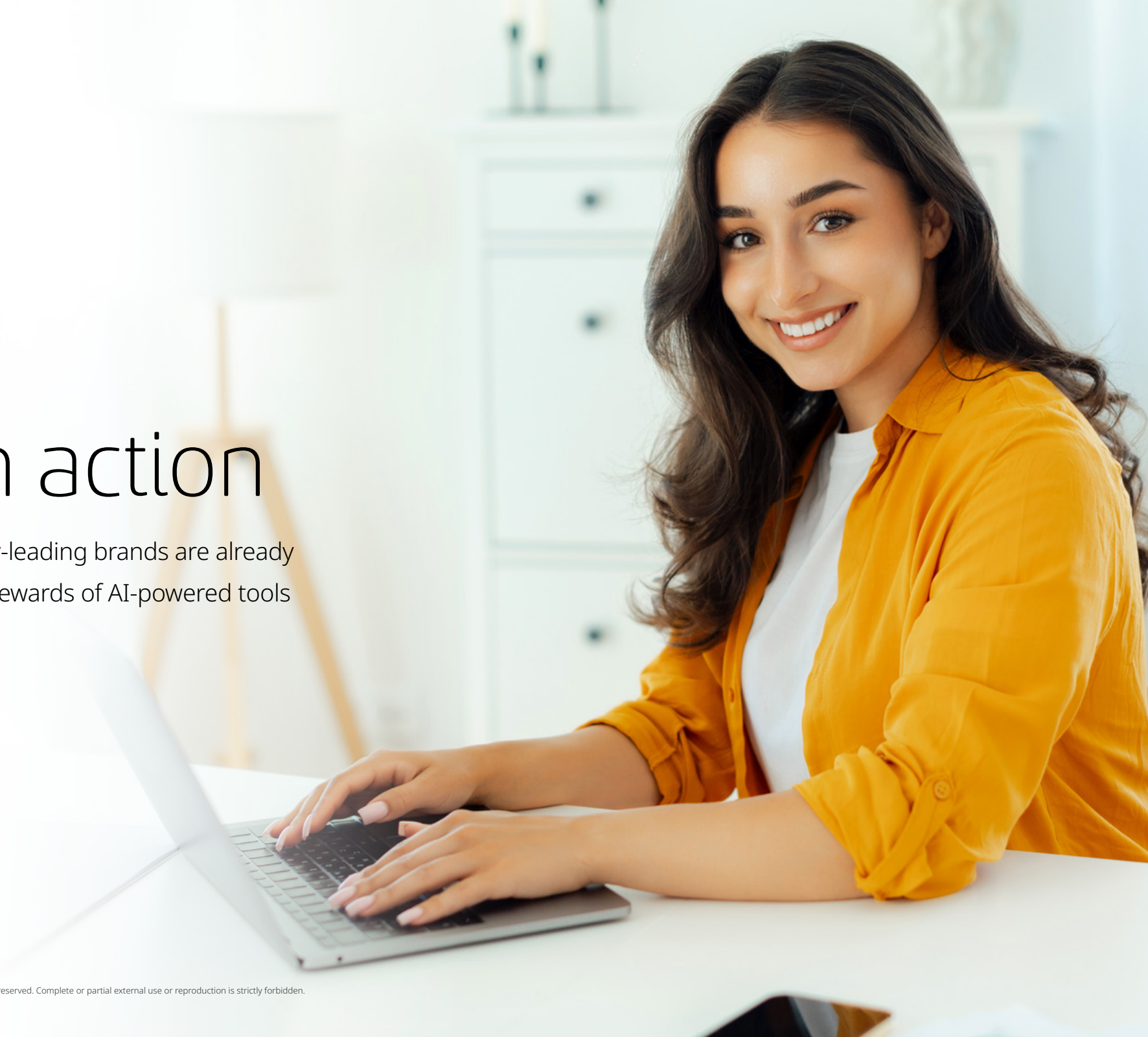


AI in action

How industry-leading brands are already reaping the rewards of AI-powered tools

White Paper



AI in action

Today, staying competitive involves more than just offering great products or services. Businesses now need to ensure outstanding customer experiences that build loyalty and trust. AI has emerged as a powerful ally in achieving this goal, offering innovative solutions that enhance efficiency and improve service quality.

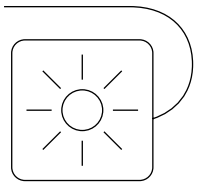
Read on to learn how industry-leading businesses across sectors are already harnessing AI to boost sales, improve debt collection, elevate customer support, and optimize back-office functions.





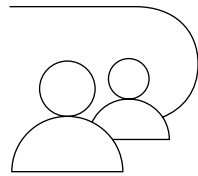
Streamline CX with AI

AI in customer support involves using technologies such as machine learning, natural language processing (NLP), and predictive analytics to automate routine tasks, provide instant responses, and offer data-driven insights. This not only streamlines operations but also frees humans to focus on more complex issues requiring empathy and critical thinking.



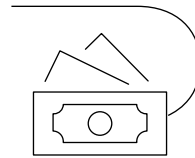
EFFICIENCY AND SPEED

AI can process vast amounts of data quickly, providing real-time responses and solutions.



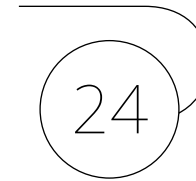
PERSONALIZATION

AI analyzes customer data to tailor interactions, enhancing the customer experience.



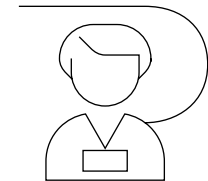
COST REDUCTION

Automating routine tasks reduces operational costs and reallocates resources to strategic areas.



24/7 AVAILABILITY

AI-powered systems can operate round the clock, ensuring continuous support.



EMPLOYEE SATISFACTION

AI tools offload undesirable, mundane tasks so that live TP experts can focus on delivering exceptional, emotionally intelligent support.



Enhancing employee satisfaction with AI

Implementing AI in customer support plays a pivotal role in improving employee satisfaction by offloading monotonous and repetitive tasks and enabling TP experts to concentrate on more rewarding interactions. By automating routine operations like data entry, call logging, and straightforward inquiries, AI reduces the workload on human experts, minimizing burnout and job dissatisfaction. This shift in responsibility allows employees to engage in tasks that require critical thinking, creativity, and emotional intelligence (EI) —competencies that are more fulfilling and commendable. Consequently, employees can focus on complex problem-solving and nurturing meaningful relationships with customers, which not only enhances their job satisfaction but also fosters a sense of purpose and motivation. As AI takes over mundane tasks, customer support teams can maximize their potential, leading to increased productivity, employee retention, and an overall positive workplace atmosphere.

Using AI to address mundane tasks allows employees to engage in tasks that require critical thinking, creativity, and emotional intelligence (EI)





Intelligent, industry-leading AI tools

Only TP can offer the global scale, deep industry understanding, process excellence, and AI-powered solutions that help our clients create a competitive advantage – all balanced by human understanding and empathy.

Having completed thousands of business transformation projects over the past four decades, we have developed many of our own proprietary, AI-powered tools. Plus, TP is a strategic partner with many of the world's foremost AI innovators, including Microsoft, Chat GPT, Ema, Parloa, Sanas, and many more.

Advanced, proprietary tools

TP Recommender

uses advanced analytics and conversational AI to predict customer behavior, generate insights from customer interactions, and provide relevant recommendations during customer interactions.

TP Interact

allows businesses to gain intelligent insights from customer interactions at scale by processing interaction data across multiple languages and multiple channels including voice, chat, email and social media.

TP Power Steering

uses Generative AI to translate between languages, offer response recommendations to live experts, and provide automated call summaries.

These innovative solutions can be truly transformative in how they enhance the operational efficiency, CX personalization, and overall business results. See how we are pioneering the next generation of digital business services.

F R O S T  S U L L I V A N

“Frost & Sullivan commends TP for its ongoing excellence and pioneering leadership role in addressing today’s demands and is exceptionally positioned for tomorrow’s needs.”

 Everest Group®

“TP has built strong technology capabilities, including advanced data analytics and CX advisory services, helping the company adapt to fast-changing client requirements.”



Real clients, real results

There's a reason that our average client relationship lasts nearly 13 years. We reinforce the trust they place in TP every day through continuous innovation and a constant curiosity to find opportunities for improvement.

AI in action: Boosting sales results

AN AMERICAN TECHNOLOGY COMPANY

The client needed to improve sales and reduce the number of repeat calls. TP Interact was then implemented to analyze all customer interactions, focusing on quality audits, repeat and refund tracking, sales analysis, NPS, and customer experience evaluations.

BUSINESS RESULTS:

38%

IMPROVEMENT IN SALES
CONVERSION

100%

AUTOMATED AUDITS

14%

(8 PERCENTAGE POINT)
IMPROVEMENT IN NPS

26%

REDUCTION IN
REPEATED CALLS

MULTINATIONAL FOOD AND BEVERAGE SERVICES COMPANY

A major food and beverage company in LATAM wanted to boost sales and better understand and even predict customer behaviors. TP Recommender and TP Interact provided insights into customer preferences, helping to tailor marketing strategies and improve customer retention.

BUSINESS RESULTS:

11%

INCREASE IN
SALES

27%

INCREASE IN
REVENUE PER
SALE TICKET

70%

ACCURACY IN
PREDICTING
CUSTOMER CHURN



AI in action: Improving debt collection rates

INTERNATIONAL BANK

An international bank leveraged AI for its collections service, using TP Recommender to optimize debt recovery. By predicting payment probabilities, the bank could efficiently allocate resources and improve its collections strategy.

BUSINESS RESULTS:

117%

INCREASE IN REVENUE

143%

EXPANSION IN PORTFOLIO
MANAGEMENT

11.2%

HIGHER LIQUIDATION
RATE THAN
COMPETITORS

MULTINATIONAL BANK

The client wanted to improve liquidation rates for late-stage recovery accounts. So, TP Recommender was used to identify the root causes affecting first contact conversion rate and percentage of contacts resulting in set up payment plans.

BUSINESS RESULTS:

8.78%

INCREASE IN LIQUIDATION RATES
COMPARED TO THE COMPETITOR

\$151^K

ADDITIONAL REVENUE GENERATED TO THE
CLIENT COMPARED FOR THE TP COMPETITOR

10%

INCREASE IN CLIENT PORTFOLIO
MANAGEMENT, RESULTING IN OWNING
60% OF THE MARKET SHARE

A US-BASED RETAILER

The client wanted to improve liquidation rates and outperform their competitors in pre-charge off collections. So, TP Recommender was used to improve debt collection rates by identifying the best contact channels and determining the optimal number of times to reach out to each account.

BUSINESS RESULTS:

11.2%

HIGHER LIQUIDATION RATE THAN
COMPETITOR

\$1.8^M

MORE IN OVERALL COLLECTED
COMPARED TO THE COMPETITOR



AI in action: Elevating customer support

GLOBAL DEVICE MANUFACTURER

The client worked with TP to implement a conversational AI chatbot, automating simple inquiries and directing complex questions to trained TP experts. The chatbot provided summaries of prior conversations, improving efficiency and customer satisfaction. Additionally, an AI-powered data analytics tool analyzed interactions to enhance processes and training, leading to significant improvements in Net Promoter Scores (NPS) and cost reductions.

BUSINESS RESULTS:

30%

REDUCTION IN COST-PER-CONTACT

35%

INCREASE IN VOLUME HANDLED

55%

IMPROVEMENT IN CUSTOMER NPS

LEADING SOFTWARE COMPANY

The client wanted to improve customer experiences to reduce overall dissatisfaction (D-SAT). So, TP Interact was implemented to automate the analysis of verbatim feedback, swiftly pinpointing dissatisfaction causes to expedite feedback delivery and enhance customer experience.

BUSINESS RESULTS:

20%

REDUCTION IN D-SAT

5%

IMPROVEMENT IN FCR

3%

IMPROVEMENT IN THE GLOBAL ENGLISH CUSTOMER BASE AND CUSTOMER EFFORTS SCORES

US CONSUMER ELECTRONICS COMPANY

A QA audit showed that customers had difficulty understanding the remote TP customer support experts, so AI was implemented to assist with accent issues in real-time.

BUSINESS RESULTS:

26%

IMPROVEMENT IN NPS

11%

REDUCTION IN AHT

INCREASED EMPLOYEE CONFIDENCE ELEVATED CALL QUALITY AND CUSTOMER ENGAGEMENT



AI in action: Optimizing back-office functions

EUROPEAN AUTO MANUFACTURER

The client needed to address a large email backlog, eliminate errors, and optimize costs. So, TP Power Steering was implemented to summarize email inquiries and suggest the most appropriate responses.

BUSINESS RESULTS:

20%

REDUCTION IN AHT

18

PERCENTAGE POINT
IMPROVEMENT IN CUSTOMER
SATISFACTION (C-SAT)

15%

COST REDUCTION





Finding the right balance: The Emotional Intelligence (EI) imperative

While AI technologies are certainly transforming business functions from front-office CX to back-office processes, the balance between human understanding and AI efficiency remains key. Consumers frequently encounter complex or high-stakes issues that necessitate a level of emotional intelligence, empathy, and nuanced understanding that AI cannot provide.

Incorporating AI should not come at the expense of personal interaction, especially given that customers still value the reassurance, trust, and personalized service that a trained human professional can offer. In these instances, access to a human agent can be the key differentiator in providing exceptional service and ensuring customer satisfaction. And, for the employee, AI serves as a trusted colleague operating in the background to provide a more streamlined and fulfilling work experience.

As a result, businesses should focus on deploying AI as a tool to enhance human capabilities, paving the way for a symbiotic relationship where technology augments the delivery of meaningful, human-centric support.



**Emotional
and Artificial
Intelligence**

