

5 Ways Cognitive Technology Fuels Intelligent Swarming for Support Supremacy



Intelligent SwarmingSM is a service mark of the Consortium for Service InnovationTM.

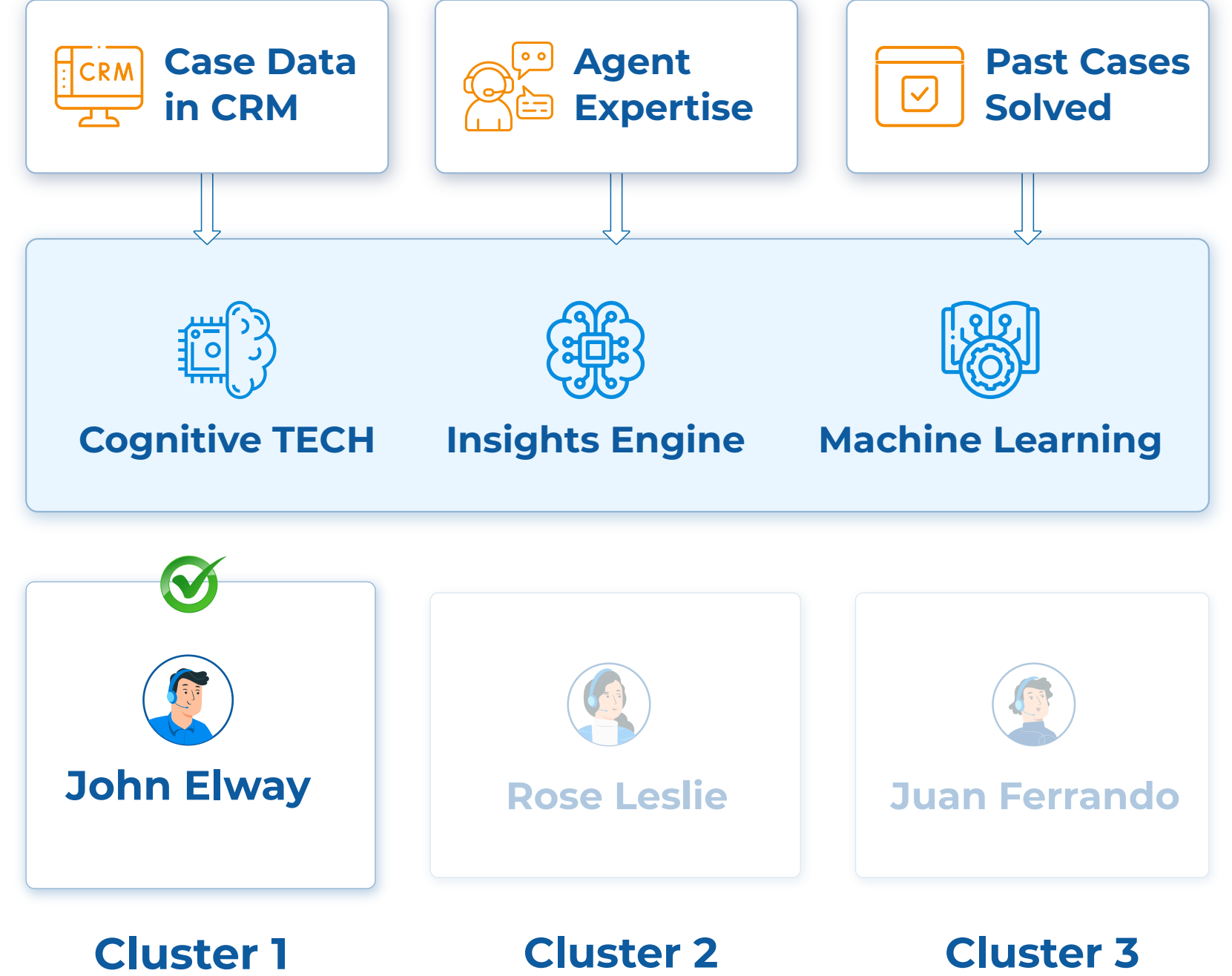
Intelligent Swarming, as a support methodology, taps into the specialized skill set of your service reps to triage support tickets to the best-fit agent from the get-go. It emphasizes collaboration over individual contributors, thereby enabling your **support team** to work as a one cohesive unit.

SearchUnify fuels the unification of disparate data silos to build a centralized content repository, helping support reps provide a more connected experience. It relies on its rich ecosystem of intelligent apps to help enterprises effortlessly incorporate Intelligent Swarming within **agent workflows**. Here's how:

1 Facilitates Effective Ticket Triageing

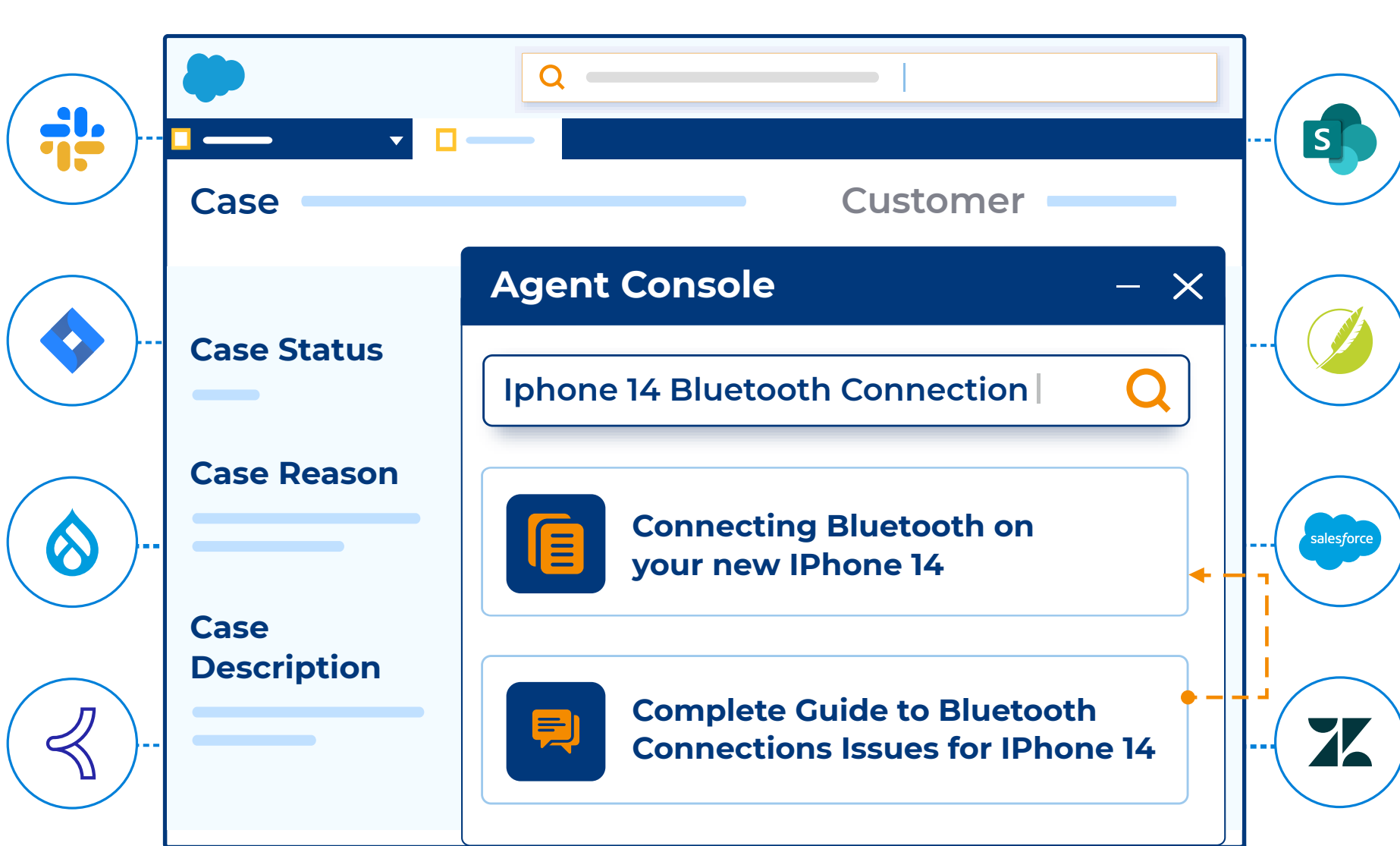
Problem: Putting customers in a queue to assign the next agent as the first one fails to provide a resolution.

Solution: Next-gen applications like **Escalation Predictor** gauge customer intent for incoming tickets and route them to the best agent with the required skills and expertise, thereby minimizing escalations and expediting resolutions.



FACT

90% of customers rate an **"immediate"** response indispensable when they have a query.



2 Quashes The Swivel Chair Effect

Problem: When data is scattered across multiple platforms, agents waste considerable time toggling between different consoles.

Solution: The pre-built **OOTB connectors** in the cognitive platform unifies disparate data silos to provide agents with instant access to case-resolving information, enabling them to deliver effective resolutions with minimum handle time.

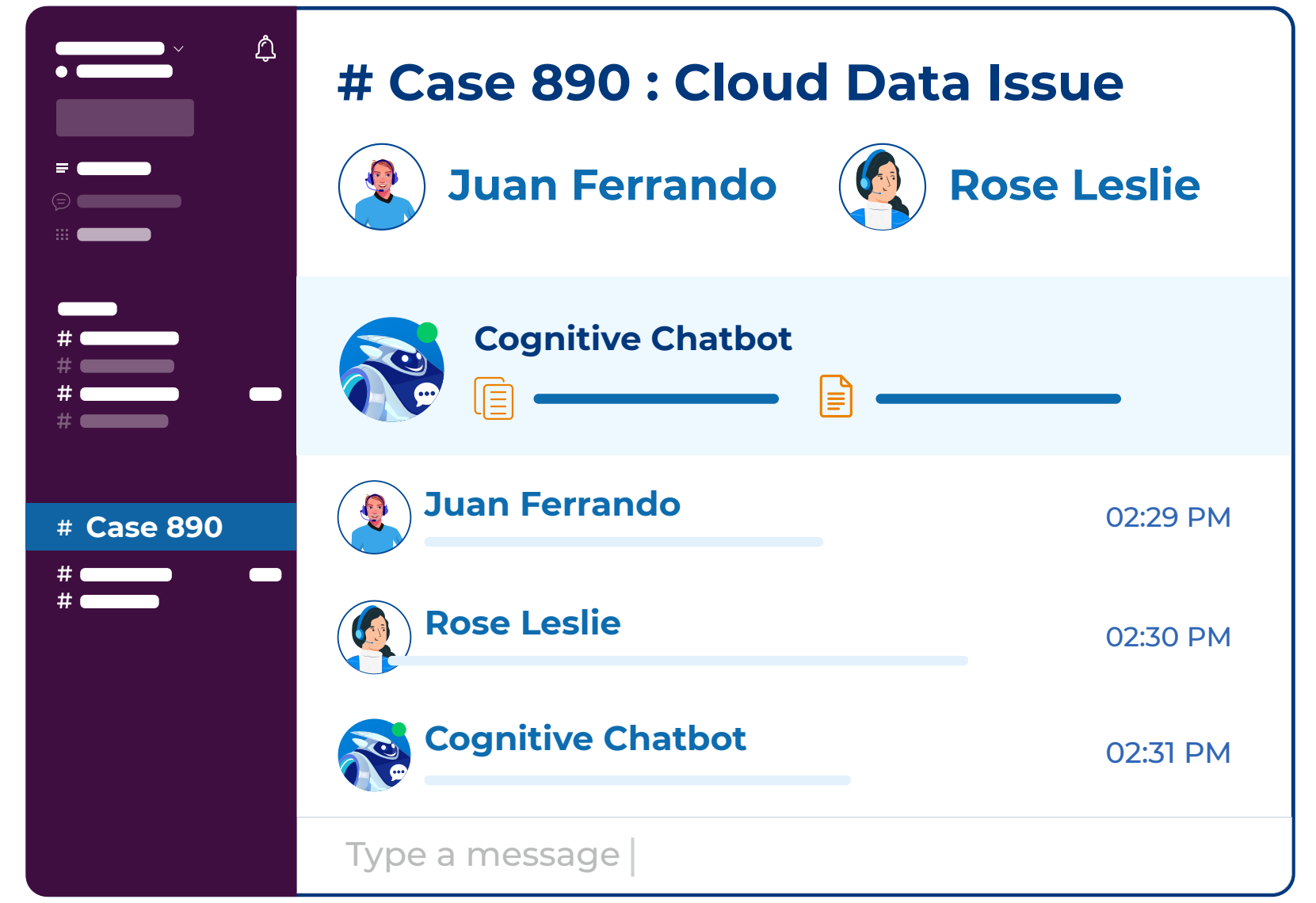
FACT

The industry benchmark for Average Handle Time (AHT) is **06:10** MIN SEC

3 Promotes Real-Time Collaboration

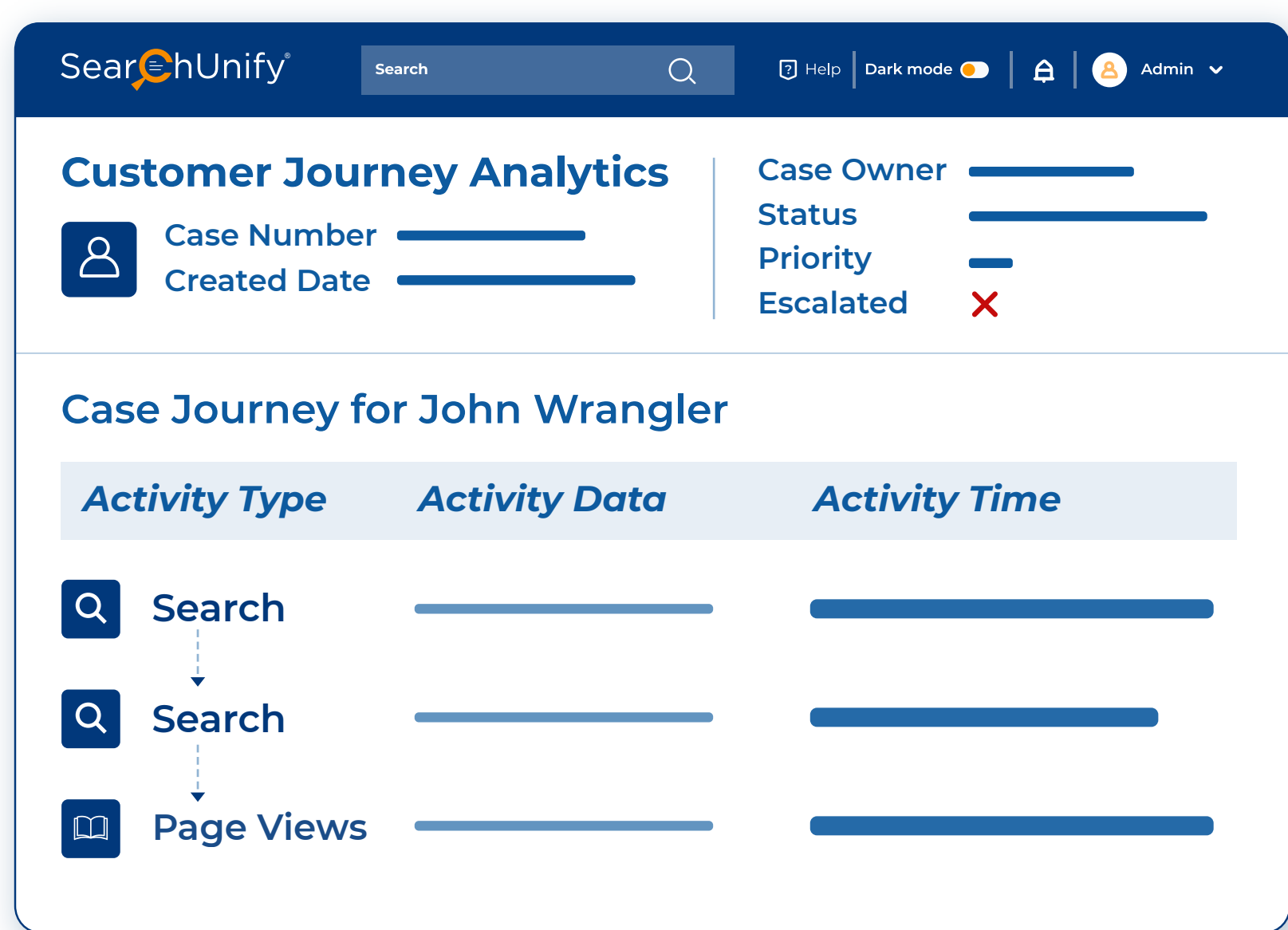
Problem: Sometimes, agents may need external help due to a lack of expertise on the said topic.

Solution: Cognitive apps like **Agent Helper** help agents connect with top SMEs for incoming tickets and resolve issues in real-time, thus thwarting escalations and promoting collaboration on the fly.



FACT

Around **75%** of employees rate teamwork and collaboration as **"very important"**.



4 Empowers Agents with Actionable Insights

Problem: Agents may fail to create meaningful and contextual interactions due to a lack of case insights.

Solution: AI-powered apps like **Agent Helper** extracts similar cases from the past, related KB articles, and real-time insights into customer journeys. Agents can utilize this information to suggest relevant solutions, thus boosting first contact resolution (FCR).

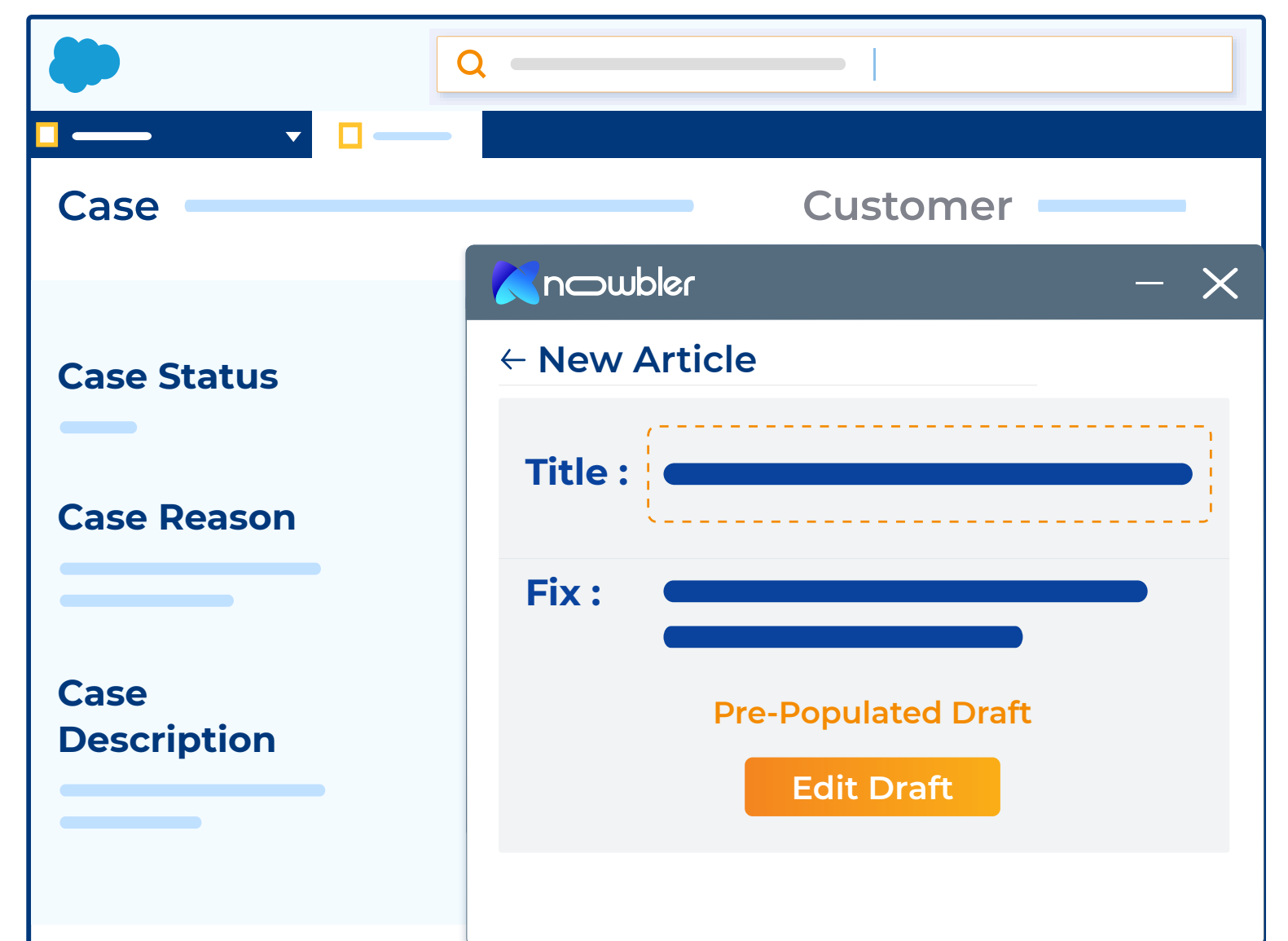
FACT

86% of customers are willing to pay more for a superior customer experience.

5 Capture Knowledge as a By-Product of Resolutions

Problem: With agents having a lot on their plate, capturing newfound resolutions in the knowledge base becomes an uphill task.

Solution: Cognitive apps such as **Knowbler** take the load off agents by providing pre-created templates to document issues as a by-product of resolutions, resulting in enhanced productivity.



FACT

47% of organizations that possess a knowledge base saw a substantial rise in sales.

Sources

- <https://www.serviceinnovation.org/intelligent-swarming/>
- <https://www.bmc.com/blogs/intelligent-swarming/>
- https://library.serviceinnovation.org/Intelligent_Swarming/Practices_Guide/40_Principles_Core_Concepts
- <https://aithority.com/it-and-devops/intelligent-swarming-the-buzziest-new-support-model/>