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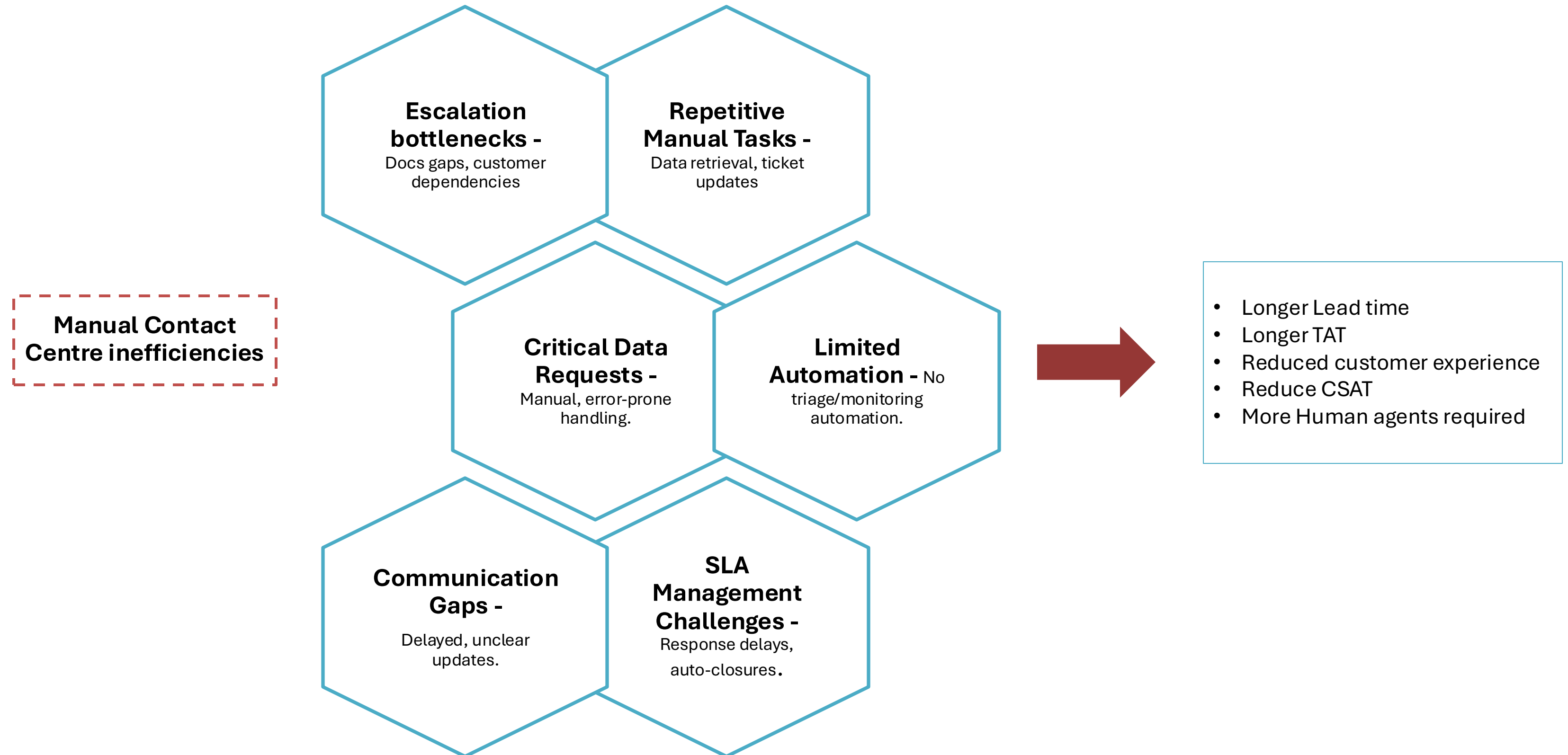## Contact Center Transformation Proposal

August 2025

www.InterraIT.com

USA | Canada | India | Australia

Current Landscape

Existing Process

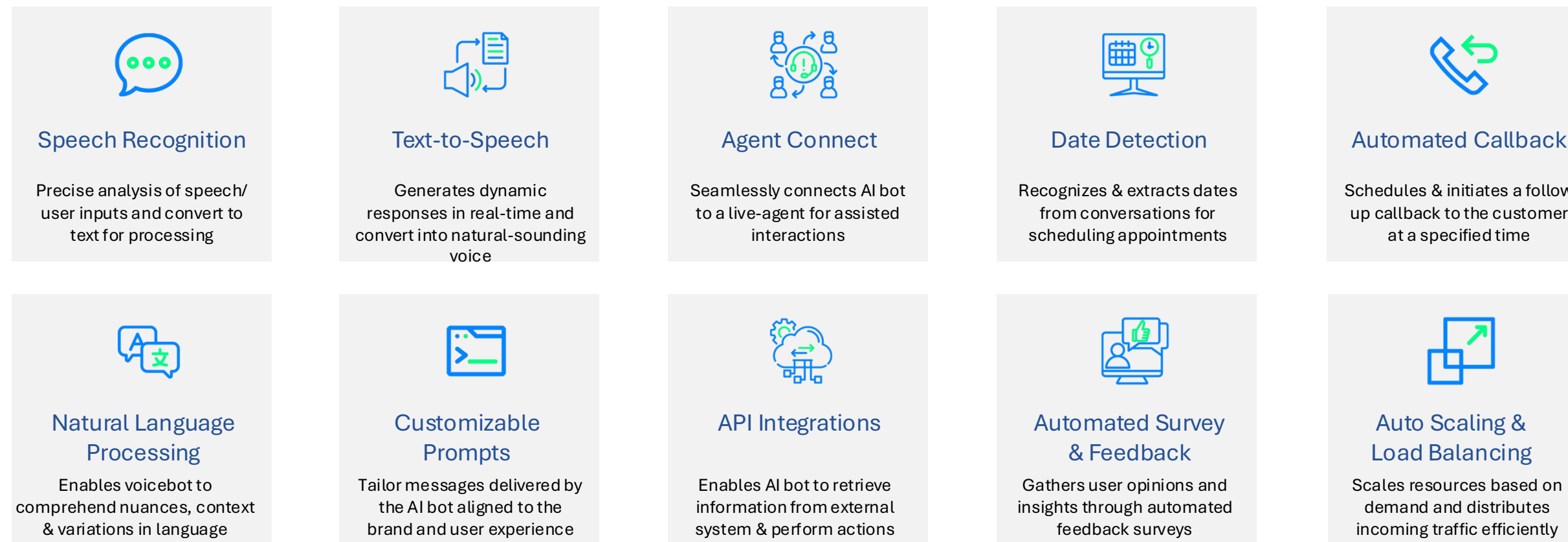| Level / Stage	Key Activities	Current Status
Initial Assessment	Log & classify tickets	Manual
L1 – Basic Support	Basic troubleshooting via SOP/KB, escalate to L2, update customers	Manual
L2 – App & Infra Support	Troubleshoot software/app issues, perform infra monitoring & alert response, conduct RCA, collaborate with L3 for complex fixes	Manual
L3 – Advanced Support	Deep technical analysis, code/DB fixes, permanent resolutions, update KB with RCA	Manual
Communication & Closure	Update customers, verify resolution, close tickets, notify stakeholders	Manual
Documentation & Knowledge Mgmt	Log resolution steps, update KB, tag recurring issues, collect feedback	Manual

Challenges with current Contact Centers

Manual Contact Centre inefficiencies

Escalation bottlenecks - Docs gaps, customer dependencies

Repetitive Manual Tasks - Data retrieval, ticket updates

Critical Data Requests - Manual, error-prone handling.

Limited Automation - No triage/monitoring automation.

Communication Gaps - Delayed, unclear updates.

SLA Management Challenges - Response delays, auto-closures.

- Longer Lead time
- Longer TAT
- Reduced customer experience
- Reduce CSAT
- More Human agents required

Proposed Solution Approach

Key Tenets of Our Solution

Automation for L1 processes ▪ AI voice/chat agents –CX- Ozonetel for high-volume queries ▪ Auto ticket classification, prioritization, and routing	**Improved Agent Experience** ▪ Automate data entry & ticket updates ▪ AI assistant bots for instant knowledge & scripts
Improved Customer Experience ▪ Faster resolutions & reduced TAT ▪ 24/7 multi-channel coverage ▪ Higher FCR, CSAT, and NPS ▪ Improved Application Stability ▪ Business KPIs	**Streamlined Processes** ▪ SLA Driven Automated Escalation ▪ Integrated Communication Tools ▪ KPI dashboards for continuous improvement

L1 Automation with Ozonetel AI bots

Enhance CX with intelligent self-service options and quick, human-like responses.

Speech Recognition
Precise analysis of speech/ user inputs and convert to text for processing

Text-to-Speech
Generates dynamic responses in real-time and convert into natural-sounding voice

Agent Connect
Seamlessly connects AI bot to a live-agent for assisted interactions

Date Detection
Recognizes & extracts dates from conversations for scheduling appointments

Automated Callback
Schedules & initiates a follow up callback to the customer at a specified time

Natural Language Processing
Enables voicebot to comprehend nuances, context & variations in language

Customizable Prompts
Tailor messages delivered by the AI bot aligned to the brand and user experience

API Integrations
Enables AI bot to retrieve information from external system & perform actions

Automated Survey & Feedback
Gathers user opinions and insights through automated feedback surveys

Auto Scaling & Load Balancing
Scales resources based on demand and distributes incoming traffic efficiently

Category	AI Bot Capabilities
Stock Transfer Order Issues	- Creates ticket via API - Escalates to live agent if needed - Tracks ticket status
Account/Login Problems	- Checks system errors - Identifies incorrect password / multiple logins - Provides resolution steps
User Access Management	- Fetches user list & access level - Identifies active/inactive users - Supports compliance checks

Expected Outcome

50% Query deflection

25% Reduction of human agents

30% Cost savings

Streamlined Processes

1. **SLA-Driven Automated Escalation**

- Structured flow of tickets from bots to human agents across L1, L2, L3, and specialized support teams
- Integrated with **Impact AI** and **Agent Assist Bots** for seamless escalation and resolution
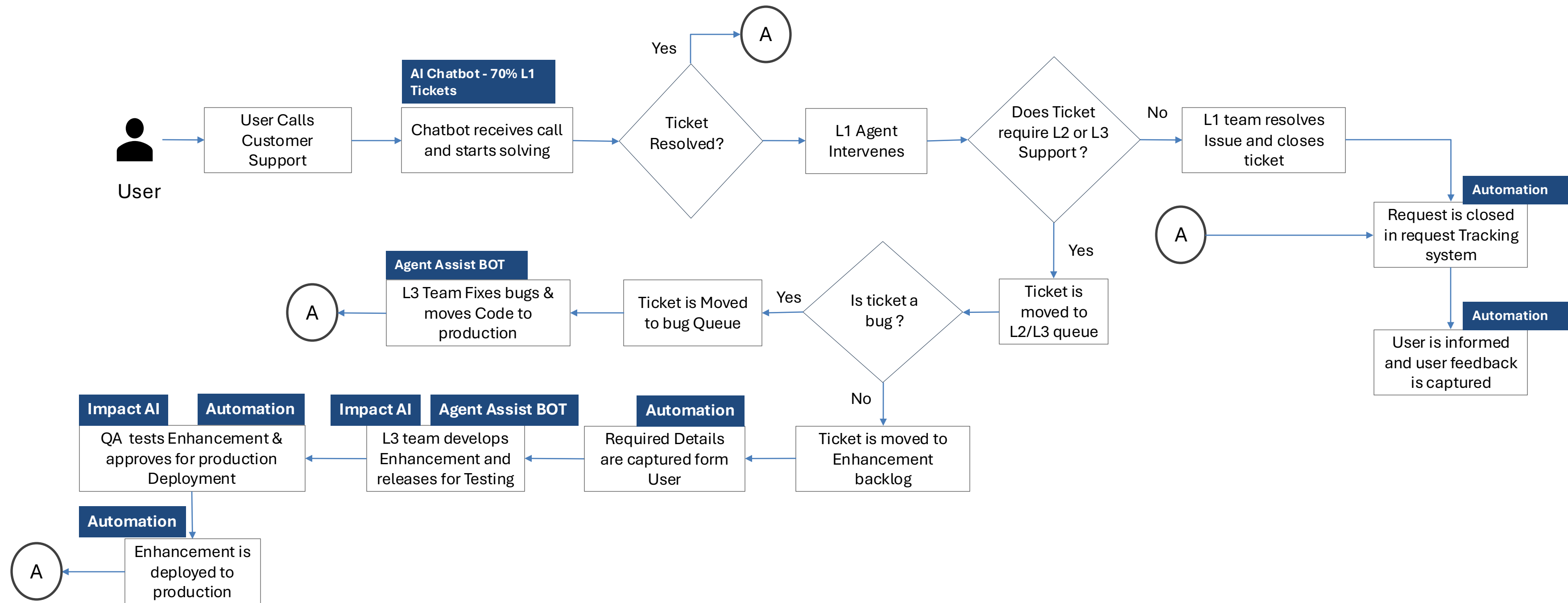- Ensures adherence to defined SLAs and minimizes downtime

2. Integrated Communication Tools

- Unified call and chat flow between bots and human agents when intervention is required
- Omnichannel integration (voice, chat, email) for consistent customer experience
- Reduced handoff time with contextual transfer of customer history

3. KPI Dashboards for Continuous Improvement

- All tickets logged in **Jira** for centralized visibility and tracking
- Dashboards capture key operational metrics:
  - ➤ **TAT** (Turnaround Time)
  - ➤ **Ticket Size & Volume Trends**
  - ➤ **First-Level Resolution (FLR) %**
  - ➤ **Escalation Patterns**
- Provides actionable insights for optimization and SLA compliance

Smart ticket work flow with AI & Automation

User

User Calls Customer Support

AI Chatbot - 70% L1 Tickets

Chatbot receives call and starts solving

Ticket Resolved?

Yes → (A)

L1 Agent Intervenes

Does Ticket require L2 or L3 Support ?

No → L1 team resolves Issue and closes ticket

Automation

Request is closed in request Tracking system

(A)

Automation

User is informed and user feedback is captured

Yes ↓

Ticket is moved to L2/L3 queue

Is ticket a bug ?

Yes → Ticket is Moved to bug Queue

Agent Assist BOT

L3 Team Fixes bugs & moves Code to production

(A)

No ↓

Ticket is moved to Enhancement backlog

Automation

Required Details are captured form User

Impact AI | **Agent Assist BOT**

L3 team develops Enhancement and releases for Testing

Impact AI | **Automation**

QA tests Enhancement & approves for production Deployment

Automation

Enhancement is deployed to production

(A)

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Customer and agent Experience

Improved Customer Experience (CX)

Benefit	Impact
Faster resolution	Reduced AHT and bot deflection ensure quicker query handling
Higher first-time fix rate (FLR)	AI-powered knowledge base minimizes repeat calls
24/7 availability	Conversational bots provide round-the-clock support
Personalized interactions	Context-aware responses improve satisfaction
Seamless bot-to-agent handoff	No need for customers to repeat information

Improved Agent Experience (AX)

Benefit	Impact
Reduced workload	Bots deflect routine L1 queries, freeing agents for higher-value work
Smarter tools	Agent-assist and auto-suggestions improve efficiency
Lower stress & fatigue	Less repetitive work and reduced manual post-call effort
Enriched skills	More exposure to complex L2/L3 cases enhances expertise
Performance visibility	Clear KPI dashboards support continuous improvement

Ozonetel Agent Assists

Real-time insights from millions of interactions → help agents drive quick & intelligent responses

Better CSAT

Improves quality of interactions with real-time assistance, ensuring accurate responses

Better Agent Efficiency

Boosts agent productivity with auto identification of relevant keywords and phrases

Consistent Responses

Ensures consistency in responses across interactions - standardized & aligned to brand

Quick launch of new products

Using our Agent assist, your executives need minimal training on new products

Reduced Training Time

Shortens learning curve for new agents with on-the-fly guidance, reducing the time for extensive training

Feedback & Coaching

Instant feedback to agents, fostering continuous improvement with real-time coaching

Chat GPT enabled

Chat GPT enabled for grammatical sentences , natural language wording

Custom Knowledge bases

Setup knowledge base by Agent, or Skill group so it is customized based on interactions

Expected Outcome

Key Features:
- Real-time conversation intelligence analysing customer speech patterns
- Dynamic knowledge base to assist agents during live conversations with smart nudges
- Objection prediction with proven counter-strategies

35%
Reduction in resolution time

40%
Improvement in first call resolution

25%
Increase in agent productivity

Thank You