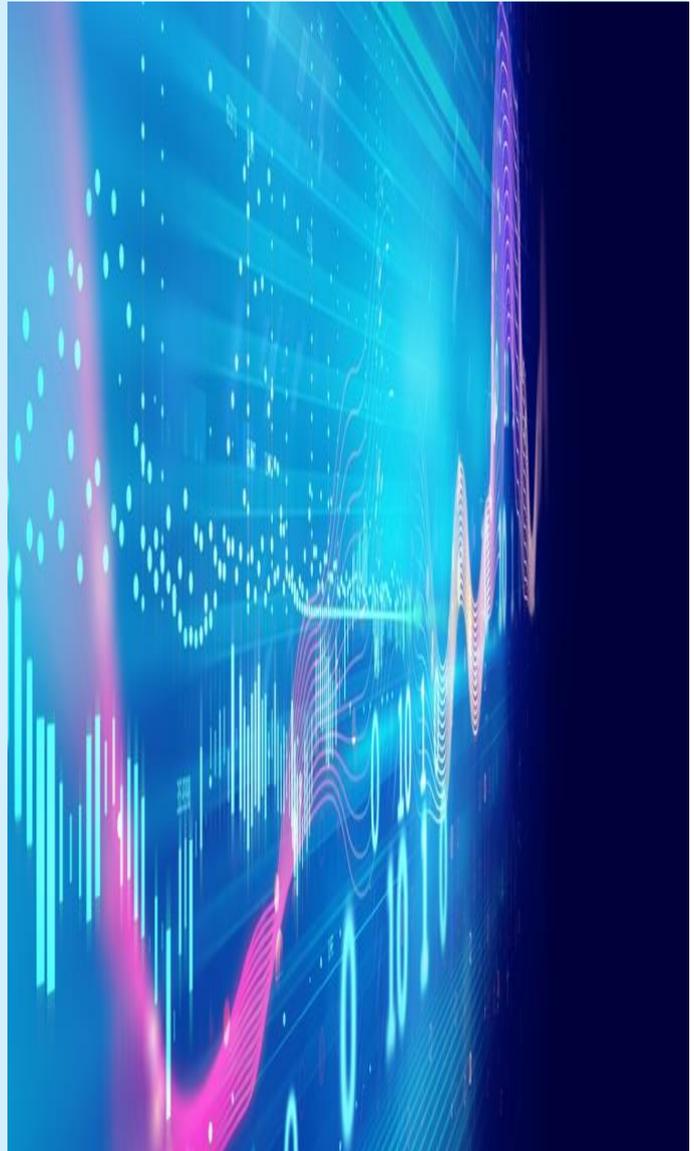


caperio

Cognitive AI for Growth and Shareholder Value



July 2020

www.caperio.ai

 **BOSSA NOVA**
DATA SOLUTIONS LLC

by

Shawn Blevins

A new age of CSR is here.

It is known as the cognitive era as machines are deployed to radically transform and improve CSR (Customer Services Representative) processes across 100% of interactions with customers, prospects, and partners.

External pressures including ethics, consistent excellence, overcoming bias in both CSR interactions and corrective training, and most importantly, achieving successful movement in the measuring success across multiple stakeholders.

While the Covid-19 crisis has increased the need to leverage remote CSRs and find ways to automate auditing and quality control, key challenges in real-time management, effectiveness, and efficacy impede progress. Making matters more complicated, both supporters and critics of CSR capabilities engage in a seemingly never-ending debate of nuanced rhetoric.

Consequently, there is seldom any empowerment and capability to go 'beneath the surface' and explore the underlying processes and apply business optimizations that can play a significant role in the actual failures or problems of CSR growing tangible top line revenue impact to the business.



It's more than possible today for companies to optimize profit potential across every touch.

At its core, CSR can be viewed as a business process, and is therefore in constant need for improvement in its efficiency and effectiveness. That orientation – the resolve to make CSR profoundly more efficient and effective – forms the basis for cognitive CSR.

Where are we going wrong today ?

The criticism of CSR performance generally falls in one of the following three broad categories:



For the first time, it is now possible to have 100% of every interaction, every touch create new opportunity for growth and consistent revenues leveraging artificial intelligence.

Measurement

Problems arise when companies fail to measure, measure the wrong things, or measure what is inconclusive or irrelevant, and crop up in both value measurement and materiality measurement. Debates over value measurement include how value is measured, what should be included (eg economic vs other factors), and whether CSR creates or burdens shareholder value.

Materiality assessment measures stakeholder priorities and concerns, which become a major input to the design and development of the CSR program and execution. Critics argue that such assessments are based upon subjective data and that materiality becomes relative to management agendas and constrained by managers' sincerity, knowledge, and wisdom. Cognitive AI actively addresses this issue in two ways. First, by quantifying the actual words in a CSR conversation at a scale human auditing cannot begin to match, measurements and categories for analytics can be aligned at a granular level to each desired business outcome and overall shareholder goals can be tracked and a closed loop created to insure the results. Secondly, qualitative goals around the overall ability to adhere to best practices, detect and avoid exposure from over-promising, and identify concrete opportunities for up-sell/cross-sell are made possible as well.

Behavior

This refers to management behavior that intentionally prevents CSR programs from achieving their full potential or undermines the legitimate success or positive impact of CSR programs. Misalignment of incentives can lead to such behavior. CSRs may be deemed irrelevant or even be subverted for personal gain. Issues from agency conflict to fraud can affect the performance of some CSR programs. Just as important, the relationship in how CSRs are managed and corrections and improvements are made using Cognitive CSR capabilities can transform



Interactions from the feeling of ‘overlord’ to transparent coaching without bias, based on the actual words captured, without regard to personal relationships or history. Just as important, management is consistent across even remotely deployed CSRs, as it based solely on the context and actual conversations without involving office dynamics and relationships, preserving ethics and the highest standards.

Strategic and Organizational

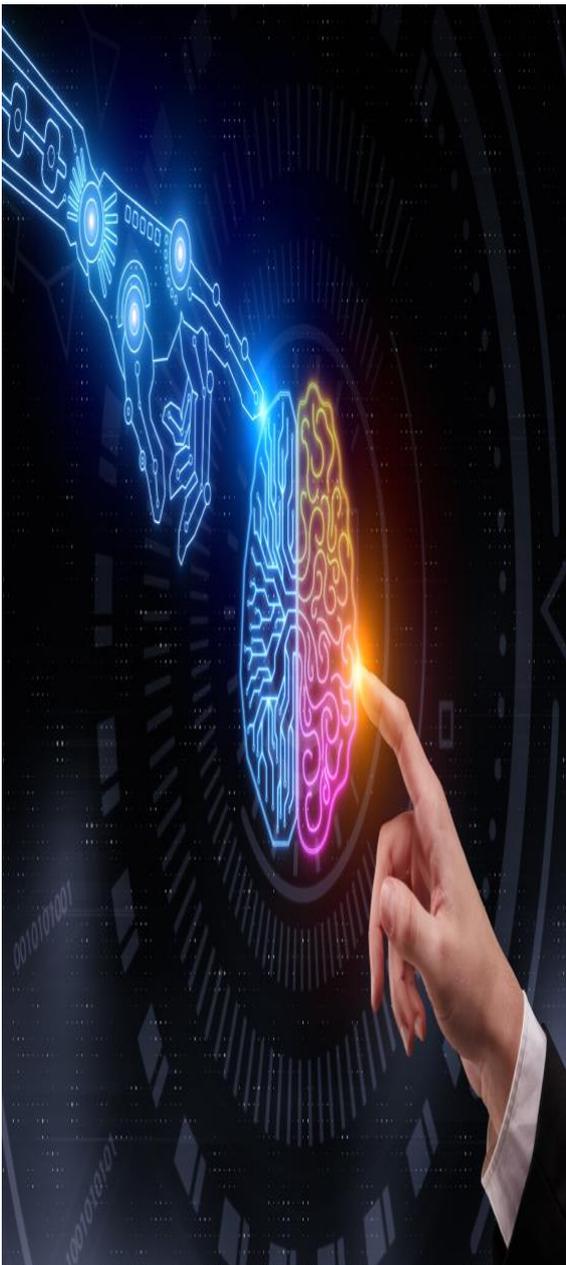
This includes the inability to properly integrate and align CSR into business strategy, or vice versa, communicating the CSR program goals, getting organizational support, and other similar issues. These issues are not driven by intentional deceitfulness of managers but result from negligence or incompetence.

The failure of a company to develop a bridge that tightly integrates company strategy and CSR can lead to sub-optimized programs and companies may miss out on creating a competitive advantage. By having a proactive view of all interactions in real-time, organizations gain the ability to see if their strategies are taking hold with those using their products and services. Adjustments are possible with much less friction based on evidence and customer experience.



The ability to provide the actual identified words, phrases, and expressions of interactions directly into your applications and data streams, not abstracted data summaries, but the actionable intent of customers, prospects, and partners. This capability has the ability to transform your organization.

How Cognitive CSR Execution Works



The rise of artificial intelligence technology in business is transforming our world. From sales to marketing and finance to supply chain, the impact of AI applications is being felt across the globe. The new machine age is upon us and is unleashing powerful disruptive forces ready to shape a new economic revolution.

In cognitive CSR, the artificial intelligence technology is deployed in a strategic and integrated manner to radically improve the CSR process. Consider the following applications of Cognitive AI in customer interactions:

An intelligent Cognitive platform for CSR can monitor the business value drivers and goals as well as seek to optimize positive outcomes for multiple stakeholders and teams. It clearly shows the effectiveness of current strategies and keeps management honest. By configuring and optimizing CSR approach and execution, course corrections can be made in much less time than human auditing.

The AI technology is used to eliminate or reduce human bias in value measurement and CSR conversation assessment.

The AI system provides accurate and multi-dimensional performance measures that not only measure the performance of the overall CSR engagement against management or regulatory standards but also against revenue goals and quality standards by dynamically monitoring and tracking emerging trends and categories of new opportunities.



(Continued)

The technology identifies the incentive misalignment, management bias, insincerity, self-serving, bad or unethical behaviors, as well as other management issues – can identify training recommendations, and continually learns throughout the process.

The AI technology can also be used for fraud-detection and improving internal controls.

The AI technology can help align CSR strategy & execution with the overall business strategy.

The power of Cognitive AI for the CSR is based in the ‘bias for action’-the machine identifies what is actually producing outcomes and those best practices can be infused into each CSR actions, bringing low-tier agents to top-tier performance and results.

Developing a Cognitive CSR Strategy

Understand how the capabilities provided by the Cognitive platform can truly transform the objectives and value created in each customer interaction.

Think holistically about the full-scale cognitive automation and interdependent technologies. A cognitive architecture includes various capabilities including data management, big data, machine-learning, and the use of various AI artefacts and capabilities. Design an business-level architecture to bring all the elements together.

Align with business goals in the organization to define what the optimal customer experience should be, modeled on your most engaged segment of customers.

Establish the lexicon and categories for excellence you want to see in each interaction.

Find immediate wins leveraging automation of quality control for each conversation.

Find tangible measurement and material improvement in hard-dollar impacts. Quick successes here can provide self-funded expansion and improvement as the starting point of provable Cognitive CSR transformation.

Share & engage, bringing other departments to help the transformation virally grow.

Don't overly rely on internal tech departments. Traditional tech departments generally do not understand the business execution abilities of AI to impact top line growth.



Unlock Competitive Advantage with Cognitive CSR Today

Machine learning, a sub-field of artificial intelligence, is helping create autonomous machines that can learn and accumulate experience. Cognitive CSR platforms can rapidly transform and optimize how people interact and perceive value across the teams that touch customers, prospects, and partners in your organization.

Because you are empowering the best in performance while eliminating friction, bias, bad practice with exposure, organizations that embrace Cognitive CSR can rapidly transform and align for high growth and ongoing excellence in customer experience.

To learn more about companies that leverage Cognitive AI with the Caperio Performance Platform, we encourage you to visit Caperio.ai and our company site at bossanovadata.com.

Thank you.

About BossaNova:

We believe performance is about giving people opportunity to be their absolute best. Our solutions are designed for everyone to gain strong advantage to collaborate and succeed working together. We find joy and purpose in what we do and how we do it.

Bossa Nova Data Solutions, LLC is a leading data science company founded in Weston, Florida U.S.A. in 2006. In 2010 our location in São Paulo, Brazil was added.

We operate in the intersection of Artificial Intelligence and Exceptional People Performance, providing data driven solutions that leverage artificial intelligence capabilities including; Machine Learning, Predictive Modeling, Automatic Speech Recognition, & Natural Language Processing.

Our flagship is the Caperio Performance Platform, used by the largest banks and financial services companies.

Our cloud-based platform and library solutions are fully customizable, easy to implement, and require no upfront investment in hardware or software.

Contact Us

Phone : 800-272-1821

Email : Sales@bossanovadata.com