



ATLANTA, GA
OCTOBER 11-14

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UNLEASH THE POWER OF LIMITLESS CONNECTIVITY



2021 Fall
Technical Forum
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Workplace of the Future/Workforce Operations/Learning & Development

Lessons Learned: Embedding AI in Cable Customer Experience to Better Serve Agents and Customers

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ASAPP



**VIRTUAL EXPERIENCE
OCTOBER 11-14**



- Determine your business goals
- Measure what matters
- Know your tech stack
- Choose AI designed for people

Determine your business goals



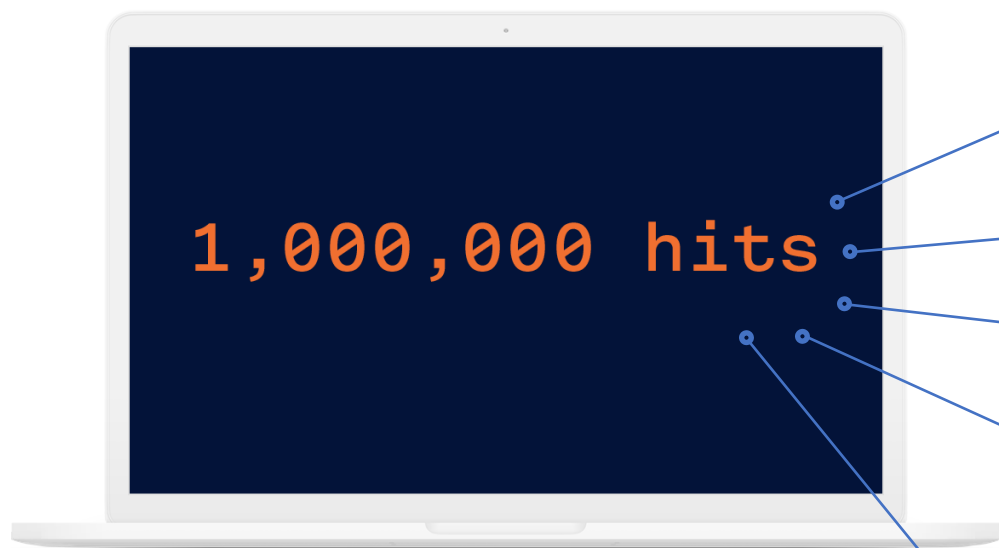
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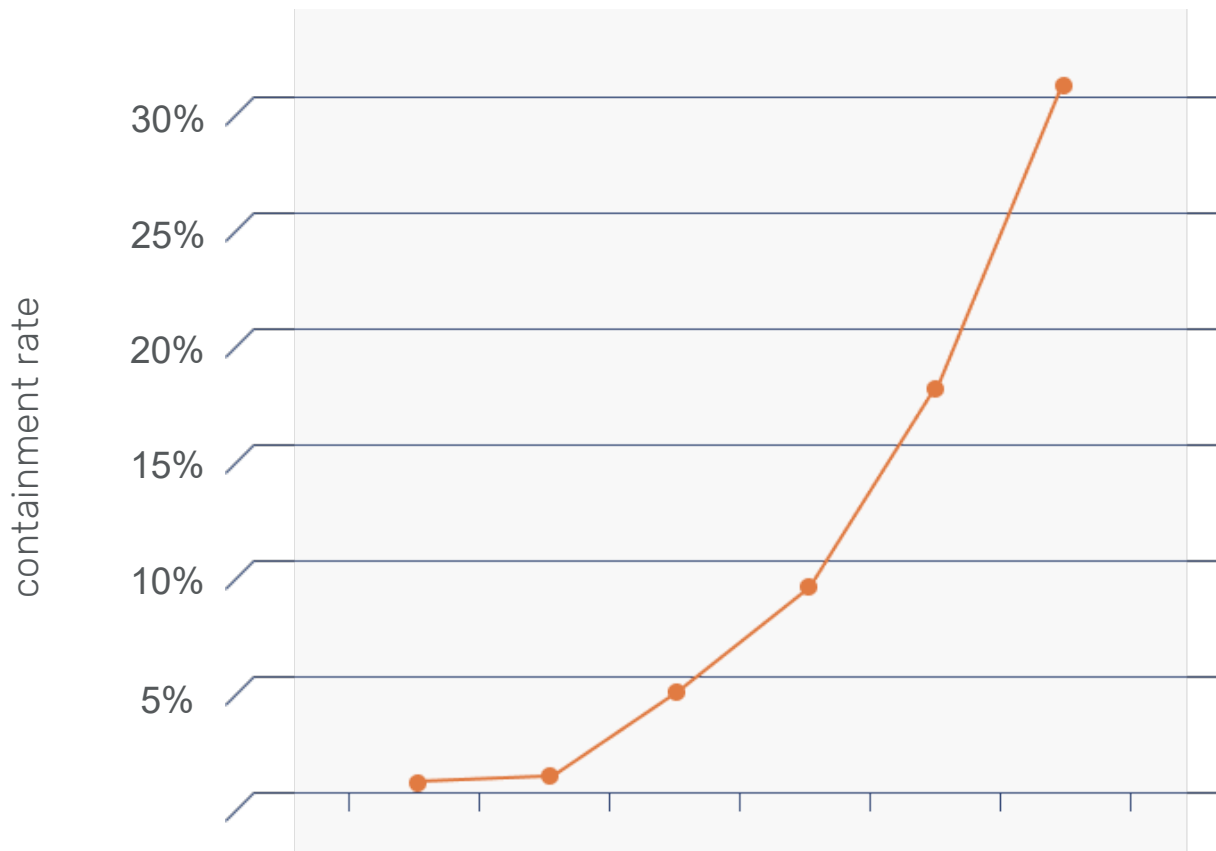
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Beware of vanity metrics



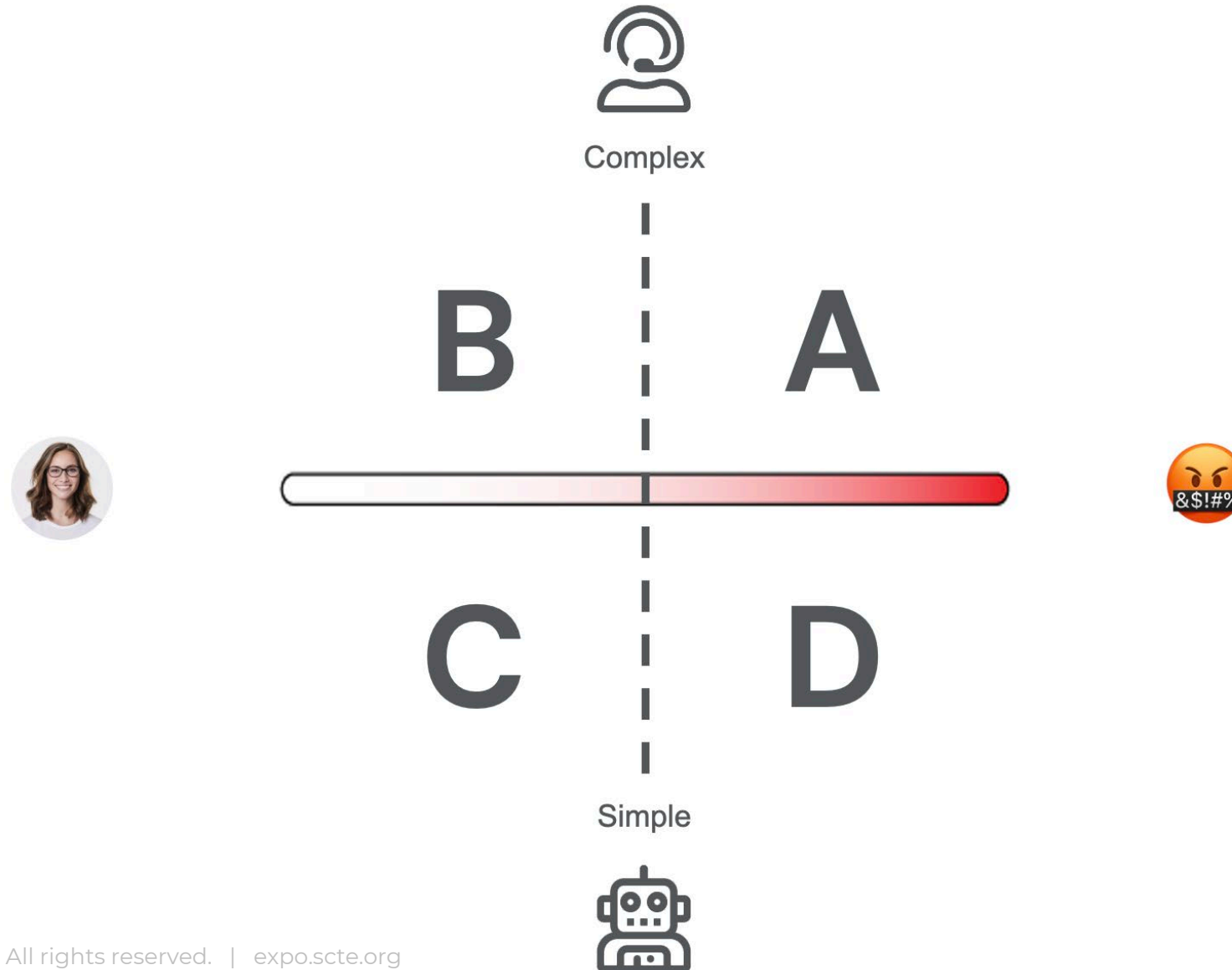
- Who generated these hits?
- Are they your target?
- Where'd they come from?
- How much did each cost?
- How do you get more?

What goals does containment help meet?

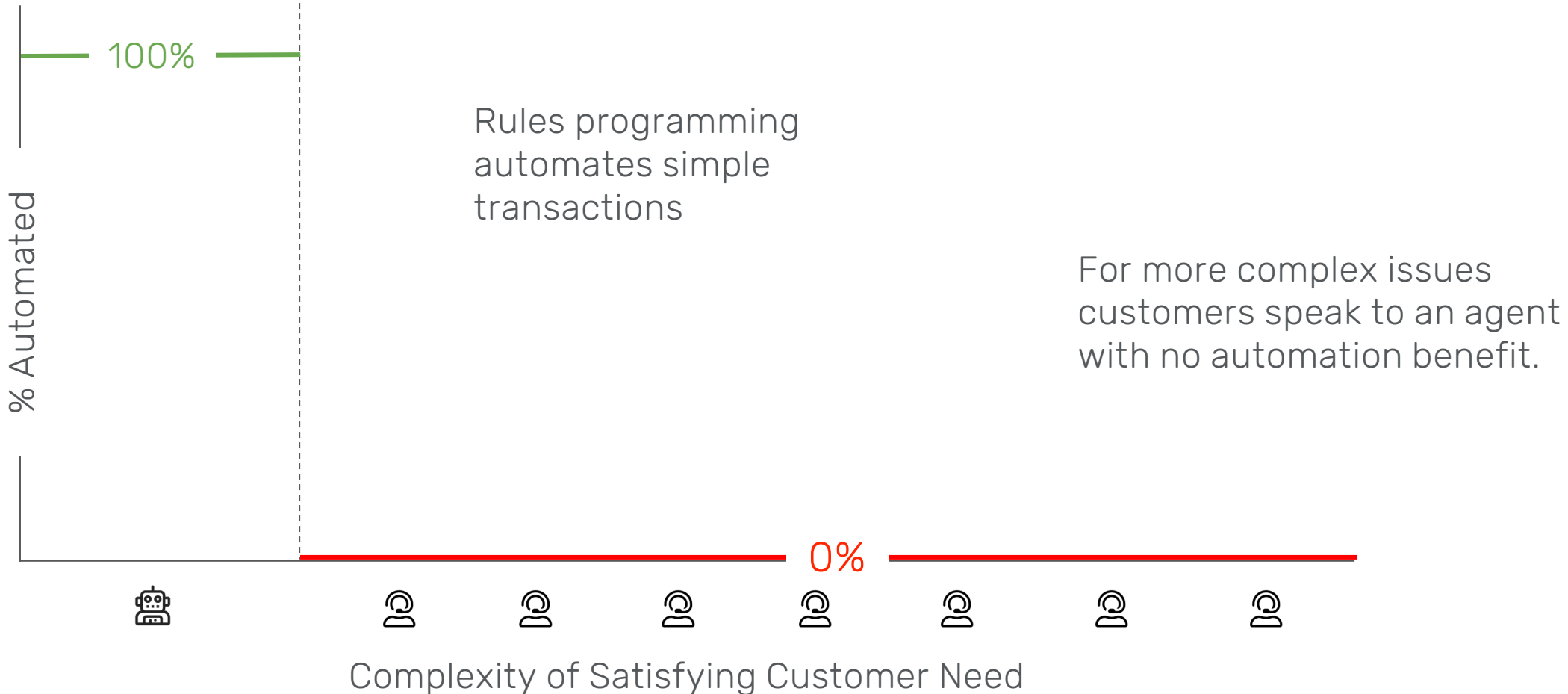


- Keep conversations “contained” from reaching an agent?
- Was customer challenge resolved through automation?
- Was an agent involved in the interaction?

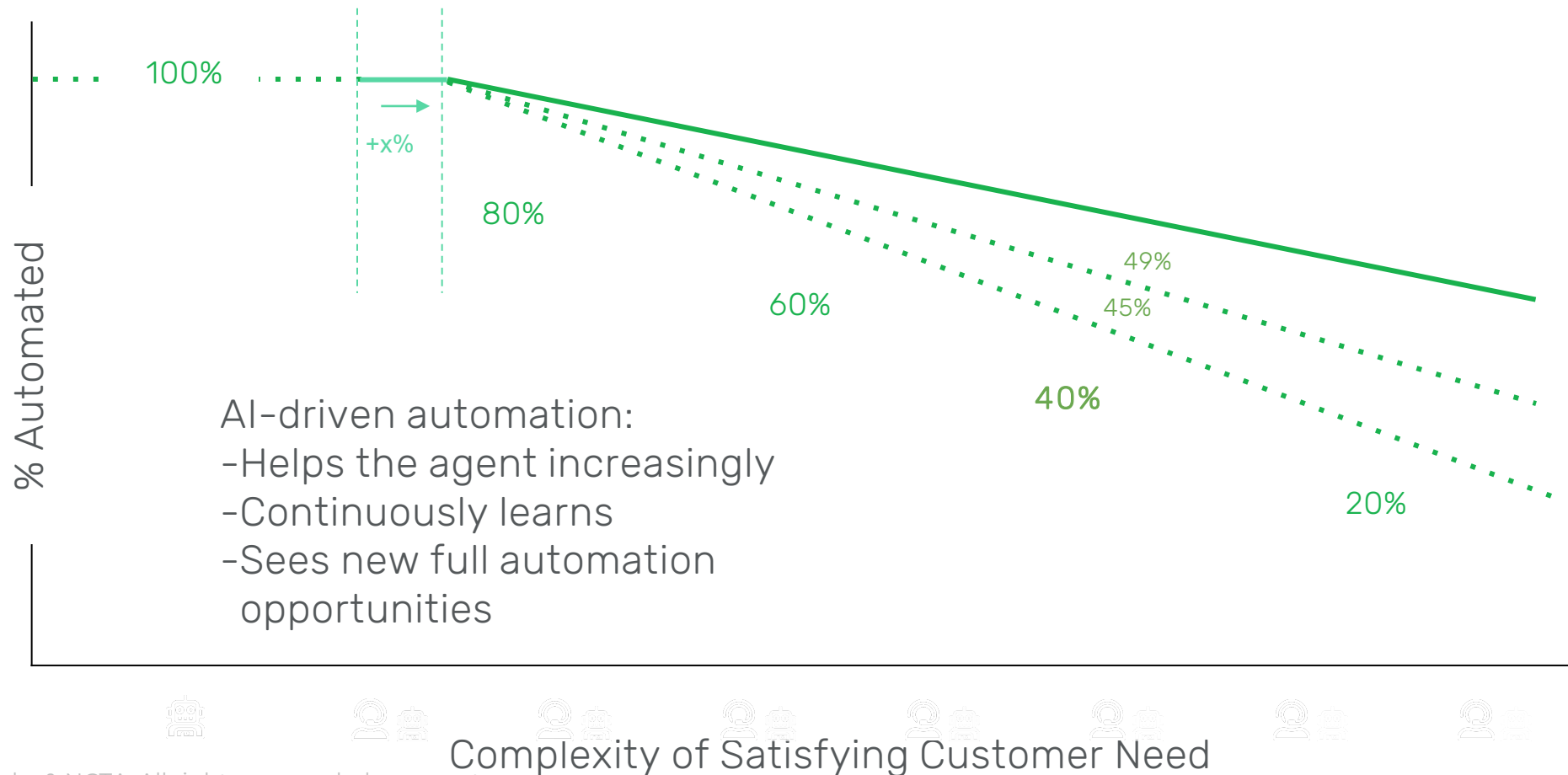
Containment, is a proxy for success in limited situations—complex issues require agents.



Rules-driven automation has its limitations



AI can treat automation on a continuum



A more meaningful metric for today's CX teams

Organizational
Throughput



Customer Needs
Addressed

by automation or agent

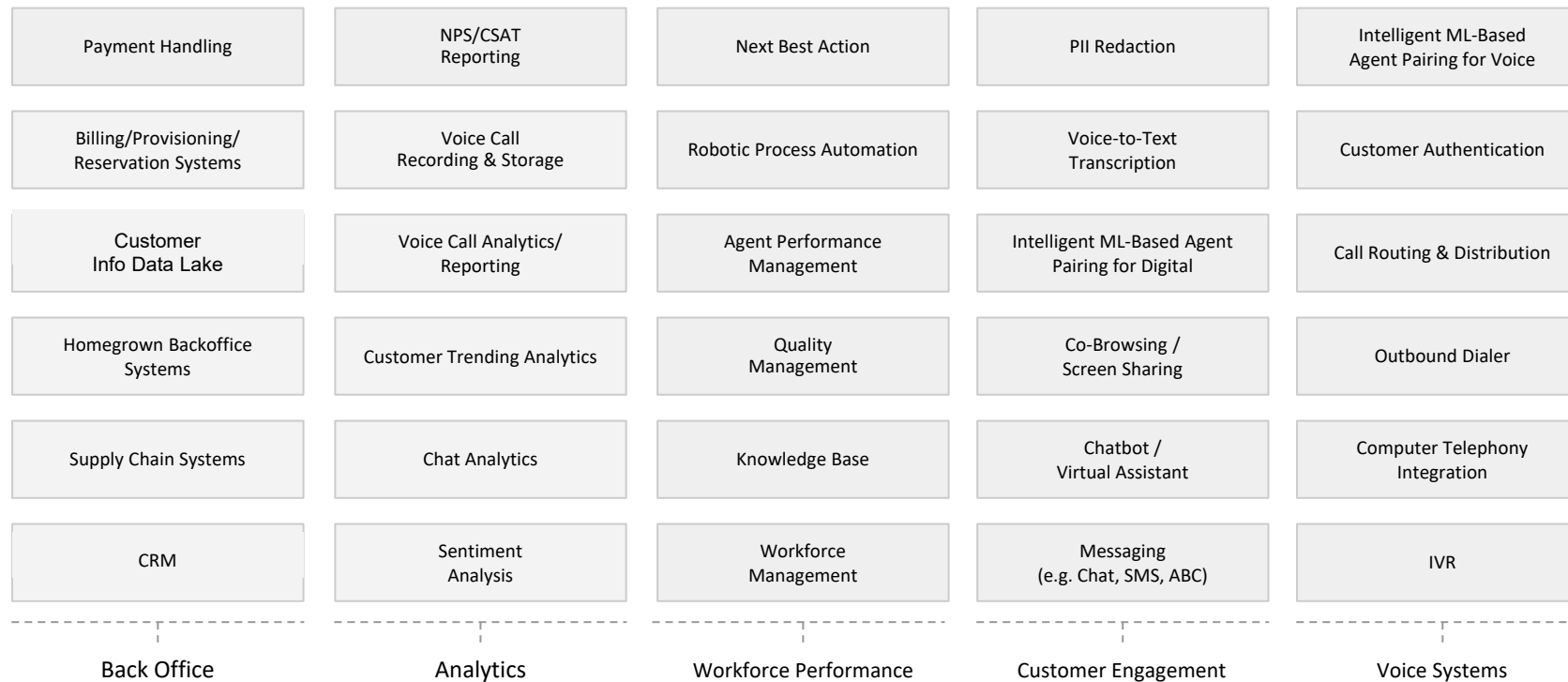


Agent Hours

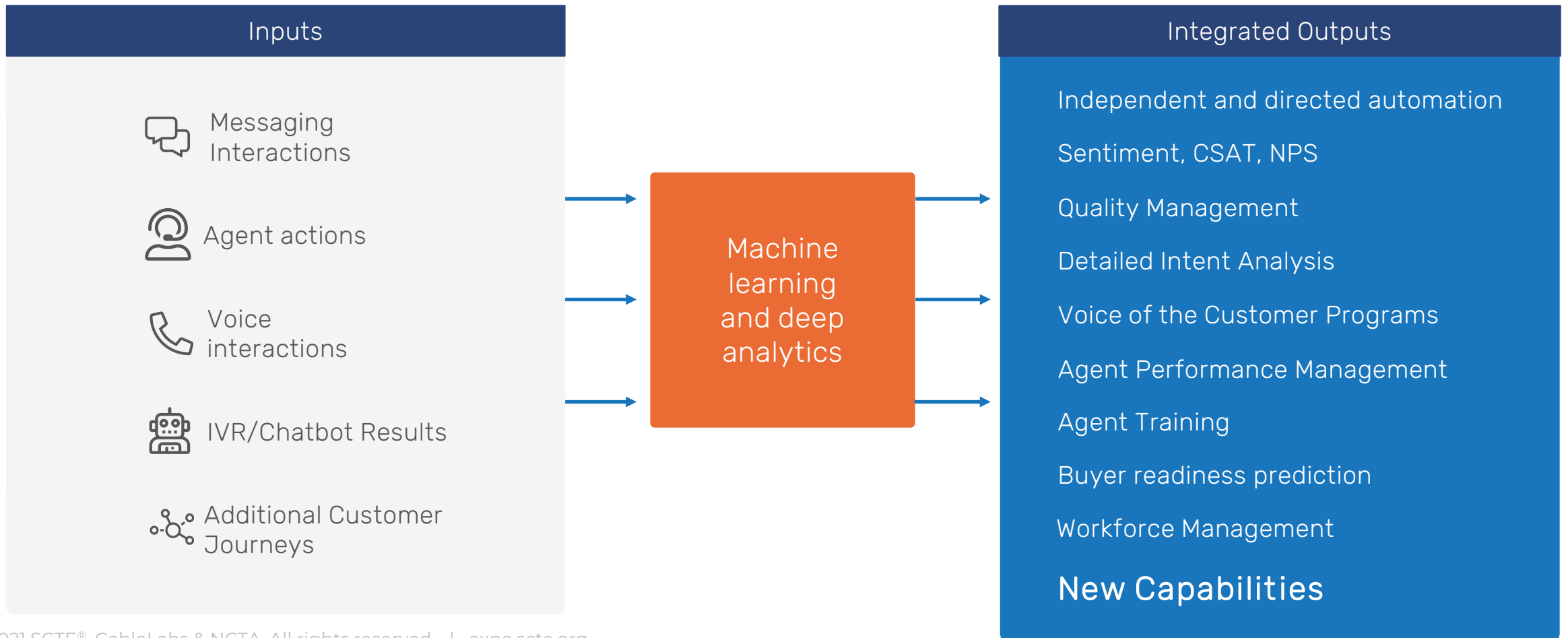


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Complex tech stacks are typical in contact center operations



AI Native software for CX streamlines the stack, integrates learning





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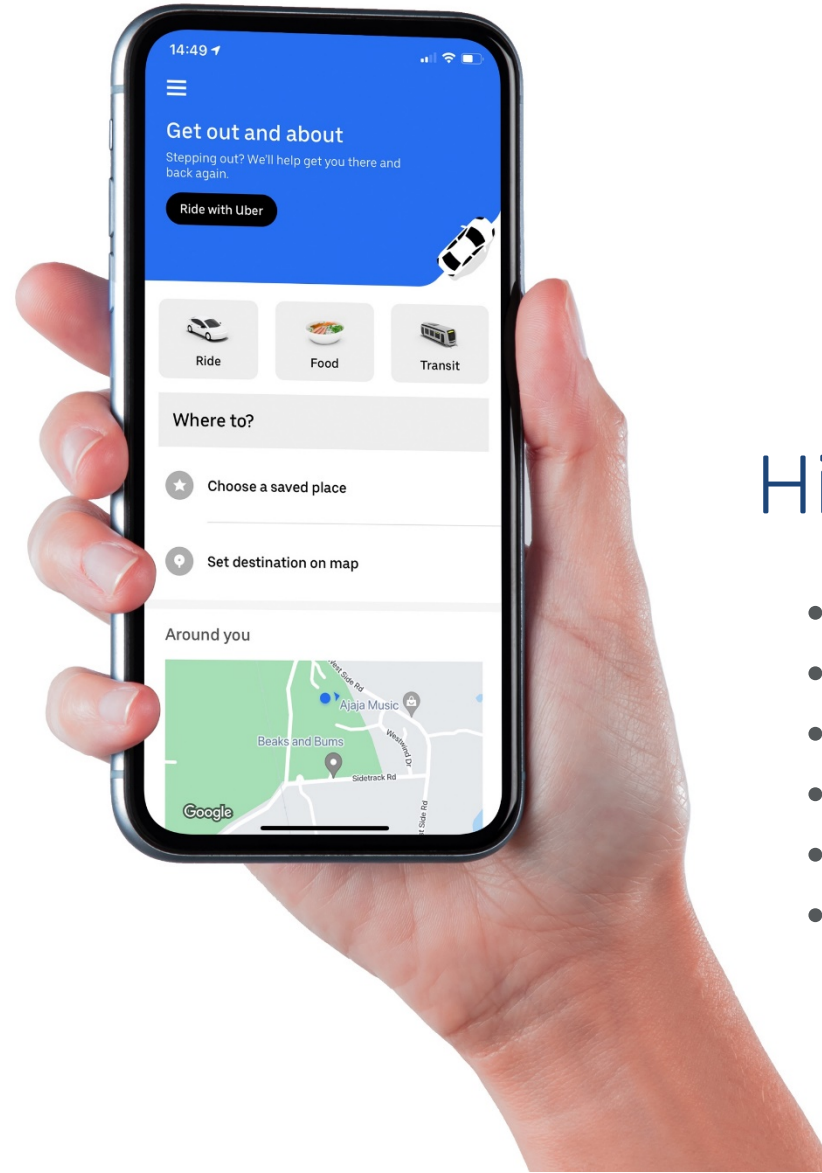
Choose AI designed for people

Think about who will be using your solution



Simple.

Push a button,
get a ride.



Hidden Complexities:

- Users and Drivers
- Volume
- Maps and Traffic
- Payment
- Data Science
- Algorithms

Etc...



Before you buy:

- Visit your contact center, talk to agents about their challenges
- Ask about how the UI is developed and tested
- Give your agents an opportunity to test it and provide feedback

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Thank You!

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