & etc

2 Customer information is collected by the AI virtual agent and guided to the inquiry resolution

3 The customer is asked if the issue is resolved or needs further assistance from a Live Agent

4 As the channels are integrated, the individual customer information from the AI virtual agent conversation is recorded for seamless transition to a Live Agent

5 A Live Agent leverages Twilio Flex to pick up the conversation with the customer to resolve the issue

6 Once the customer issue is resolved, the Live Agent is able to take note of the interaction with the customer on the customer's record through any CRM. This will allow future interactions be harmonious due to tracking the customer's history

7 The seamless customer experience and timely resolution ensures long term customer retention

Boost Contact Center Customer Satisfaction Through Automation

Improve customer experience while reducing live agent burden

Availability to connect all your channels

Support multiple languages

24-7 customer self-service

Sentiment Analysis for proactive customer service

SpringML Key Differentiators

Delivered in days with easy and rapid scalability to multiple use cases

Custom mobile and web applications to facilitate further channel communication to your customers

Supports Google Cloud and Twilio setup, onboarding, & creating user accounts

Managed services for ongoing support post-implementation

Increased ROI with No Increase in Operation Cost

Cost Effective
- Automation of self-service with ML
- Reduction in resolution time through AI virtual agent Assist
- Retention of happy customer
- Analytics of customer sentiment

Smart Analytics
- Regular product and service updates based on customer feedback
- Reduced revenue spend in marketing efforts through direct feedback from customer
- Conversational data assists in evaluating community and deciding areas of investment for future growth

Value Gain
- Creation of community loyalty and infinite customer lifetime value sustained through great customer service
- Pathfinder predictions for dollar spending that rewards with increased and improved customer satisfaction

Technologies Used

Google Cloud Dialogflow | Twilio Flex | Twilio Studio | Twilio Autopilot

Technology Partners

Google Cloud | salesforce | twilio