Teleperformance ("TP") is a global leader in Digital Integrated Business Services

Inspired to be *the best* ™ | **Teleperformance**

We are a team of
420K
people

We provide services in
265+
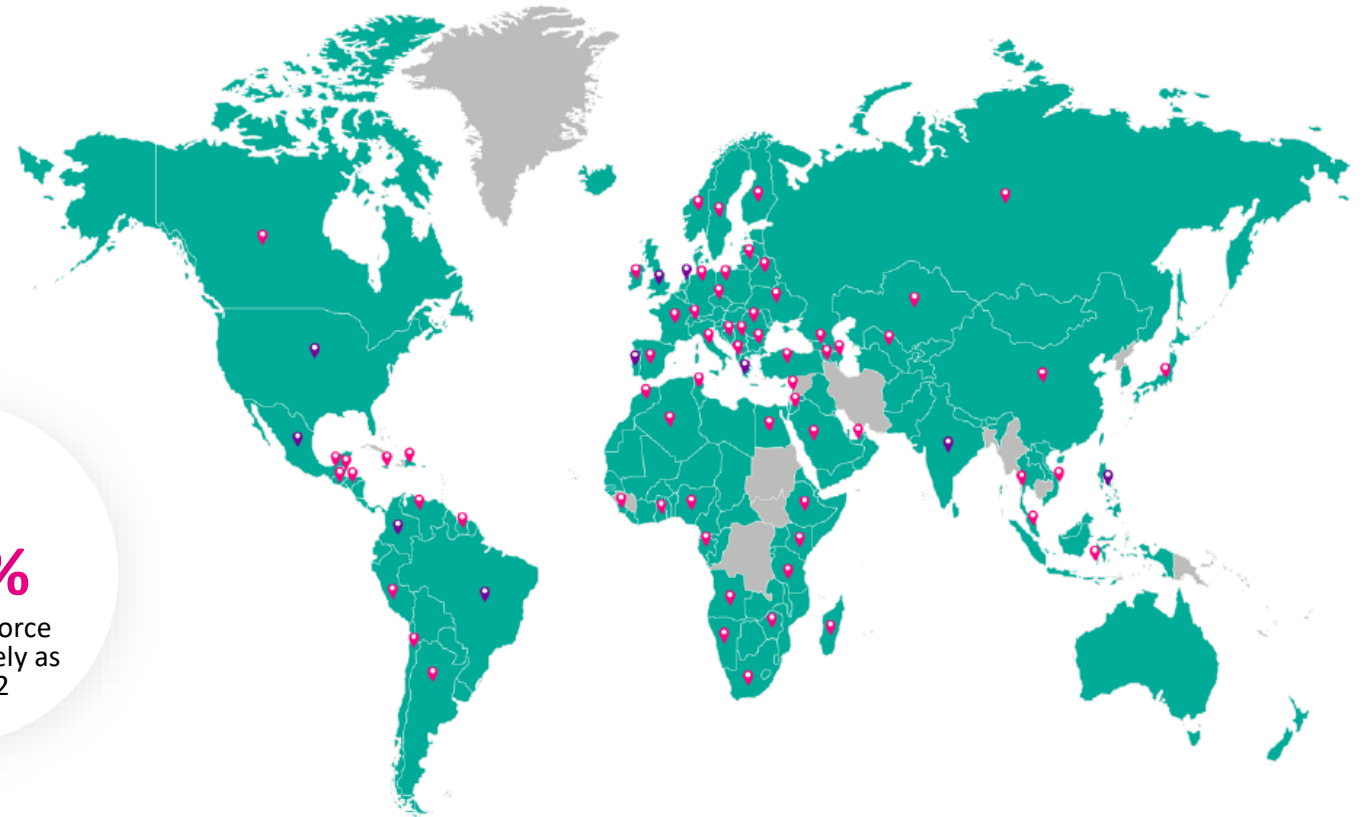languages and dialects

We are present in
88
countries

We serve
170+
markets

Around
50%
of our workforce works remotely as on Sep-22

TP genAI

Unlock full potential of AI. Beyond the Hype.

TP GenAI is **AI-powered solution** that provides personalized and interactive conversation experiences with **human-like responses** and tone of voice.

Use **TP GenAI** to open opportunities

"Generative Pre-training Transformer" (GPT) is an **AI-powered large language model (**LLM) trained with 45 TB of data and using 175 billion parameters or coefficients to produce **personalized and interactive conversation with human-like responses, tone of voice, and interaction**

Generative AI forms the basis of ChatGPT and can generate new content based on existing data, for example, generating text, images or music.

TP GenAI will help you:

Deliver human-like, automated, complete conversations since the first interaction

Consistently communicate with customers in company-specific language

Respond faster when your clients need help the most

Reduce agent hours costs

Increase hours of operations for non-voice support

Connect you to the future of CX

What can **TP GenAI** do?

Augment agent's power
delivers key intent points and **crafts response within seconds** for agent's review.

Adapt and self-educate
works with any API and analyzes past interactions to **generate new content** based on existing data.

Develop continiously
can develop **various deployment scenarios** for writing-based customer service.

Keep customer data safe
considers all necessary **data protection requirements**, as well as enabling **integration into the agent's workplace**

How does TP GenAI work to be brand-specific?

The solution consists of **several layers**, that can be mixed according to the company's requirements and specifics.

Application-based model allows **combining various modules** in one case.

TP GenAI Applications

Mail2Summary
Helps responding to clients' requests

Call2Summary
Streamlines and simplifies after-call work

Knowledge Management
Helps navigating the knowledge base

TP GenAI Layer

Agnostic | API based | BYOM | Modular

Finetune Layer

Brand | Line of business | Industry | Language | Geography

IMPLEMENTED | FUTURE EXPANSION | FUTURE EXPANSION | FUTURE EXPANSION

OpenAI | GPT-3 | LLaMA | BARD | Open-Source Models

TP GenAI: A Journey of One Message

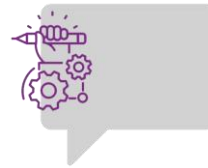**Start: Customer message comes in**

TP GenAI summarizes key content in bullet points

processes, analyzes and structures information given in text form

Agent works on case and bullet points the answer

TP GenAI formulates a full answer

generates a response from unstructured content, providing clear instruction for solutioning

Agent reviews response and sends to the customed

Message is copied to TP GenAI

Bullets are copied to TP GenAI

Final answer is copied and sent out to the customer

25% AHT Reduction

10% CSAT Growth

30% Cost Reduction

MULTILINGUAL CAPABILITY:
Language for the answer can be chosen freely

Case Study: Email Processing Automation

Client: a German worldwide-leading car manufacture

Business Challenge

Set-up an AI-based email channel to improve efficiency, consistency, and personalization, and to reduce cost.

Incoming emails have multiple intentions hidden in the paragraphs. Timely, professional, and accurate responses and resolutions is crucial. Inaccuracy and delays make it cost-ineffective, negatively impacting customer satisfaction score.

Strategy and Solution

We offered the customer a proof-of-concept where **TP GenAI** analyzes email and prepares summary in bullet points for the agent. The latter responds in short bullet points, and TP GenAI converts response to customer-friendly answer. The agent validates answer and sends it to the customer.

By using TP GenAI, we were able to respond faster, raise our productivity, reduce unnecessary delays and operational cost.

Targeted further developments:

- Automated call summarizing and upload in CRM
- Real time voice calls translation
- Interaction analytics with out of the box categories and vertical lexicon
- Implementation to email bot
- Quality monitoring

Potential Benefits:

20%
AHT reduction

15%
cost reduction

18%
CSAT improvement

Extract key points of the message and information needed in real-time

Build consistent, customer-friendly answer aligned with the tone of voice

Respond within minutes regardless the language

Let's kick off your
TP GenAI journey!

WORKSHOP
3 hours

- Parameters definition
- Identification and definition **of concrete use cases**
- Definition of the **exact scope, project targets** and detailed success criteria
- **Solution Design** with coordination of responsibilities, implementation steps, milestones and timelines

Participants: all relevant stakeholders, from operations to security

PILOT
3 months

- **Implementation** of use case
- Extensive **testing in day-to-day operations**
- **A-B Testing of TP GenAI solution success** and measurement of improvements
- **Evaluation of pilot phase success** based on initial project targets and actual measured performance
- Definition of **next steps, further use cases and scaling roadmap**

SCALING & EXPANSION

- **Detailing and execution of scaling roadmap** for large-scale and high-impact usage of TP GenAI based optimizations
- **Definition of business model**, improvement parameters & KPIs
- **Agile and iterative expansion** with step-by-step rollouts of use cases and successive success control
- **Reaping the benefits** of optimization through mutual **gain share model**

RESULT:
Defined Pilot Proposal for starting the TP GenAI Journey with approval.

RESULT:
Resilient Pilot Results and Decision Basis for scaling and holistic service re-design

RESULT:
Pioneering and future-driven customer experience with high degree of automation

With **TP GenAI**

Deliver consistent, human-like communication to customers within high demand or reduced operational budget and without high investment in agents' training and development.

You can benefit **from 50+ TP GenAI functionalities up to your choice and desired automation level.**

⭐ **Transcribe** text and voice messages from customers within seconds to safe agent's time

⭐ **Extract and summarize** automatically customer intents to increase accuracy and full response

⭐ **Analyze** top contact drivers to better recognize intent

⭐ Make sure that all requests are **responded & followed up**

⭐ **Personalize** well-written response with the right tone of voice to ensure consistent communication

⭐ **Automate** after-call workflow and CRM update

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