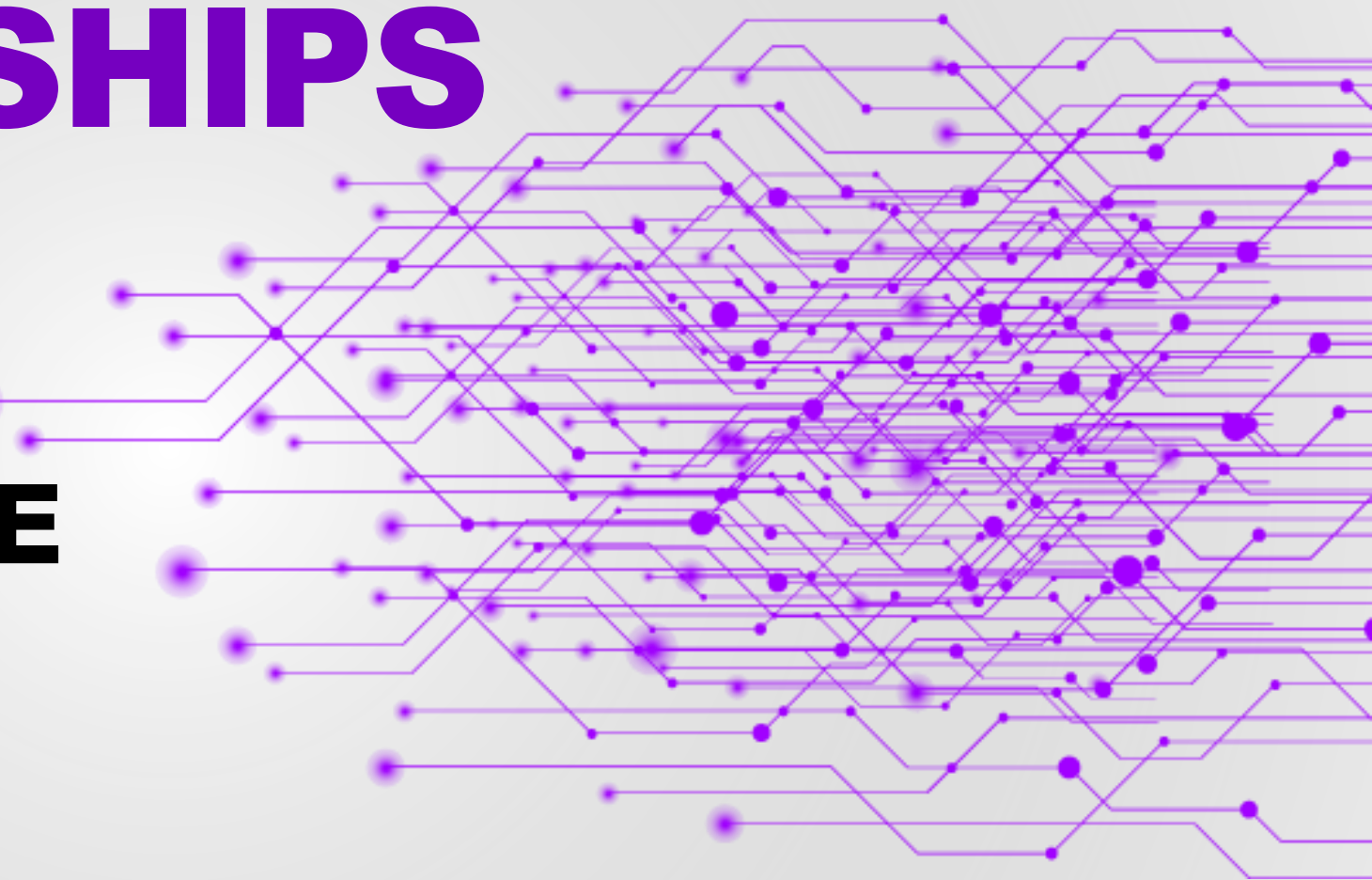


AI & RELATIONSHIPS

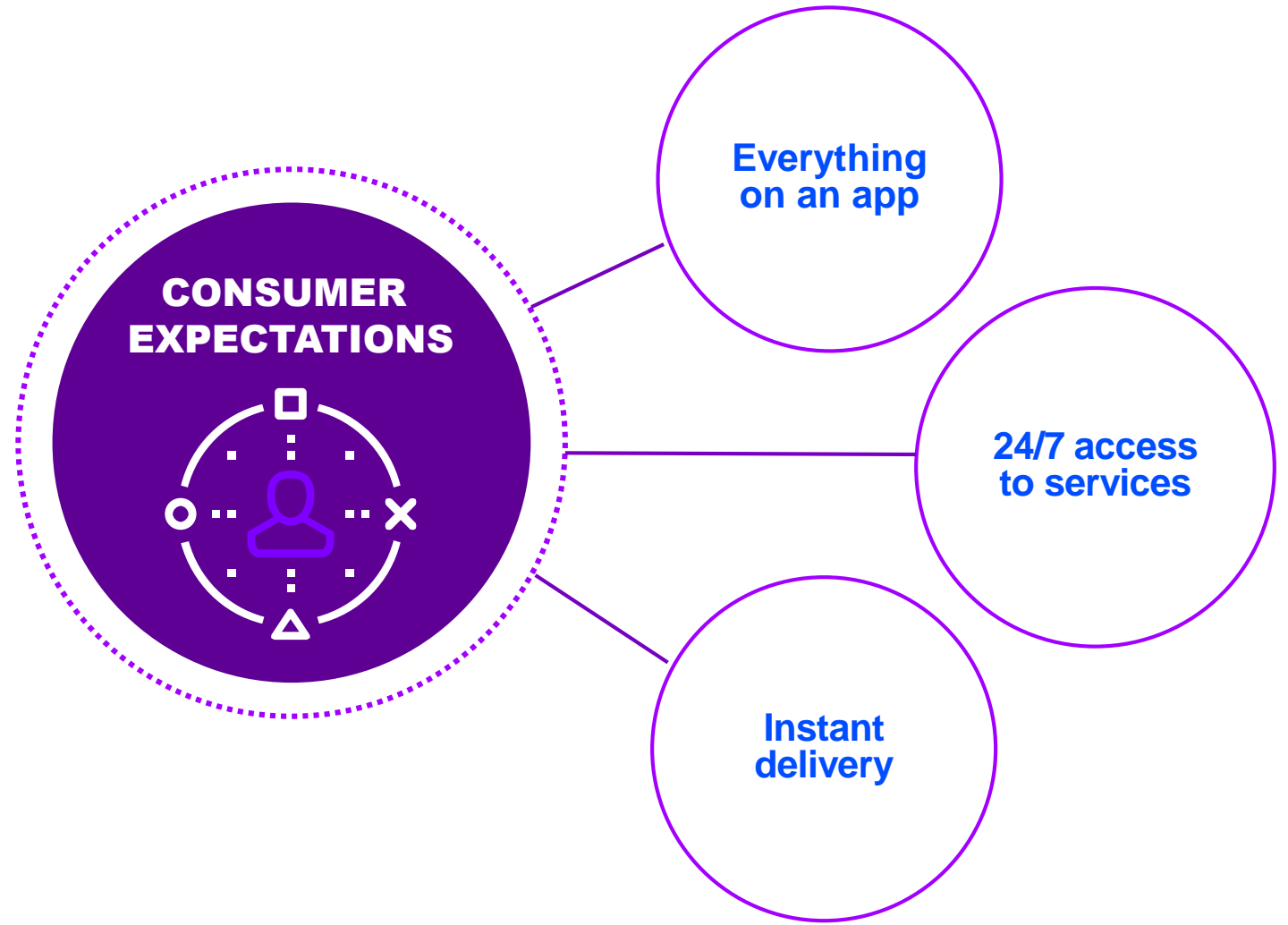
**THE FUTURE OF
CUSTOMER CARE
IN BORDER
SERVICES**



CONSUMER EXPECTATIONS SHAPING THE FUTURE OF THE BORDERS ECOSYSTEM

Smartphones and the “appification” of software, as well as the “always on, always connected” online world and the “democratization” of air travel are radically changing consumer expectations.

In e-commerce, with has led to the expectation of **extremely fast, cheap and transparent logistics**, an ever rising volume of small packages crossing borders is presenting a series of **challenges to customs** in terms of workload, security assessment and revenue collection.

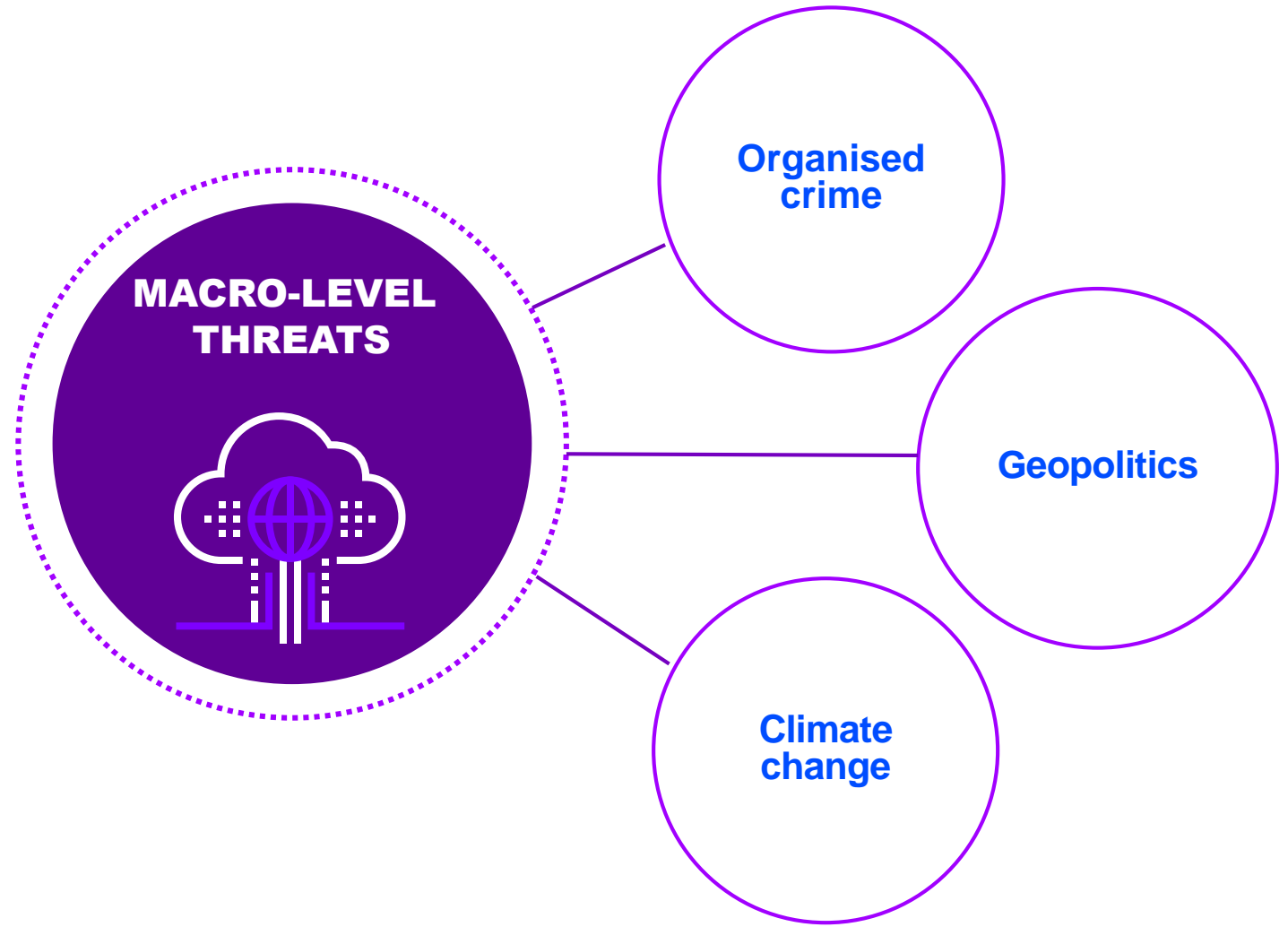


MACRO-LEVEL THREATS CHALLENGING THE FUTURE OF THE BORDERS ECOSYSTEM

Organized crime brings social, economic, and security costs to societies, from illicit trade to illegal smuggling.

Geopolitical turmoil is impacting, even interrupting trade flows, reducing predictability for customs.

In addition, it is anticipated that climate change will lead to changes in comparative economic advantages and disrupt port and airport operations.



CUSTOMER CARE BY 2025

A NEW CARE MODEL IS TAKING SHAPE AT THE HORIZON

CONSUMPTION BASED



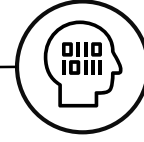
- By 2022, **contact center as a service** will be the preferred adoption model in **50%** of contact centers, up from approximately 10% in 2019.
- SaaS-based solutions will become the default technology consumption style enabling an ecosystem that is flexible, adaptive and cost-effective.

CONVERSATION FOCUSED



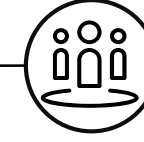
- The ratio of speech interaction per seat, per annum (whether handled by agents or automated) will rise from a ratio of 17,650:1 in 2018 to 22,200:1 in 2023.
- By 2023, customers will prefer to use **speech interfaces to initiate 70% of self-service** customer interactions, rising from 40% in 2019.

COGNITIVE BY DESIGN



- By 2023, **40% of the contact center interactions will be fully automated by using AI**, machine learning and self-services, up from around 25% in 2018.
- By 2025, customer service organizations that embed AI in their multichannel customer engagement platform will elevate operational efficiency by 25%.

COLLABORATIVE IN NATURE



- Usage-based software consumption and features (promoting mobility and **team-based working**) will enable a more digitally dexterous workforce to engage customer better and empowered to be productive anywhere
- Workstream collaboration enabled by more advanced knowledge management, real-time next-best action and service orchestration abilities.

Source: Gartner – The Future of the Contact Center (April 2019); Forecast Analysis: Contact Centers, Worldwide (April 2019)

RISE OF AI AUTOMATION IS REVOLUTIONIZING DIGITAL CUSTOMER ENGAGEMENT

Artificial Intelligence (AI) AUTOMATION

AI will automate up to **40%** of customer service needs by 2023 [IDC]

Virtual Customer Assistants will cater to **10%** of B2C first level engagement requests by 2020 [Gartner]

RISE OF MESSAGING

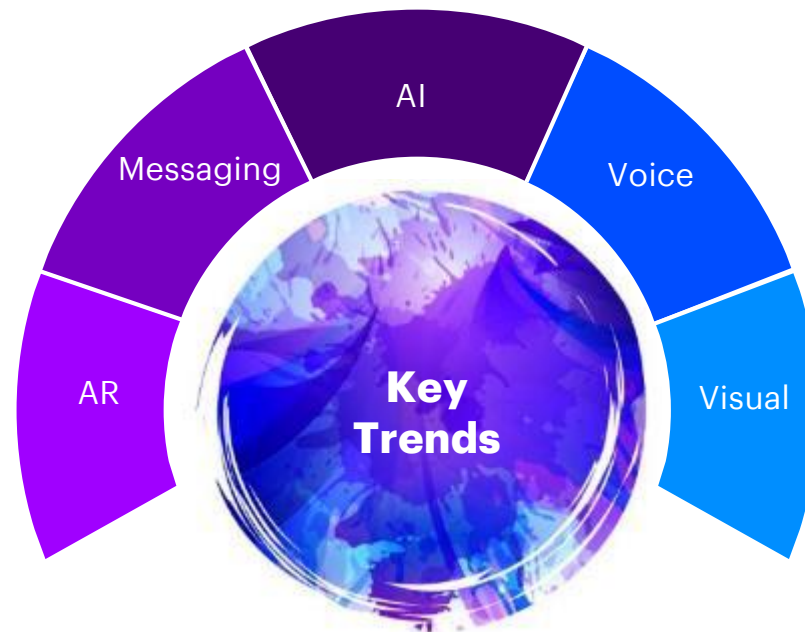
67% of customers have increased their use of Messaging in past two years. [[Facebook](#)]

2.18 bn messaging apps by end of 2019 [[eMarketer](#)]

AUGMENTED REALITY

20% of customer experiences will include some form of AR by end of 2018 [IDC]

By 2020, **25%** of businesses will be testing or running AR-augmented social support [IDC]



RISE OF VOICE

30% of web browsing sessions will be done without a screen by 2020 [[Gartner](#)]

2 bn people will use conversational AI to interact with VCAs and Chatbots in 2018 [[Gartner](#)]

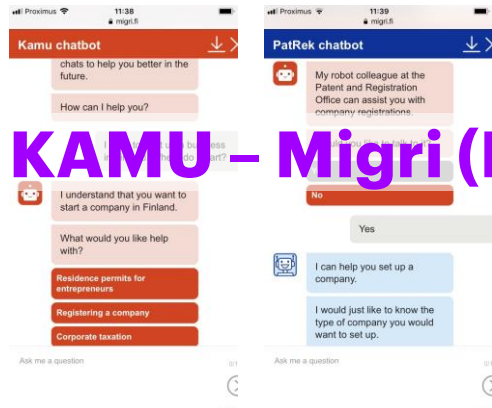
VISUAL ENGAGEMENT

Spanning video, co-browsing and screen sharing.

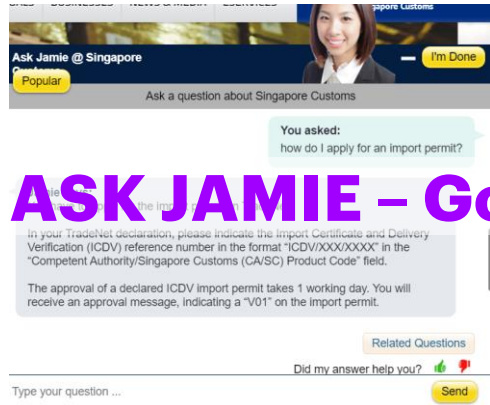
Enhances **Show & Tell** experience for customers and agents.

VIRTUAL AGENT LEADING EXAMPLES IN GOVERNMENT

CHAT



KAMU – Migri (Finland)



ASK JAMIE – GovTech (Singapore)

VOICE

**VIRTUAL ASSISTANT FOR TAX
CLEARANCE – Revenue (Ireland)**



**GOVERNMENT INFO THROUGH
ALEXA, GOOGLE ASSISTANT –
Gov.UK**





- 1 Connect virtual agents **across agencies**
- 2 Design a **multi-channel approach** (SMS, web, call, email,...)
- 3 **Speak human** but don't pretend to be one
- 4 Design conversations around the outcome (intents)
- 5 Design with **smooth human handovers** in mind
- 6 **Train the NLP** the right way with the right people
- 7 Get the **right metrics** in place to continuously improve your bot

7 VIRTUAL AGENT BEST PRACTICES

AI CHANGING THE CONTACT CENTER OPERATING MODEL

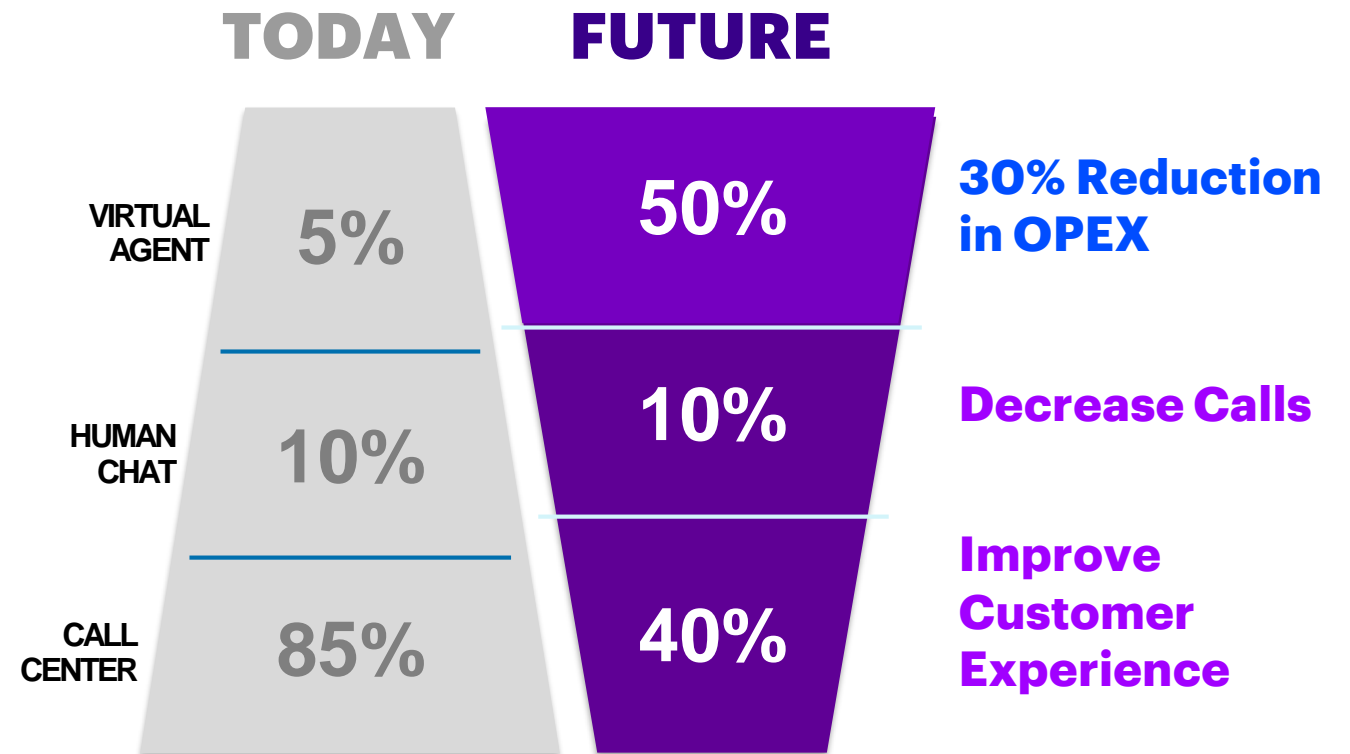
Introducing a virtual agent profoundly changes the structure of a contact center.

As more conversations are handled by virtual assistants, the role of contact center employees will change from taking most calls to only complex conversations and high-touch transactions.

- Knowledge engineers
- Account managers

AI is not just behind virtual agent technology. It transforms the way contact centers are operated:

- Intent selection analysis
- Omnichannel analytics
- Operational analytics





THANK YOU!



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