

# Brillio's GenAI-Powered Customer Experience

A conversational design modeled on human conversations for natural dialogue with systems and contextually relevant interactions with customers.

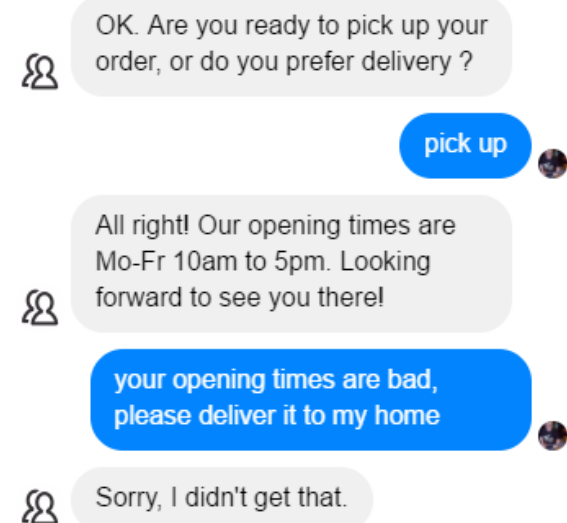


# Overcoming the Complexities of Conversational AI: Building Effective CX

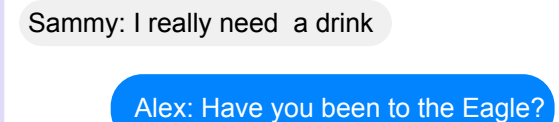
Building effective Conversational AI for customer experience is a complex endeavor that requires careful consideration of various strategic and technical challenges. While conversational applications might appear simple, developing AI that delivers meaningful, user-centered experiences is among today's most demanding AI objectives.

Key challenges begin with identifying the right use case for a conversational interface, followed by designing a Natural Language Understanding model that reliably interprets user intent with high containment rates. Achieving customer satisfaction also depends on crafting responses that encourage adoption and engagement, while continuously expanding the AI's knowledge base. Post-deployment, measuring performance and gauging customer usage becomes essential to refining the bot's utility. Furthermore, implementing a framework for continuous improvement and scaling across additional use cases ensures that conversational interfaces remain relevant and efficient, evolving to meet dynamic customer needs.

## Bad Conversation Design



## Good Conversation Design



# Brillio's Approach to Conversational AI and Customer Support Using AI

Brillio envisions a modern contact center that overcomes the challenges of building effective conversational AI by focusing on seamless, proactive, and personalized customer support. Through a mix of accurate intent-mining accelerators, a structured conversation design methodology, and an experimentation framework, Brillio offers solutions that anticipate customer needs, deliver contextual relevance, and provide a cohesive experience across all customer touchpoints.

## Operational Efficiency

Brillio enhances service efficiency by automating ticket routing, implementing a smart knowledge base for rapid query resolution, and offering real-time assistance through AI-powered insights. Automation also streamlines various processes, ensuring customers receive fast, accurate support. Brillio's approach to scalability and flexibility includes dynamic resource allocation and intelligent routing that adapts to demand. This, combined with a unified view of the customer and multichannel support integration, creates a frictionless experience across social and direct communication channels.

## Customer Experience Enhancement

To elevate customer experience, Brillio leverages personalization and self-service options, empowering customers to find solutions across multiple channels. By integrating data insights and using recommendation engines, Brillio enables proactive, context-aware support, while ensuring that customer interactions are both convenient and relevant.

## Enhanced KPIs

- Faster MTTR
- First Contact Resolution Rate
- First Level Resolution
- Enhanced Customer Support Effectiveness
- Incident Resolution Time
- Aggregate Service Desk Performance
- Higher CSAT



## Collaboration and Innovation

Human-AI collaboration at Brillio enables agents to receive contextual assistance, utilize cognitive search, and automate task completion for a more efficient workflow. AI-driven speech recognition further enhances agent-customer interaction. Continuous learning and improvement are encouraged through real-time coaching, feedback loops, and gamified peer collaboration to boost team performance.

## Proactiveness & Integrity

Brillio adopts a proactive support model, using automated alerts and intelligent escalation to address issues before they escalate. Its commitment to Responsible AI is embedded in frameworks that ensure transparency, accountability, and robust monitoring. Ethical AI practices are integral, with informed consent, bias detection, privacy protections, and AI-driven audits ensuring fairness and trust across all customer interactions.

# Brillio's Unique Conversational Design Methodology

Brillio approaches conversational design with a deep understanding of human interaction as the foundation for digital communication. This methodology leverages natural dialogue principles to build systems that create a truly engaging, human-like experience for users.

## Conversational Design Goals

**Engage:** Be responsive and respond only where it adds value without interrupting.

**Recall:** Maintain contextual awareness, avoiding repetitive questions.

**Anticipate:** Predict user needs to enable proactive, insightful responses.

**Adapt:** Adjust dynamically to shifts in sentiment, context, and user needs.

**Reflect:** Reiterate key information to confirm understanding and satisfaction.

**Pull:** Use subtle cues to smoothly guide the conversation forward.

## Design Process

- Set up foundational elements, including greetings, error handling, fall-backs, and small talk.
- Develop a 'blue-sky' script for each intent to envision ideal conversational outcomes.
- Define entities, slots, synonyms, and disambiguation per intent to ensure clarity.
- Apply extensive training and test data for each intent to enhance AI understanding.
- Continuously test and refine dialogue flows to perfect user interactions.

## Business Impact

- **+20%** CSAT score
- **+30%** operational efficiency
- **Seamless, multilingual CX**
- **+10%** traffic from reduced friction in buyer journey

# Our GenAI Accelerator Suite: Elevating Chatbot Experience

BrillioOne.ai delivers a comprehensive suite of AI-driven capabilities, solutions, and products designed to accelerate your journey toward a highly responsive and efficient chatbot experience for your customers.

**RAG Implementation:** Indexes documents and uses LLM-based search for information retrieval.

**Fine-tuning:** Refines, adapts, and customizes foundational models to a task-specific dataset.

**Prompt Engineering:** Enables language models to execute instruction-led tasks using specific prompts.

**Intelligent Model Health Monitoring:** Automates the detection of when and how to retrain LLMs.

**LLM Validation Framework:** Provides a validation framework covering metrics such as performance, model monitoring, prompt security, and Responsible AI.

**Hallucination Detection:** Controls the LLM model to prevent it from responding to unknown questions with creative or out-of-context answers.

# Enhancing Chatbot Experience: KPIs that Matter



## **First Contact Resolution Rate**

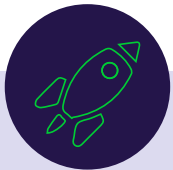
to measure the percentage of customer inquiries resolved successfully within the initial interaction



**Average Resolution Time** taken by Chatbot to resolve customer inquiries or issues to ensure lower resolution time suggesting efficient support



**Response Accuracy** measures the accuracy of the chatbot's responses providing relevant and accurate information to customer queries



## **Conversation Completion Rate**

measures the percentage of chatbot interactions that are successfully completed without the need for human intervention



**Conversion Rate** measures the percentage of chatbot interactions that result in desired outcomes such as sales conversions or successful issue resolutions



**Abandonment Rate** measures the percentage of customers who abandon the chatbot interaction without completing their intended task or inquiry



## ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.



<https://www.brillio.com/>

Contact Us: [info@brillio.com](mailto:info@brillio.com)

