



# AI Virtual Agent **Buyers' Guide**

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How LiveVox will Help You Evolve from  
a Basic IVR to the AI Virtual Agents That  
Drive Intelligent Self-Service



# Executive Summary •

The COVID-19 pandemic has accelerated trends toward AI-driven self-service already in effect. A [2020 McKinsey study](#) found that first-time users of digital channels increased dramatically during the COVID-19 pandemic. The same study indicates that 75% of those adopting digital channels during the pandemic will continue to use them.

Contact center decision-makers clearly understand that embracing automated, AI-driven self-service has the potential to drive customer satisfaction while decreasing costs. In fact, [according to MIT's Sloan Management Review](#), 80% of initial customer inquiries can be handled by AI Virtual Agents, with no human intervention required.

But as customer experience-focused organizations explore customer service automation efforts, challenges inevitably emerge. Scattered environments with legacy providers can contribute to an inability to gather the necessary insights and make the necessary updates, compounding the fact that most organizations lack in-house AI subject matter expertise.

**LiveVox is leading the move to AI**, helping companies evolve from legacy IVR-driven service to flexible AI solutions. Our approach marries modern cloud software with the strategy and support necessary to ensure successful AI deployments.



75%

of those adopting digital channels during the pandemic will continue to use them.<sup>1</sup>

80%

of initial customer inquiries can be handled by AI Virtual Agents, with no human intervention required.<sup>2</sup>

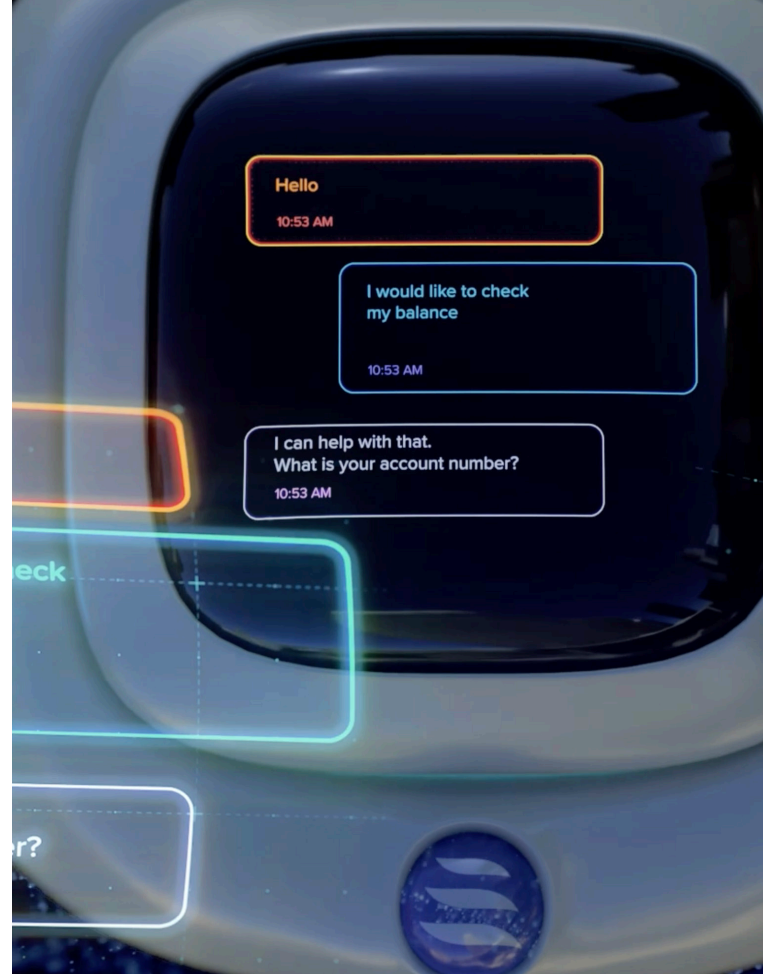
1. <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/the-covid-19-recovery-will-be-digital-a-plan-for-the-first-90-days>

2. <https://sloanreview.mit.edu/article/the-future-of-customer-service-is-ai-human-collaboration/>

## KEY DISCOVERY QUESTIONS

LiveVox supports many customers embracing AI-driven self-service. Here are the top 10 questions to ask potential partners when embarking on this journey. This document outlines LiveVox's approach to addressing these common questions:

- 1 What is your plan to understand our environment and current / future needs, and what resources will you put toward this effort?
- 2 How will my CRM data be incorporated into the AI Virtual Agent solution?
- 3 Can the AI Virtual Agent incorporate the customer's interaction history across channels? If so, how?
- 4 Can the AI incorporate third-party application data? If so, how?
- 5 How is AI performance monitored against my live agent pool?
- 6 How is AI effectiveness tracked across the customer journey?
- 7 What type and level of expertise is needed to complete custom configuration and integration for the solution? How long does this configuration typically take?
- 8 Does this typically involve the vendor's professional resources? If so, for which functions?
- 9 How do we plan for the professional services fees related to the AI engagement?
- 10 What is our ongoing level of effort required to optimize the AI deployment post-deployment?



## PROCESS AND EXPERTISE

The process of implementing an AI Virtual Agent solution is as important as the technology itself. This document walks through what to expect at each stage while also highlighting how LiveVox's differentiators drive success at each step.

### Our program stages include:

- **Stage 1:** Discovery and Analysis
  - IVR Analysis
  - CRM Integration
- **Stage 2:** Implementation
- **Stage 3:** Monitoring / Optimization
- **Stage 4:** Digital First
- **Stage 5:** Building on Digital Success

We understand that evaluating AI solutions can be difficult — our intent with this document is to make it easier to understand what to look for in an AI partner by outlining our approach to achieving success and maximizing value.

Stage 1

# Discovery and Analysis

Most contact centers are leveraging legacy systems that have been updated, added to, and custom-configured over time. This complexity makes it difficult for many organizations to understand which processes and call flows are effective and which to improve.

## IVR ANALYSIS

A common struggle we have seen is effectively mapping existing IVR workflows and identifying top call drivers to determine which self-service strategies to address first. During the initial stage of AI Virtual Agent implementation, LiveVox's in-house Business Consultants and analytics experts can work side by side with you.

Our AI solution creates a list of common call drivers to help target the most critical issues first. This allows LiveVox to work with your team to objectively understand the most common customer call intents, and uncover roadblocks and dead-ends.

### Scoping the AI Effort

Not all service requests will be suitable for an AI Virtual Agent solution. To understand suitability, LiveVox will work with your team to determine which call intents should be serviced through a traditional IVR, and which should incorporate AI. LiveVox can compare the IVR analysis noted above as well as your business goals to help determine which IVR functions to enhance with an AI Virtual Agent first.

Call intents may also vary depending on service department. For example, the most common self-service strategies for AI in collections would differ when compared to AI in customer care:

CUSTOMER CARE
Schedule an appointment
Check balance/pay bill
Initiate a return
Check order status
Check reservation

COLLECTIONS
Mini-Miranda
Settlement offers
Payment acceptance
Dispute
Bankruptcy

LEAD GENERATION
Loan preapproval
Request callback
Application request
Quote / demo
Digital lead generation

The screenshot displays the LiveVox interface. On the left is a vertical sidebar with icons for Voice, Direct, Chat, and Inbox. The main area is divided into two sections. The left section shows customer details for an inbound call from Robert Fisher, including account number 5816, phone number (555) 766-1234, support level Gold, business portfolio ABC Technologies, reason for call Billing Question, SSN \*\*\*\*\*1234, and date of birth 08/21/80. Below this are buttons for Transfer, Hold, and End Call, along with a 'Recent' dropdown. The right section, titled 'U-CRM', features tabs for Member Detail, Directory, Activity History (selected), Actions Que, Tickets, and Web. Below the tabs is a table of call history.

Type	Agent	Target	Date	Start	End	Subject
Speech bubble	THARRINGT...	555-308-1763	12/11/2020	12:02:04 PM		—
Envelope	THARRINGT...	THarrington123@gmail.com	12/03/2020	10:21:18 AM	10:23:19 AM	PW Reset Re
Phone	THARRINGT...	555-308-1763	12/03/2020	09:28:07 AM	09:30:33 AM	—
Envelope	THARRINGT...	THarrington123@gmail.com	11/31/2020	03:38:50 PM	03:40:20 PM	Application f
Speech bubble	THARRINGT...	555-308-1763	11/31/2020	03:28:57 PM	03:33:24 PM	—
Speech bubble	THARRINGT...	(+1) 555-308-1763	11/31/2020	03:24:03 PM	03:24:07 PM	—

*LiveVox's AI Virtual Agents integrate seamlessly with our integrated Contact Manager, enabling personalized interactions and easy data updates*

## CRM INTEGRATION

AI Virtual Agents, like traditional IVR applications, are only as good as the data they can access and employ. The fundamental source of data is a company's CRM(s) or system(s) of Record (SOR). Many organizations leverage multiple legacy databases / applications, or are migrating to new systems, complicating the process of incorporating AI into their operations.

LiveVox provides integrated Contact Management capabilities, purpose-built for the contact center, that work alongside your CRMs / SORs. LiveVox's Contact Manager centralizes data from multiple third-party applications and simultaneously syncs interaction data back to those external systems. These data workflows can be adjusted over time and leverage multiple databases without heavy integration lifts.

The result: Ease of data access and complete contact history information for both AI applications and interactions requiring human intervention.

LiveVox's unifying and flexible approach to data is a key competitive advantage for our clients driving automation. Over time, LiveVox's native Contact Management capability becomes a central hub for all customer behavior, making AI more intelligent with each interaction and improving traditional IVRs as well.



# Implementation

To ensure a practical implementation for our clients, at LiveVox we think about the full stack of services necessary to deploy a use case, including components specific to the Contact Center — not just a particular industry vertical.

### Speed to Value

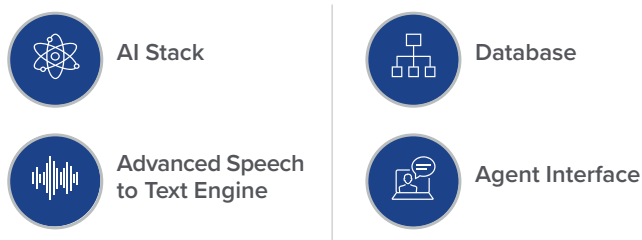
Ineffective IVRs result in negative customer experiences — creating a time-sensitive issue that can't afford to wait. With call drivers established, LiveVox AI Virtual Agents can assist with low-hanging fruit within 2-3 weeks to realize value quickly.

The next stage is iterating on these early improvements by tracking changes to call drivers and drilling into call transcripts to track emerging issues. The ultimate goal: to train your team on how to apply the data to guide AI decisions on an ongoing basis.

As noted above, **LiveVox's AI Virtual Agents are powered by our native Contact Management solution. In addition, LiveVox's AI Virtual Agent solution is embedded at the ACD-layer and integrated across the entire technology stack.** This allows LiveVox to quickly roll out advanced AI projects in incremental phases instead of waiting for a massive rollout. In addition, LiveVox has a robust

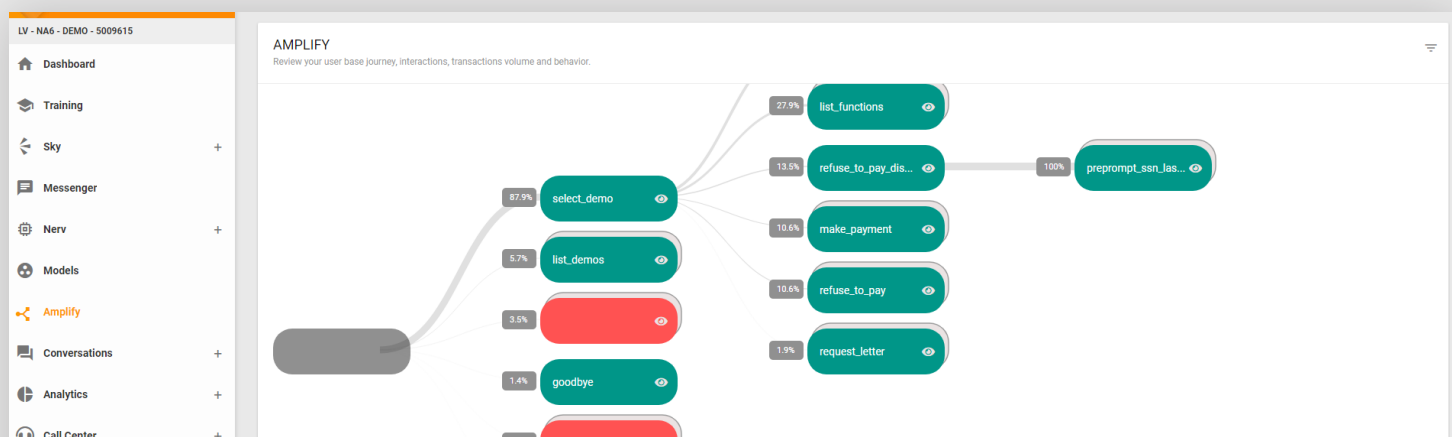
repository of AI templates by industry and use cases that you can leverage, accelerating implementation time.

LiveVox's implementation team will perform the back-end configurations, testing, training, and rollout. **In general, AI implementations can be completed in as little as 60 days**, depending on the specific requirements and environmental considerations.



### Ease of Integration

LiveVox has a pre-built integration with Speakeasy AI, reducing effort and uplift required to deploy the solution. Our standard integration model is simple and easy, allowing a **productized implementation** (rather than a project implementation). This means that LiveVox AI Virtual Agents follow a very repeatable, consistent rollout, going through a standard deployment process that is supported the same way each time — so you can deploy AI Virtual Agents across your entire ecosystem simply and seamlessly.



## Implementation Method

With the key goals and business / financial benefits of care modernization with LiveVox identified in Stage 1, the LiveVox team works with your team to design and deliver a contact center solution that will directly support your goals.

At a high level, LiveVox's **Method** is an approach that follows the four-phase process outlined below. The guiding principle of our approach is placing the greatest importance on Discovery & Alignment — listening to and understanding your goals to ensure that every subsequent step directly supports your key functional and business objectives. This is a very important consideration when partnering on a wide-reaching initiative like AI Virtual Agents:

### DISCOVERY & ALIGNMENT

To ensure full alignment, you talk and we listen. The business needs, and key goals identified here and in previous stages are centered throughout the project.

### DESIGN & REFINE

Once we've aligned around the business objectives and agree on the direction for our tactics, we dive deep to capture all of the project nuances.

### EXECUTE & DELIVER

Go time. The good news is we've got you covered - all in house. We make it easy for you, managing the process all the way through launch and full production.

### SUPPORT & MEASURE

We're not done yet. Being a partner means we're in it for the long haul. To ensure we all get there, we built a world class support system to measure program performance.



**Discovery and Alignment:** We key in on what it is you are ultimately looking to accomplish. Increasing revenue? Mitigating compliance risk? Driving efficiency through the organization?

We work with your team to explore ideas and ultimately deliver an overview that includes what we heard you say, some of the assumptions we made, and an overview of the recommended solutions.



**Design, Demo and Refine:** We spend time with demo/capabilities sessions based on what we have learned. Our teams work together to create a detailed configuration and statement of work that outlines all nuances of this project including your level of effort and projected timelines.



**Execute and Deliver:** Whether the business solution takes the form of an isolated capability that meets the demands of a highly targeted need or an omnichannel play that invites strategic transformation throughout your contact center, there are logistics required to activate the plan. This work ties back to the Discovery Phase, ensuring that the solution is designed to meet your previously stated goals.



**Support and Measure:** We are only successful if you are, which means the programs we roll out need to meet the intended business objectives outlined during alignment. A proactive approach to supporting customer care implementations (and other contact center implementations) is critical to ongoing success. LiveVox will support you through a cadence of reviews covering both software and strategy considerations — our team is composed of expert former contact center operators, combining their LiveVox platform knowledge and real-world experience to overcome obstacles. Through review against performance/goals, benchmarking, education on industry trends, and customized engagement strategies, our approach optimizes every ounce of your team's use of the platform.

# Stage 3

## Monitoring/Optimization

Customer service needs evolve continuously, and AI deployments need to evolve in response.

Requiring contact center leaders to proactively monitor and update workflows as business requirements and customer behavior evolve is a challenging proposition and can result in many problems to your current environment: insufficient/confusing IVRs, lack of reporting or visibility, and difficulty in understanding where and how to make changes.

In addition to the consulting and strategic expertise described in the Support & Measure stage described above, **LiveVox solves this challenge by significantly simplifying AI self-service monitoring.** Our in-house industry and AI experts will work with your team to understand your automation goals and develop benchmarks and strategies to monitor and optimize performance.

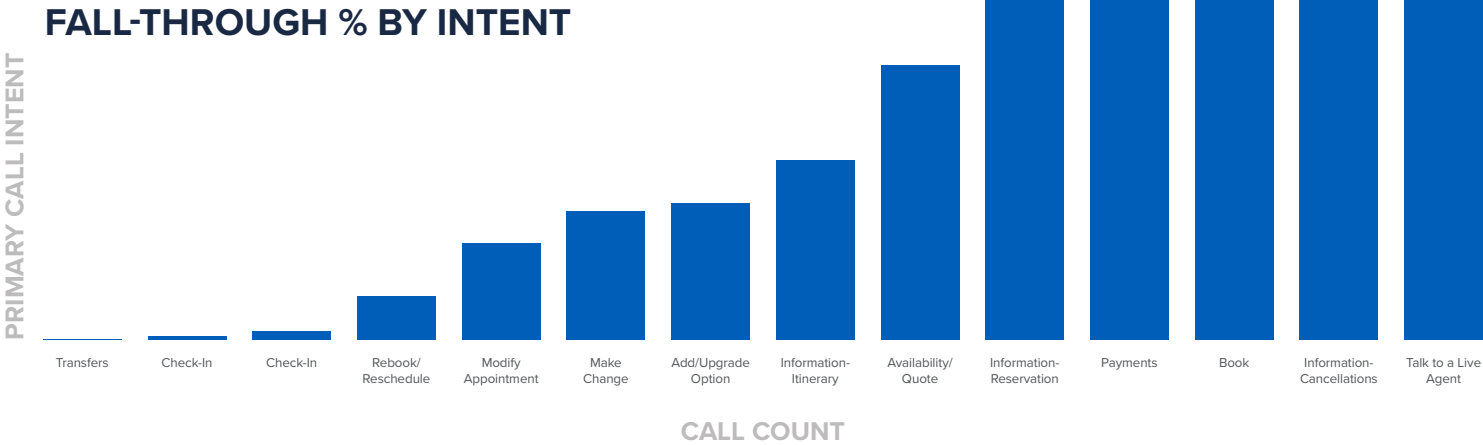
As part of our holistic approach to service, LiveVox supports our AI Virtual Agent deployments with other platform functionality, including the following key elements:

- AI visibility and reporting (tracked via the ACD, similar to live agent activity monitoring)
- Ongoing intent and call driver tracking
- AI escalation to agents via targeted workflows and business intelligence (including categorization by call intent)

For example, LiveVox’s AI and analytics specialists can analyze your KPIs and cross-sectional parameters to estimate the real-world financial impacts of automation. This will most likely tie to areas like AI intent recognition performance, the number of IVR branches that are 100% self-serviceable, and the average dialog path length. LiveVox can work to compare results to quality assurance forms and/or customer surveys to directly measure the impact of AI on your workflows.

Changes to AI Virtual Agent workflows can be done directly by your end users, or with the support of LiveVox’s dedicated client services team, depending on the scope of the change and your team’s expertise. For example, adjustments to the AI introduction can be made by your staff without additional coding requirements, while more advanced configurations like negotiation or reasoning can be handled by the LiveVox team.

LiveVox is also continuously improving our AI engine, partnering with industry leaders such as Amazon AI and Google AI.





# Digital First

Customers are now used to basic IVRs — and routinely look for ways to bypass them. Through LiveVox's AI Virtual Agent package, you can provide smarter alternatives to customers then pushing the 0 key or shouting "Representative!".

As above, digital channel adoption exploded during the COVID-19 pandemic, bringing lasting changes to customer service efforts. As an omnichannel solution, LiveVox's self-service and AI solution can also be incorporated on different channels, including voice, SMS, and web chat. This helps shift conversations from traditional voice calls to lower cost channels and helps attain greater agent satisfaction by having agents focus on fewer routine interactions.

For example, a customer on hold can opt in through the IVR engage with your care team over SMS. The SMS offering can include bots in workflows to help the customer self-serve. In the case that an escalation to a live agent is needed, the customer's entire SMS interaction history will be automatically passed to the SMS-enabled agent taking over.

This workflow helps inbound call deflection while providing greater convenience to the on-the-go customer, without sacrificing customer experience if a live agent is needed.

## Our approach simplifies the implementation and ongoing maintenance of the AI Virtual Agent deployment:



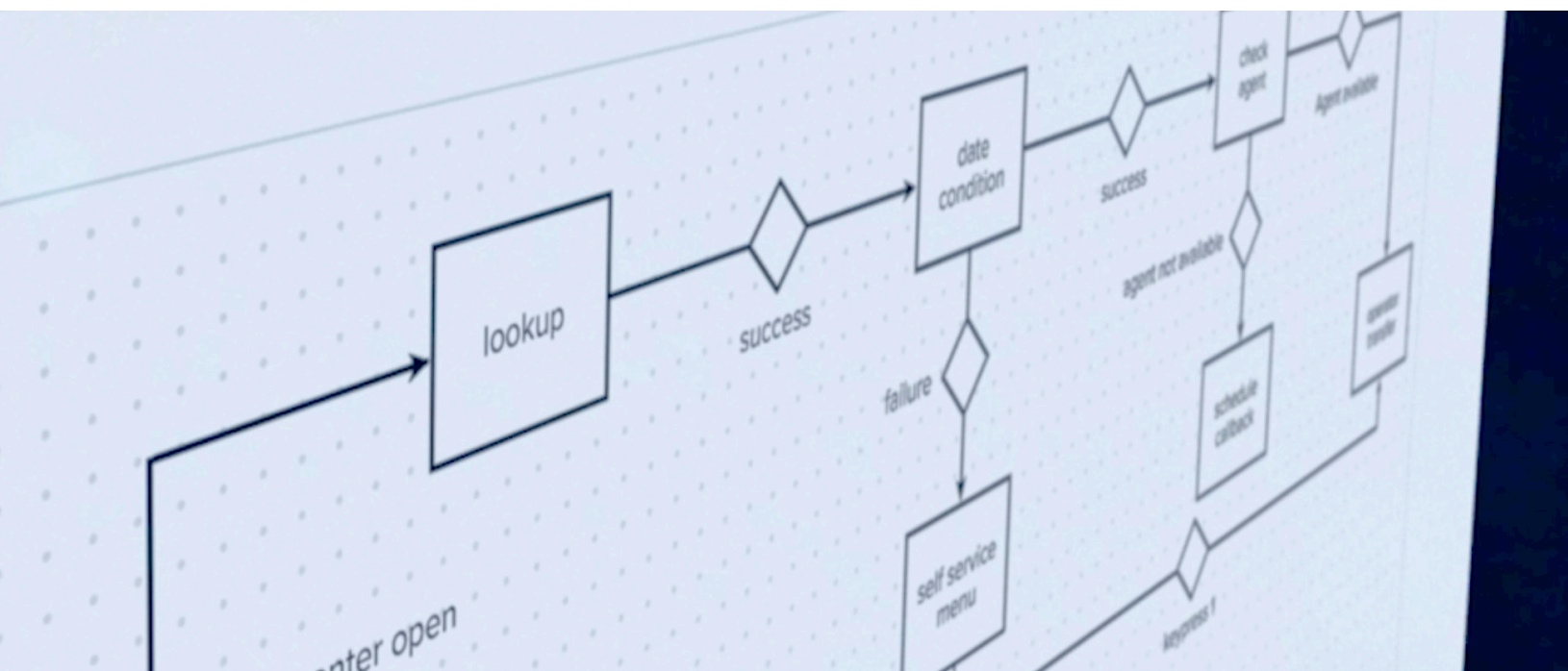
Simplified, productized approach with built-in integration with Speakeasy AI



Monitor AI Virtual Agents through the ACD in the same manner as human agents



Design interaction workflows engaging AI, IVR, voice, and digital channels through LiveVox's native Contact Flow Editor



## Stage 5

# Building on AI Success

Our unique approach to Artificial Intelligence combines differentiating technology and in-house expertise with a partnership mentality as detailed throughout this document.

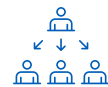
We help our clients evolve their self-service strategies — not just by improving CX, but by also creating a tangible impact on the bottom line.

In a difficult labor market, low headcount has a direct impact on abandon rates and the ability to achieve SLAs. But while the labor gap creates problems, it also creates an opportunity for AI to make a major impact. And as we partner, we'll collaborate with you to discover other metrics and use cases to optimize.

**Deploying the LiveVox platform to implement AI Virtual Agent capabilities also empowers you to improve KPIs and lower costs by using additional LiveVox functionality to support your contact center initiatives, supported by AI →**



**Inbound Customer Care:** Provide your agents with unified context of the customer journey through integrated data streams and a CRM interface purpose-built for the contact center.



**Lead Generation:** Augment customer capture efforts deploying AI across digital channels, capturing and identifying the most qualified leads to push to agents for a personalized sales experience.



**Outbound Campaigns:** Focus on outbound compliance without sacrificing efficiency or results, incorporating AI and IVR into workflows to reach your customers quickly.



**Workforce Engagement Management:** Take advantage of automatic 100% interaction scoring, proactive insights into call drivers and emerging issues, and flexible, self-serve workforce management.

## About LiveVox

LiveVox (Nasdaq: LVOX) is a next generation contact center platform that powers more than 14 billion omnichannel interactions a year. By seamlessly unifying blended omnichannel communications, CRM, AI, and WEM capabilities, the Company's technology delivers exceptional agent and customer experiences, while helping to mitigate compliance risk. With 20 years of cloud experience and expertise, LiveVox's CCaaS 2.0 platform is at the forefront of cloud contact center innovation. The Company has more than 650 global employees and is headquartered in San Francisco, with offices in Atlanta; Columbus; Denver; New York City; St. Louis; Medellin, Colombia; and Bangalore, India.

To learn more, visit [www.livevox.com](https://www.livevox.com) or call one of our specialists at (844) 207-6663.