KIN+CARTA | Google Cloud

# **CCAI Create**

Enhance the customer service journey with Google Cloud's Contact Center Al

### The Challenge

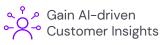
Confusing menu structures and 20-minute hold times are hallmark frustrations of today's interactive voice response (IVR) systems. Customers are demanding a faster, better way to get results, yet businesses are struggling to make their contact centers both efficient and effective. On top of that, many businesses have prioritized cost savings over addressing customer needs. Companies with poor customer service push customers away and motivate them to take their business elsewhere. For example, 63% of US consumers have stopped doing business with a brand due to poor customer service. Moreover, a research found that 76% of customers now report that it's easier than ever to take their business elsewhere – switching from brand to brand to find an experience that matches their expectations.

# Google Cloud's Contact Center AI (CCAI) is the solution to these problems by allowing organizations to:



Increase customer satisfaction
and operational efficiency

Empower the Virtual to Live Agent Experience



## **CCAI** Create

Kin + Carta's CCAI Create Engagement helps enterprises evaluate their readiness and execute a plan towards contact center AI transformation. This transformation will deliver a clear roadmap for CCAI implementation, an integrated contact center experience, and vendor recommendations based on your needs. We also provide full integration to your current telephony and communication providers. At the end of CCAI Create, you will have a fully operational AI-driven contact center foundation and a roadmap for future enhancements.

## Key Phases, Goals & Deliverables

The chart below outlines the phases and durations of CCAI Create with key goals and milestones at each step of the process.

Align & Design (2 Weeks)	Set the Foundation (6 Weeks)	Closeout (1 Week)
GOALS	GOALS	GOALS
Establish project goals and success criteria Current state, user research and future state	Implementation of user research and agent intent flows	CCAI minimum viable product (MVP) in production/pilot rollout
architecture Telephony architecture design and partner recommendations	Telephony infrastructure configuration & deployment	Closure review with key stakeholders
	Installation foundations for CCAI insights, agent assist, and knowledge base	

#### DELIVERABLES

Contact center strategy & vendor recommendations

CCAI design architecture based on Google best practices

List of customer intents & sample training phrases

#### DELIVERABLES

Ready to launch CCAI virtual agent, agent assist and call insights

Training and onboarding materials for call center agents for rollout.

#### DELIVERABLES

Project closure documentation

Custom client CCAI roadmap & recommendations

### KIN+CARTA



Kin+Carta is a global digital transformation business and premier Google Cloud consulting partner. We make the journey to becoming a digital business tangible, sustainable, and profitable.

Premier Partner

–Ryan Maguire, CTO & VP of Strategic Growth | rmaguire@kinandcarta.com

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