

WE GET THE IMPORTANCE OF CREATING A POSITIVE CUSTOMER EXPERIENCE.

CDW Amplified™ AI/ML
Intelligent CX Services by CDW



There is no more important mission than the creation of a positive experience for every individual who comes into contact with your organization. Earning the highest possible customer satisfaction rating ensures loyalty, improves your competitive stance and drives financial growth. Artificial intelligence within contact center environments provides that positive emotional connection while simultaneously freeing workers to focus on the most critical calls.

Intelligent CX Services by CDW can help your organization achieve:

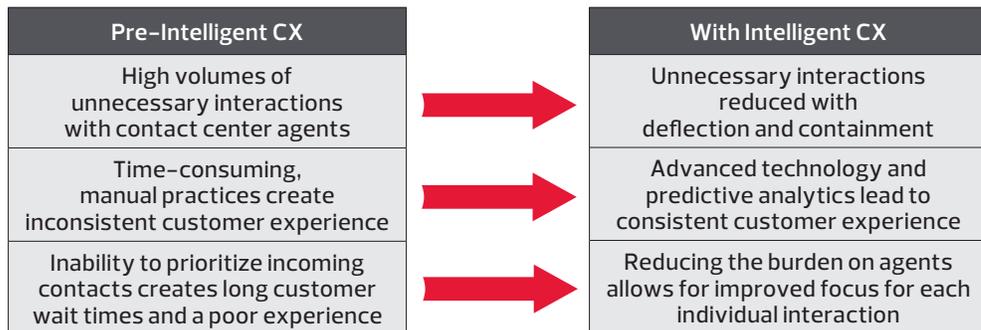
-  **Operational Efficiencies**
-  **Cost Reduction**
-  **Increased Performance**

Orchestrating the Right Solution

CDW's Digital Velocity Solutions (DVS) team is already ahead of the game in relation to the understanding that customers don't hold their loyalty with brands based on prices or products alone – they hold it with companies that provide successful and joyful consumer experiences. DVS has a proven proficiency leveraging the "Power of AI," allowing organizations to realize significant business outcomes including increased customer satisfaction, empowerment of human agents and augmented organizational insights.

Expertise matters when implementing these emerging and innovative technologies that directly influence a client's ability to deliver top-notch, next-generation intelligent customer interactions. Whether it be Automated AI Agents, Voice Biometrics, Custom Text-to-Speech Modeling, AI Insights & Visualizations, or Automated Compliance & Redaction, the DVS team provides organizations with a trusted partner they can rely on to not just achieve but truly maximize business objectives.

CDW's DVS team is the most technical CX integrator in the industry. We are one of a handful of partners to hold all of Google Cloud's CCAI expertises, are an important and active part of Microsoft's AI Council, and have over 180 collaboration and contact center architects and engineers, with partnerships and deep expertise across all leading CX solution providers.



CUSTOMER SUCCESS STORY

Organization: Not-for-profit regional health care organization with \$3.5B in annual revenue and 18,000-plus employees.

CHALLENGE: This non-profit organization services a very large geographic region and interacts with hundreds of thousands of patients. Due to pressures related to COVID, coupled with limited staff, their customer support infrastructure was experiencing massive queue times and unacceptable abandon rates.

SOLUTION: CDW and the customer conducted joint, in-depth technical discovery and design sessions. As a result of those sessions, we began by processing years of recorded call data in order to identify intents and topic modeling. This allowed the customer to prioritize the most impactful use cases. CDW then developed a Google CCAI virtual agent and integrated it into Unified Contact Center Enterprise (UCCE) which addressed the multiple prioritized use cases.

RESULT: CDW developed an MVP in less than three weeks which automated routing and transfer of calls to each medical facility and department, automating over 40% of inbound calls. The customer then immediately expanded the scope of the project to include the ability to automate scheduling for the applicable departments – to further improve the experience of the non-profit's customers.

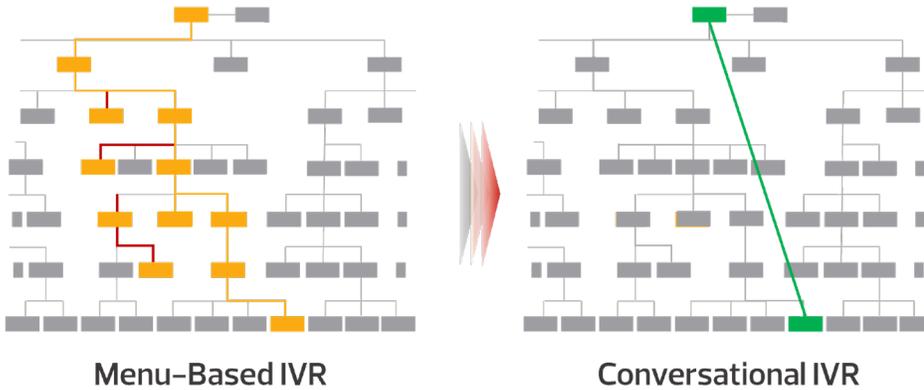
CDW's full lifecycle of Services can support your organization no matter where you are on your journey



CDW AMPLIFIED™ SERVICES

The Path to Improved Customer Experience

Conversational IVR is just one component of the many potential improvements to your contact center, and ultimately your customers' experience.

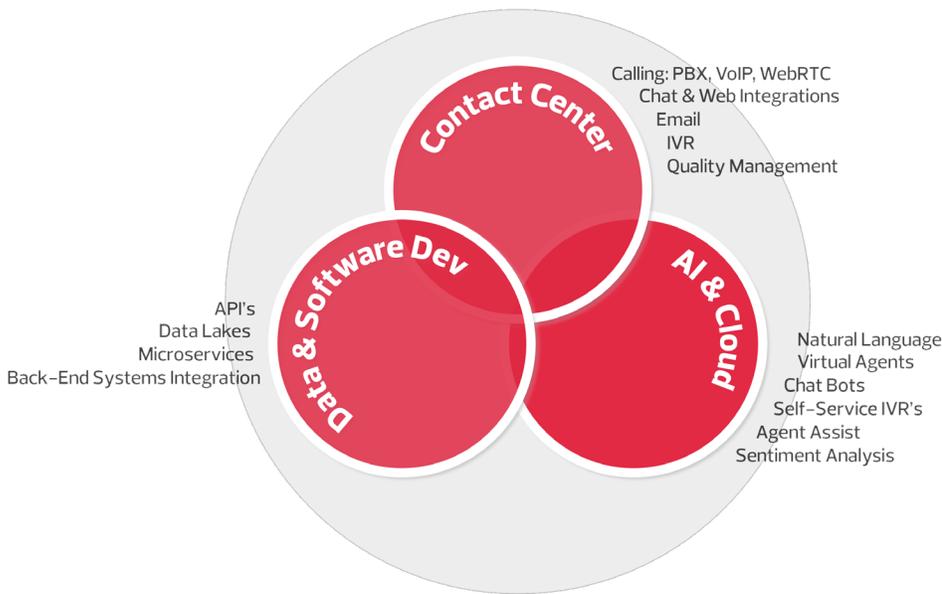


Menu-Based IVR

Conversational IVR

Key Components of an Intelligent CX Solution

Expertise in all three of these critical areas is crucial to implementing contact center automation. CDW has that expertise and can deliver it for your organization, helping you to improve your customers' experience.



CDW GETS THE CUSTOMER EXPERIENCE

The CDW Digital Velocity Solutions (DVS) team is the most technical CX integrator in the industry. We have inspired organizations to create a new and more personalized experience for their customers across all verticals, which has allowed us to provide a streamlined process for design, configuration, testing and production implementation for rapid AI adoptions. Our proficient and skilled developers continue to effectively put out tailor-made, game-changing virtual agents that not only enhance the customer's experience but also maximize operational efficiencies and return on investment (ROI) of the organization.

Proofpoints

Customers can realize the following improvements with an Intelligent CX solution:

20 to 35%

Percentage of calls deflected from agents to self service, chat or voice bots¹

75%

Reduced effort to manage contact center solution¹

25 to 45%

Percentage of chats deflected from agents to self service, chat or voice bots¹

Sources: ¹ New Technology: The Projected Total Economic Impact Study, Forrester, August 2020.

To learn more about Intelligent CX Services by CDW, contact your account manager or call 800.800.4239.

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