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NETWORK WITH CONTACT CENTER PROFESSIONALS AT ICMI.COM



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contact center expo & conference

Session 506

Simplifying the Agent Experience

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REVOLUTIONIZE THE CUSTOMER EXPERIENCE





Simplifying the Agent Experience

Agenda:

- Quick overview:
 - o *Priceline customer service (locations and functions)*
 - o *Priceline's customer service case management system*
- Agent content / knowledgebase:
 - o *Our legacy approach to content management*
 - o *Our new "smart content" solution*
- Review of "smart content" proof of concept / use cases:
 - o *Impact on contact center productivity*
 - o *Required skill set for content authoring*
- Current status / next steps

THE PRICELINE GROUP

Booking.com

priceline.com*

agoda.com

KAYAK

rentalcars.com

The screenshot shows the priceline.com website interface. At the top, there are navigation tabs for Hotels, Cars, Flights, Vacation Packages, Cruises, and More. Below this is a search bar with the text "Search and Save on Hotels". To the left of the search bar is a photo of a man in a suit. The search form includes a field for "Where are you going?" with a placeholder "City, Airport, Point of Interest, Hotel Name or U.S. Zip Code". Below this are fields for "Check-in" and "Check-out" with "Choose Date" buttons and a calendar icon, and a "Rooms" dropdown menu set to "1 Room". A green "Search Hotels" button is at the bottom. A promotional banner on the right says "For Deeper Discounts Name Your Own Price* Bid Now".

Priceline.com customer service overview

Contact channels supported:

- Phone: 6 locations
- Chat: 2 locations
- Email: 1 location

Agent workgroups:

- Frontline customer service
 - o Separate teams for phone, chat and email
- Travel services
- Back office research
- Executive services

A quick look at our customer service case management system (ie – “priceline CARES”)

Informational tabs

Activities / actions

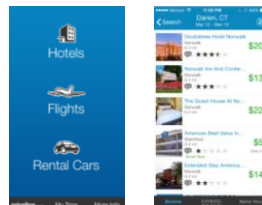
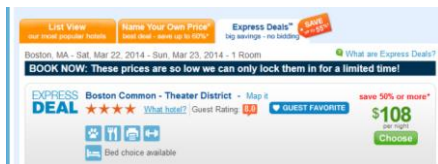
Issue specific KB content (focus of today's discussion)

Quick notes / close case options

CARES case management platform evolution

Enhancements made over time to support an expanded array of:

- Priceline product offerings
- Customer purchase channels



- Supplier inventory sources
- Customer contact channels

CARES agent knowledgebase evolution

Content managed by Customer Service, not IT:

- Allows for the rapid update of content when necessary.

Originally product – specific text files, designed to walk the agent through how to address any given issue.

Later “enhanced” to support HTML files.

- Permitted the use of hyperlink choices to jump to another section of *the same HTML file*.

CARES agent knowledgebase evolution (cont.)

Solution entitlement options were later added by IT:

- Allowed the system to select a single, “best fit” HTML file, based upon a combination of:
 - *The reason for the customer’s call*
 - *The type of reservation booked by the customer*
 - *The supplier inventory source*
 - *Customer contact channel and agent workgroup*

Contact reason	Product	Type	Supplier inventory source	Agent workgroup	KB file
Change of plans	All	Opaque	All	All	File 1
Change of plans	Air	Retail	All	All	File 2
Change of plans	Air	Retail	GDS 1	Travel Services	File 3

Our goal: *Deliver customer – specific content to our agents, on each and every call*

Content entitlement options were limited, and basic questions still had to be presented within the scripts:

- Is the customer Pre-Travel, Mid-Travel or Post-Travel?
- Is the customer scheduled to check in today?

What we needed was a solution that would:

- Still allow *Customer Service* to “control” the content
 - *ie, write, edit and deploy changes on our own, at any time*
- Be more tightly integrated into our back-end data
- Reduce call handle time, by auto-documenting any information communicated to the customer.

The solution we selected:

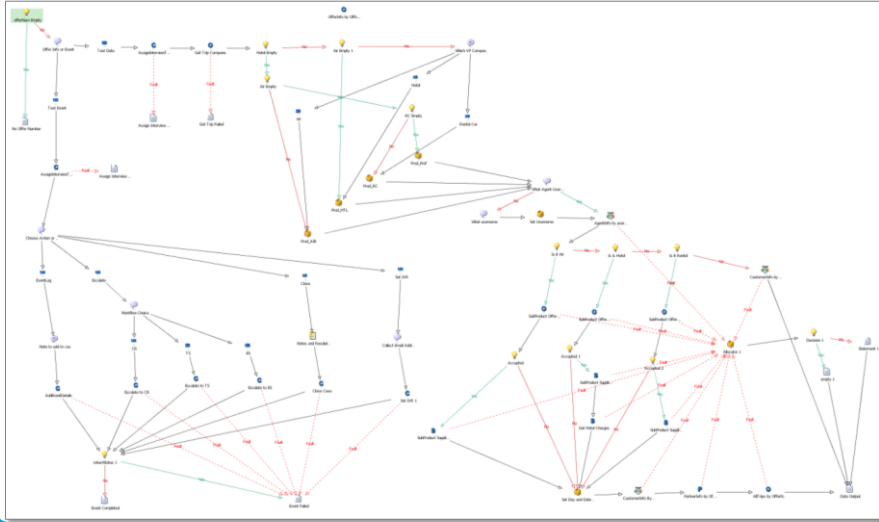
Jacada Agent Scripting (JAS)

- **Integrates with back-end data via web service calls:**
 - *Web services written by our IT team now provide our Jacada content designers with access to over 250 customer – specific data elements.*
- **Intuitive, flowchart-like authoring environment:**
 - *Data from back-end web service calls can be used to automate decisioning within scripts, and trigger automated actions.*
 - *Required just a 1 week training session for content designers.*
- **Allowed our Customer Service team to retain all ownership of content:**
 - *Content can be edited and republished at any time.*

Jacada Agent Scripting (continued)

- **Dramatically simplifies agent – side call handling:**
 - *Customer - specific content can be delivered on each call.*
 - *All content presented to the agent is automatically logged by the system.*
- **Integrated performance monitoring:**
 - *Automatically tracks the percentage of customer interactions that followed each “path”.*
 - *Similar tracking on the average time spent by agents on each page of content.*

A quick peek at how a knowledgebase solution appears in the Jacada authoring environment



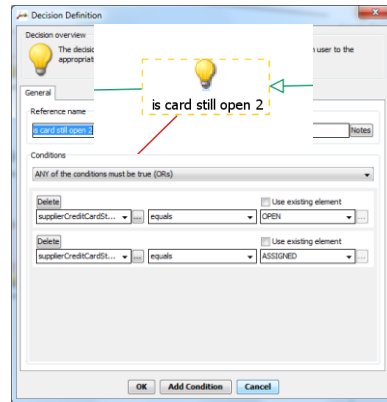
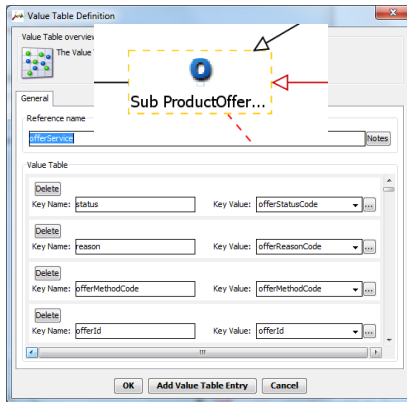
JAS content authoring environment

Service call nodes:

- Allows the system to exchange data with back-end systems

Decision nodes:

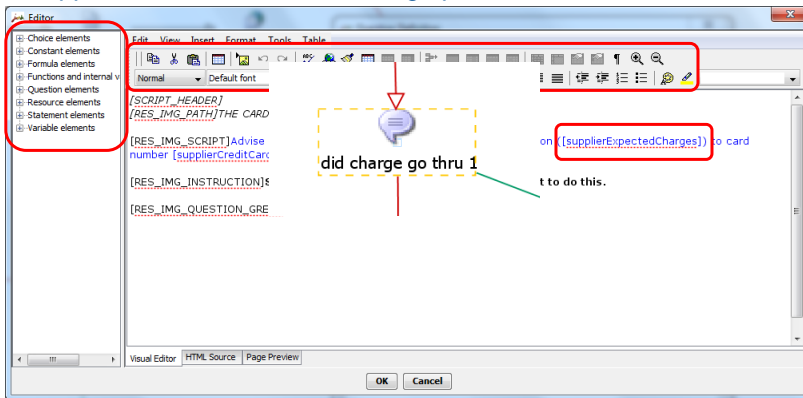
- Automated decisioning / branching within the script



JAS content authoring environment (cont.)

Question and statement nodes:

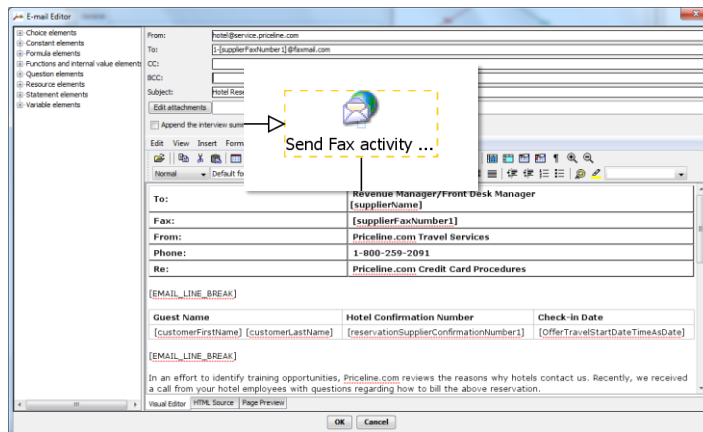
- Used to author the content presented to the agents.
- Can reference data elements retrieved via service calls.
- Supports standard text formatting options.

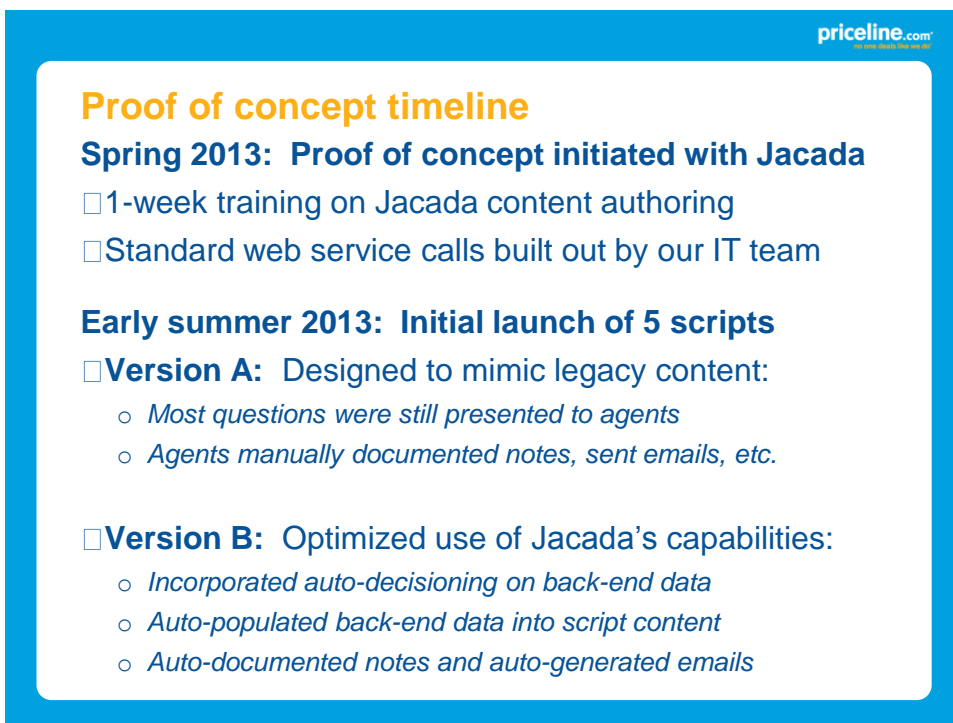
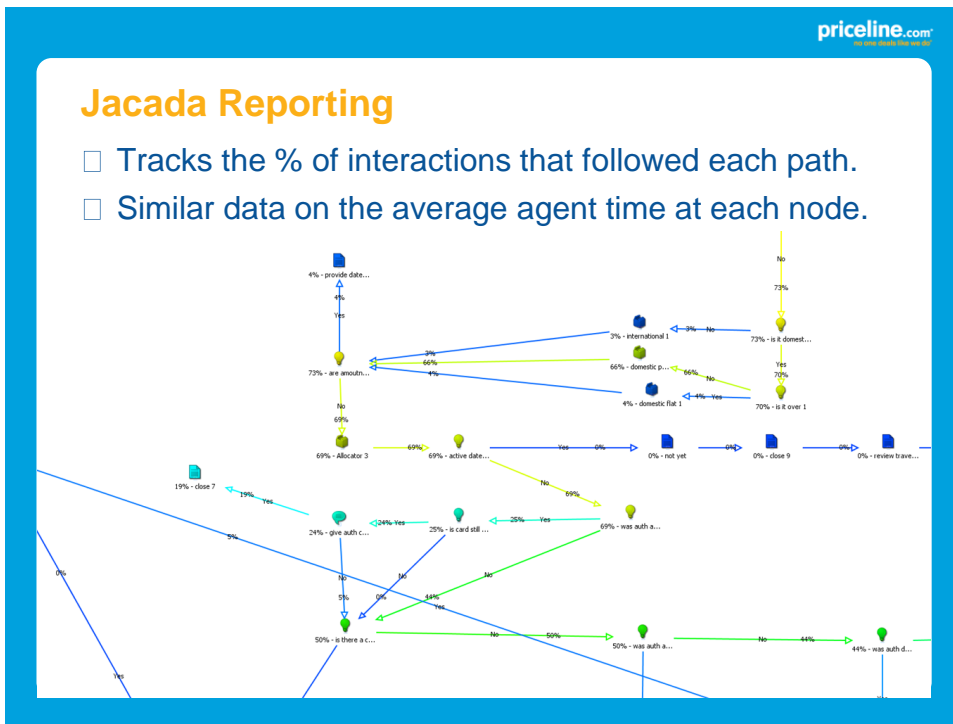


JAS content authoring environment (cont.)

Email / fax nodes:

- Automatically sends an email whenever an agent reaches this node.
- Same edit functions as with the Question and Statement nodes.





priceline.com

Use case # 1: Automated decisioning within KB content

What is the offer status?
17 seconds

87% CR

Time spent by agents answering the question "What is the priceline credit card status":

- 87% x 17 seconds = 15 seconds per call

Time spent by agents determining if the hotel has attempted to charge more than the expected amount:

- 82% x 25 seconds = 21 seconds / call

Time spent by agents determining if the priceline credit card was fully or partially charged, or already authed:

- 65% x 15 seconds = 10 seconds / call

Average time taken by agents, for just these 3 decisions in this one knowledge base solution = 46 seconds / call

Is the hotel attempting to charge more than the expected amount?
25 seconds

82% Question 1

Determine if the card was fully or partially charged or authed.
15 seconds

65% determine ch...

priceline.com

Real-world example of auto-decisioning in agent-facing content

Old, legacy content

Full Amount Charged	Advise that the card has already been charged in full. Provide the date and amount if requested. Use appropriate close.
Partial Amount Charged	Click here.
No Charges No Authorizations	Click here.
Charge and Refund	Transfer the call to accounting for further help. For instructions, click here.
Full or Partial Authorization	Click here

New auto-decisioned content

RESERVATION IS ACCEPTED

Select the appropriate issues:

The hotel needs the PCLN credit card.

THE ACTUAL CHARGES MATCH THE EXPECTED CHARGES

- Advise that the card has already been charged in full.
- Provide the date and amount if requested.
- Use appropriate close.

Actual charge:	196.19
Authorization code:	
Credit Card Number that was charged:	XXXXXXXXXXXX1047

Use case # 2: Automated documentation

Data collected from a variety of sources on the average amount of time our agents were spending manually documenting case notes:

- Speech analytics platform – “Non-talk time”.
- Time and motion studies.
- Review of legacy case notes.

Estimated savings opportunity of 15 – 60 seconds per call.

Real-world example of auto-card documentation

Legacy, manual notes entry

Event:	Case Closed: Other Issue Addressed
Details:	Refunded our card. cc declines right now. reviewed the res. adv trans to accounting for assistance. adv their phone # select option 4. adv their hours of operation. rep ok.
Event:	Notes Added:
Details:	***** // FO Manager heads cc number since the cc was already charged Transactions from TSYS Date Time Amount Merchant Apr 24, 2013 12:00 AM \$***.** RADISSON SUITES BUENA Transactions from Database Date Time Amount Merchant Apr 24, 2013 12:00 AM \$***.** RADISSON SUITES BUENA Hotel ok trans to accounting av hrs of service and same phone number
Event:	Case Closed: Card Already Charged
Details:	***** - FD rep said the guest did not show up on apr 29., but then the guest showed up on apr 30 at night.hwever, they already charged pccn card the full amount., then they refunded it for 1 night since the guest showed up on apr 30. and tried to charge pccn again for 1 night, however,it declined., total charge: \$**** rep said the total amount they need is \$****...becoz the FD last night refunded pccn again for 1 night in error., adv rep that there's a charge for \$****. adv rpe that there's no credit or refund., gv app code: 077352 Advise the Hotel Rep to speak to their internal accounting department.

New, auto-documented approach

The screenshot shows a Priceline agent interface with a navigation bar (Offer, Status, Itinerary, Bills, Customer, Promo, Cancel, Contact, History) and a status indicator (Accepted). The main content is an interview transcript with the following structure:

- Interview Start Time:** 09/30/2013 09:40:58
- Q:** [Agent question]
- A:** [Auto-generated note: Select appropriate option: A: The priceline or guest's credit card is declining.]
- Q:** [Agent question]
- A:** [Auto-generated note: RESERVATION IS ACCEPTED]
- Q:** [Agent question]
- A:** [Auto-generated note: Select the appropriate issue: Original credit card declined]
- Q:** [Agent question]
- A:** [Auto-generated note: THE ACTUAL CHARGES MATCH THE EXPECTED CHARGES]
- Q:** [Agent question]
- A:** [Auto-generated note: Advise that the card has already been charged in full. Provide the date and amount if requested. Use appropriate close.]

At the bottom, a table summarizes the call details:

Actual charge:	196.19
Authorization date:	27-Aug-2013 09:10:38
Authorization code:	011631

Use case # 3: Automated email / fax

Legacy customer service process:

- On a monthly basis, agents were manually sending out approximately 15,000 emails or faxes to customers, suppliers, and other agent groups.
- Time required was approximately 2 – 4 minutes / email:
 - o *Access the appropriate email content template.*
 - o *Copy and paste itinerary– specific data into the template.*
 - o *Review the final email content and send it.*
- By sending these automatically from Jacada, we realized we could save over 500 hours of agent time per month.

Additional benefits / opportunities

Agent satisfaction:

- Less concerned about documenting case notes just to satisfy call center QA requirements.

Customer satisfaction:

- Less “non-talk” time
- Reduced call handle time

Now working on even more integration with CARES:

- Further expansion of web service calls.
- Potential replacement of various CARES “Activities” with web service calls initiated from JAS.

Skill Set Requirements

IT Team:

- Web service development, if you wish to exchange data with back-end systems
 - *Highly recommended to see full benefits of the solution*
 - *Once these are defined, they can be reused over and over*
- Basic infrastructure support
 - *Database, server infrastructure*

Business side content authoring:

- Policy / subject matter experts (as with any KB)
- Understanding of data elements used in auto-decisions
- Logical / critical thinker
 - *Defining fail-over paths if back-end data is unavailable, etc.*

Current status / next steps

Business side:

- “Interactive content designers” are working collaboratively with others in Customer Service to migrate solutions from “legacy” HTML files to Jacada
 - *Although it takes longer to author the content in JAS, the benefits are seen immediately on the agent side once deployed*
 - *Transition timeline will be dependent upon how many resources we elect to dedicate to this task*

IT side:

- As the content designers come across new data elements that would be useful to reference, IT is engaged to update web service calls.



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Thank you for attending
Please complete your session evaluation

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