EXP + > **Evolve**
Sitel® Digital Agent

Boost your CX with intelligent, conversational automation.

Intelligent Conversational Chatbots

Sitel® Digital Agent begins with a clear use case reflecting your customers' needs and expectations. From gaining a deep understanding of your organization's culture and brand voice to identifying where in a chatbot would make the biggest impact, our digital experts guide you every step of the way. Our services include integrating with your existing IT systems to conversational design, deployment and continuous improvement.

As your partner, we step into your brand to build detailed personas describing what your chatbot should look, sound, think and speak like. By understanding the emotional connection your customers have with your brand and its products, we apply our expertise to your custom digital agent – so it truly speaks your brand's language.

AI with a Human Touch

Human and Digital Agent Relationship

Human-centered automation is at the core of our solution. Our agents train the digital agents on user intent and conversational design and they seamlessly handle digital agent escalations.

Conversational Design Expertise

Using your customer experience (CX) data sources, we design efficient and engaging chatbot interactions that can be adapted and deployed on web and mobile apps, messaging channels, SMS, smart speakers and more.

Leading-Edge Technologies

Leading conversational artificial intelligence (AI) technology enables us to quickly build and improve your digital agent; flexible dialog manager capabilities and deep AI allows for natural, non-linear conversations.

Pay for Performance Model

With our confidence in building a digital agent that delivers on your operational goals, we only charge for successful resolutions. If the chatbot scripts out, or the customer escalates to a live agent, you don't pay.

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5 Steps

Five Steps to Chatbot Success

Scoping
Data collection and analysis, use case, definition, user flows, personality development and iteration.

Design
Conversational design, iterative design, user flows completion, interaction design, user interface (UI) design and agent handover guidelines.
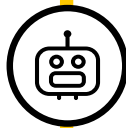
Development
Consume and structure FAQs, build conversational flows, CRM and chat tool integration, REST API integration and custom integration (if needed).

Implementation
Testing and optimization, launch strategy definition, agent training weekly improvement plan, monthly reporting template, validation and launch.

Operation
Performance analysis reporting, continuous improvement, 3-month pilot assessment, expand and improve.

Measurable Results

Fast, friendly 24/7 support drives customer satisfaction.

3X
Faster Than
Live Agents

92%
Customer
Satisfaction

81%
Successful
Engagements

49%
Lower Cost
to Serve

Source: Sitel Group® Data, 2019-2020

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