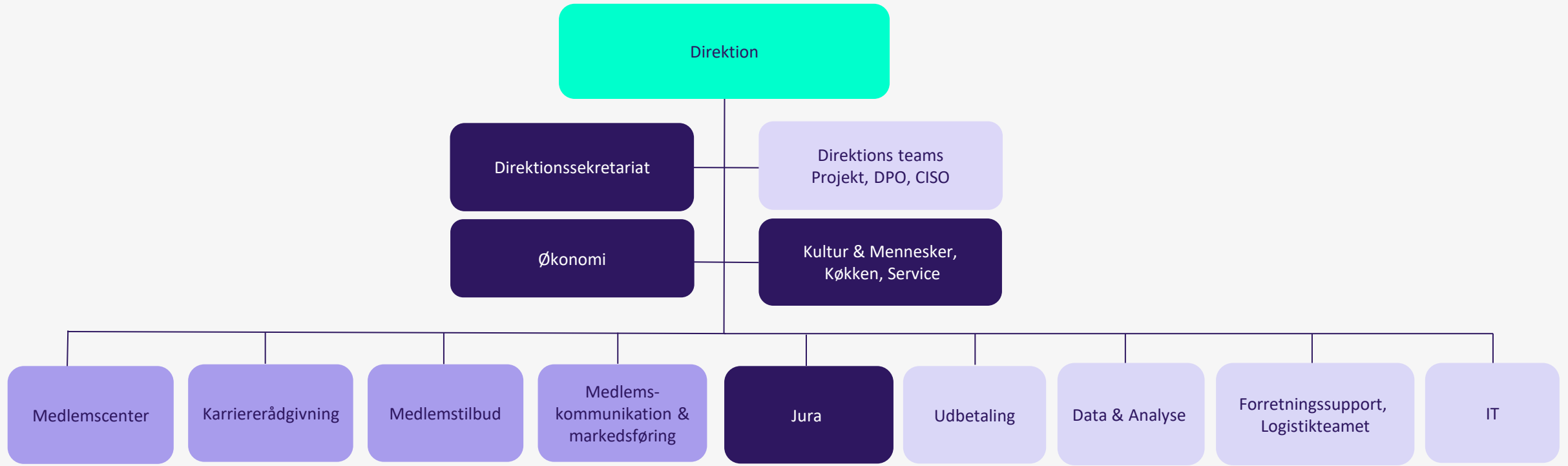


AI-DREVET A-KASSE FRONTLØBER I DK!

*SUCCESSFUL IMPLEMENTERING
AF DIGITAL TEKNOLOGI*

Malin Marker Persson
Udviklings- og Digitaliseringsdirektør
Akademikernes A-kasse

Organisationsdiagram



- Afdelinger der refererer til Adm. direktør
- Afdelinger, der refererer til Udviklings- og Digitaliseringsdirektør
- Afdelinger, der refererer til Medlemsdirektør

Hvad laver vi på et år?

397.942

selvbetjeningsbeskeder
fuldført



250

Medarbejdere på 6 kontorer



Afholdt
+ 28.500

samtaler



Udbetalt mere end

2.1 mia. kr.

i ydelser



Antal

27.500

ledighedsberørte



Fået

20.356

nye indmeldelser

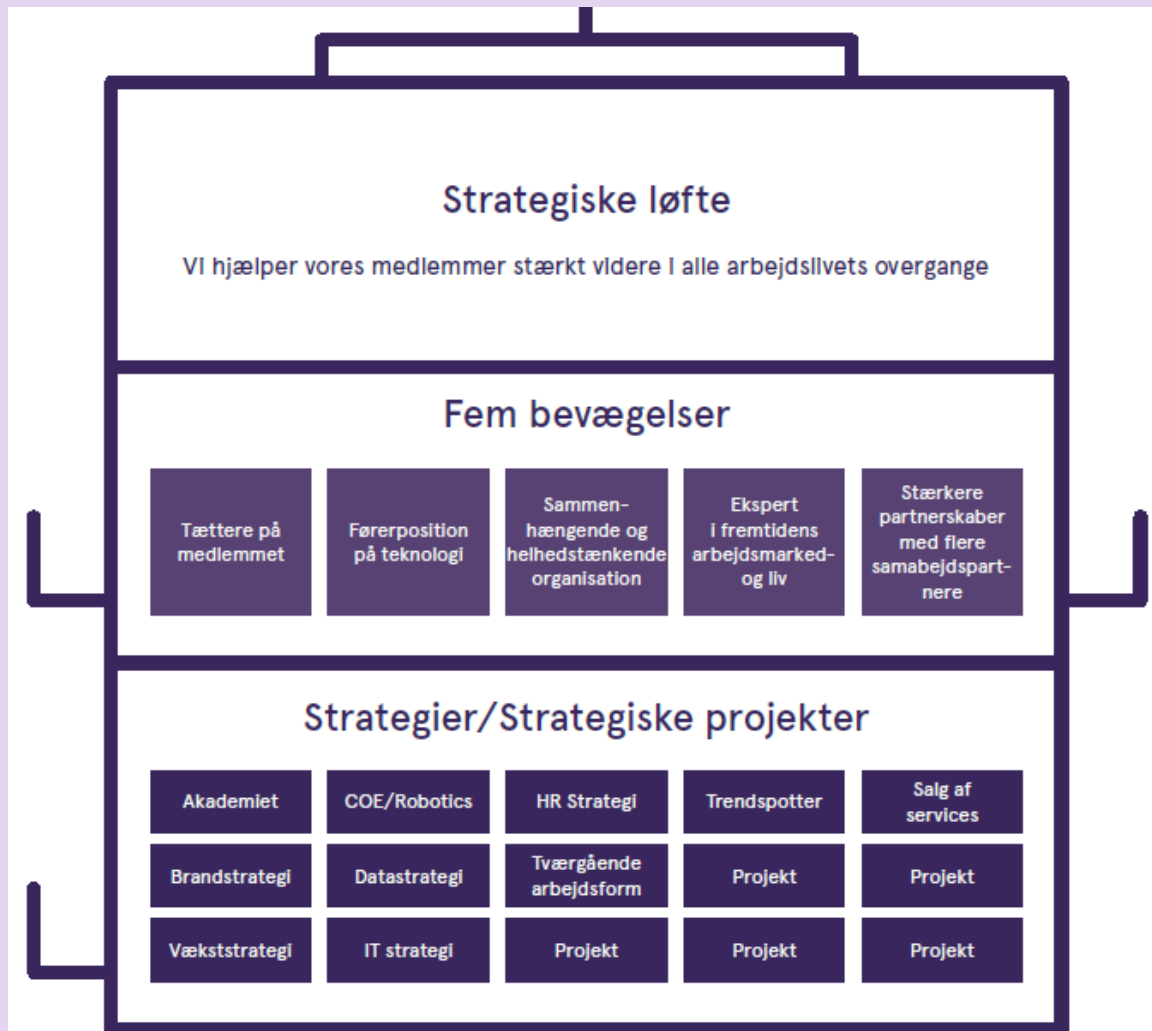


164.603

Telefonopkald



Retningsgivende forretningsstrategi



Skalerbar via teknologiske og digitale muligheder

LIDT OM TEKNOLOGIERNE



Den digitale rejse

Only a few weeks of implementation

- ✓ **Multiple languages**
Chatbot
- ✓ **Several integrations**,
incl. to CRM



SUPCHAT

Go-live:

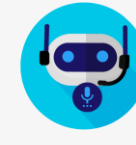
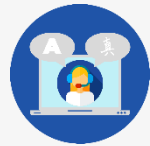
November 2020



CHATBOT

Go-live:

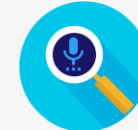
March 2021



VOICEBOT

Go-live:

December 2022



VOICE ANALYZER

Upcoming

During peak:

Supporting agents by handling 56% of incoming chats.



*Easy top-up with Voicebot,
Emailbot and more*

LIVE CHAT



Chat som afsæt for AI

- Få indført **chat** som en del af kommunikationskanalerne: Medlemmerne skal begynde at bruge den, tone of voice, kanalstrategi, undervisning: Agenterne skal lære at bruge den)
- **Data:** Inddsamles via chat, bruges til at tage beslutninger om, hvad og hvordan der skal **automatiseres**
- Feature: **Customized translations:** Agenter, som kommunikerer på et sprog, kan supporte medlemmer på flere forskellige sprog



CHATBOT



En chatbot er *ikke bare* en chatbot

- **Integrerer** ind i eksisterende systemer
- Vi skal sikre, at chatbotten **svarer korrekt** og svarer det, **vi ønsker**
- **Tilpasset** til virksomheden og brugerne (sprog, ord osv.)
- **Identificer trends og knowledge gaps** via detaljerede indsigter og statistikker for derefter at opdatere svar og ændre på ting
- Få **indsigt** i det chatbotten **ikke kan**. Og hvad vi gøre den **bedre**?



Hvordan arbejder *mennesker og AI sammen?*

- Chatbotten **aflaster** agenterne ved at besvare spørgsmål på egen hånd
- Øget **tilgængelighed** for medlemmerne 24/7
- **Medlemsundersøgelser** i Akademikernes A-kasse
- Hvad er **mennesker** bedst til – og hvad er **robotter** gode til?



VOICEBOT



Voicebot – Q2 2022

- Det samme som chatbot – men blot med **tale**.
- **Udgangspunkt**: Teknologi ud mod medlemmerne – **24/7 service**
- Hvor mange **foretrækker** at tale med en voicebot
- Internt **stor værdi** – særligt i **højsæsoner** med mange gentagende henvendelser
- Skal integreres i **tale-/telefonisystemer**
- Kan **omstille** til medarbejdere
- AI-motoren skal **trænes** til det specifikke domænesprog – på sigt også på engelsk
- 60 sek. – tilstrækkelig til **klassificering**

Højsæson sommer 2023
38.981 telefonopkald
Ca. 6.000 valgte voicebot





VOICE ANALYZER



Akademikernes
A-kasse

Voiceanalyser - Q2 2023

- **Samtaler** mellem medarbejdere og medlemmer **optages og analyseres**
- **Dashboard** med avanceret indsigt, længde, rating – kan anvendes som **kvalitetsparametre** (operationel data)
- Alarmer og SMS
- **AI-baseret til dybdeforståelse** – ikke bare nøgleord – kan se skjulte **tendenser** og **mønstre**
- Anvendes til **datadrevne beslutninger** - en fast struktur for **videndeling**
- **Træning** af nye **medarbejdere**

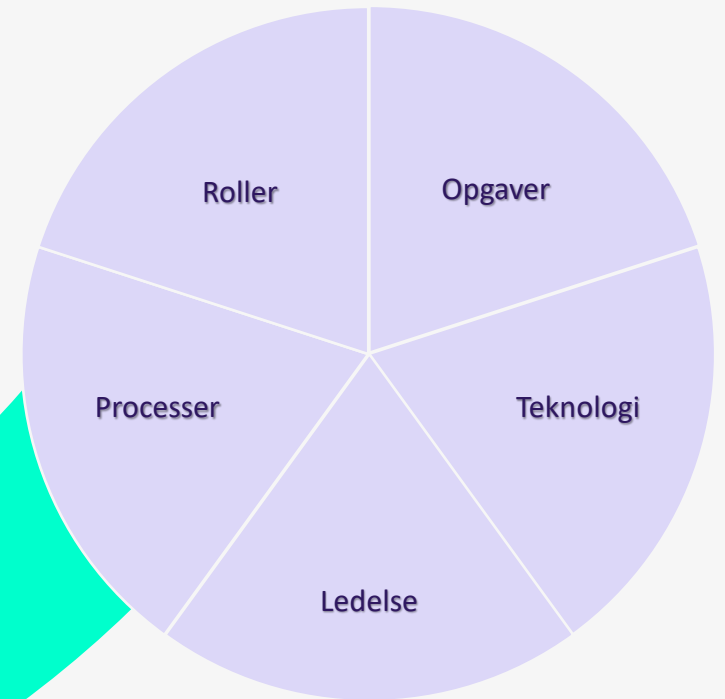


DIGITAL OMSTILING



Digital omstilling

Strategi - Teknologi - organisation



Forankret i strategien
og hos topledelsen
(Sponsor og
gevinstejer)

Ledelsesmæssig
prioritering af
økonomi og
ressourcer

Etablering af tydelig
og stabil
driftsgovernance

Der er forskel på
transformations-
ledelse og
forandringsledelse



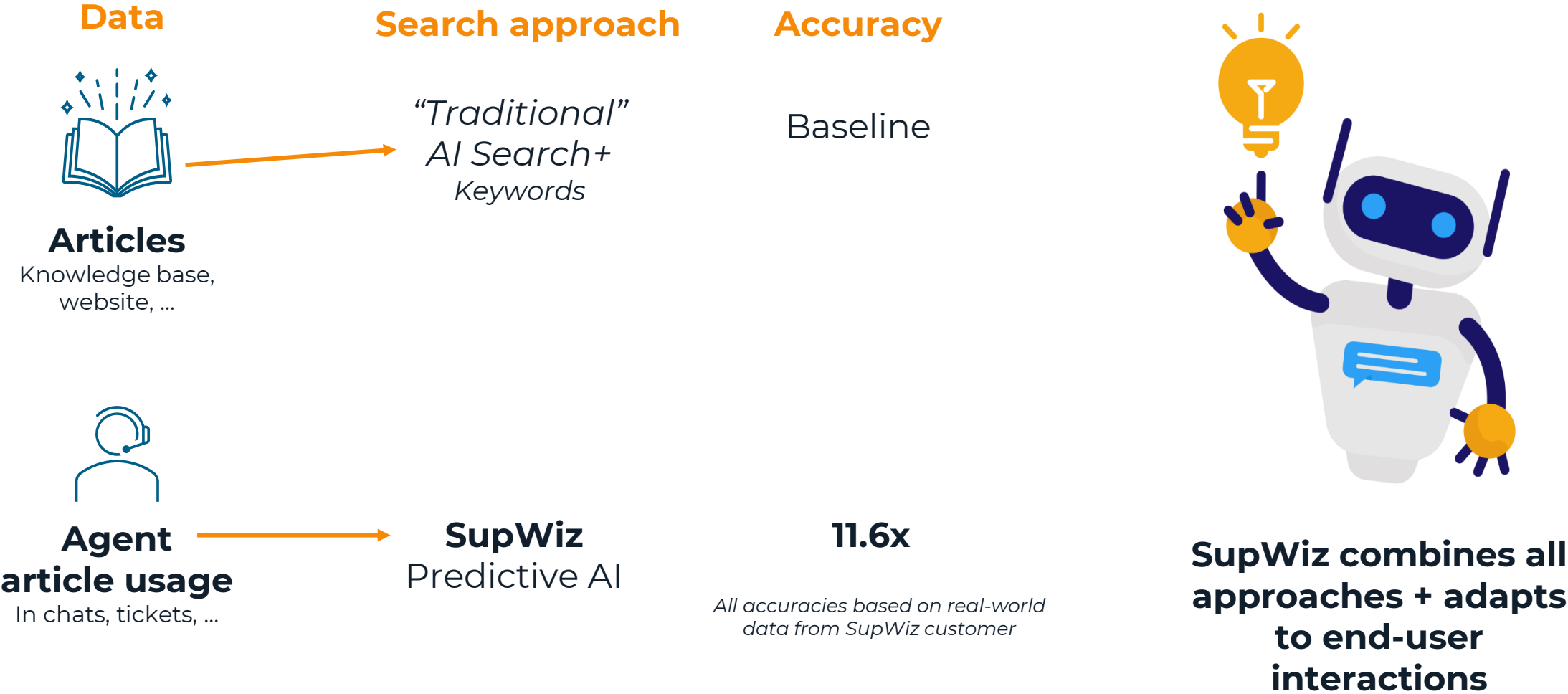
AI powered

Enhancing
existing
solutions

Personalized
& Proactive
Service



How does SupSearch work?

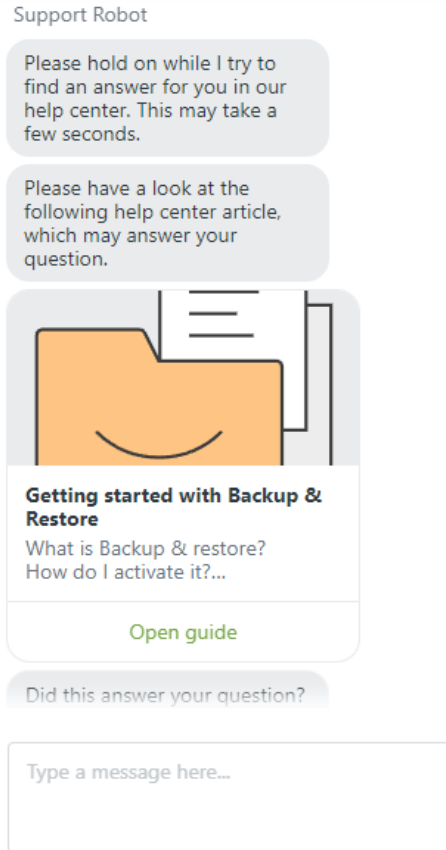


Generative AI + SupChat: Response generation from relevant articles

The screenshot displays the SupChat interface. On the left, a sidebar contains navigation options: Home, New Chat, Ongoing, Archive, Analyze, Settings, AI Assistant, Anonym, Auto Ass, Canned, Chat Wic, General, Integrati, KPI, Opening, Translati, Waiting f, and Administr. The main chat window is titled 'Test: Chat with Visitor in Reception'. It shows a visitor's message 'i cant login' at 15:34 and a system message 'Superuser joined the chat' at 15:34. The right sidebar has tabs for 'Meta', 'Responses', and 'AI Assistant'. Below these are fields for 'Your handling time' (00:21), 'Visitor Details', and 'Technical Details'. The 'Technical Details' section includes 'Tenant name' (Test), 'Tenant id' (test), and 'Emnefelt' (Apps). At the bottom, there is a message input field with a 'Send' button and a checkbox for 'Disable "Send with Enter"'. A status bar at the bottom left shows '1 agent online' and '0 agents away'.

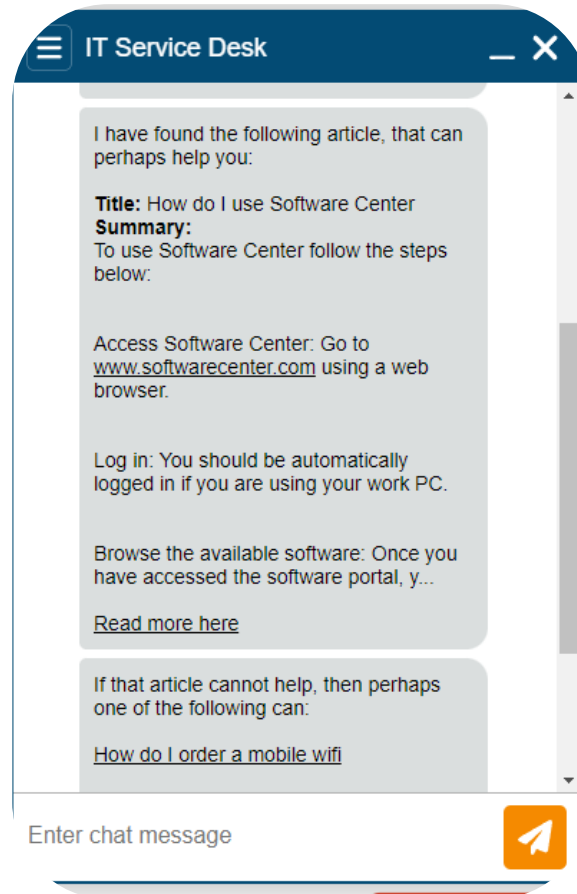
SupChat identifies topic based on user query and generates answer based on relevant articles

Presenting results in chat-based tool



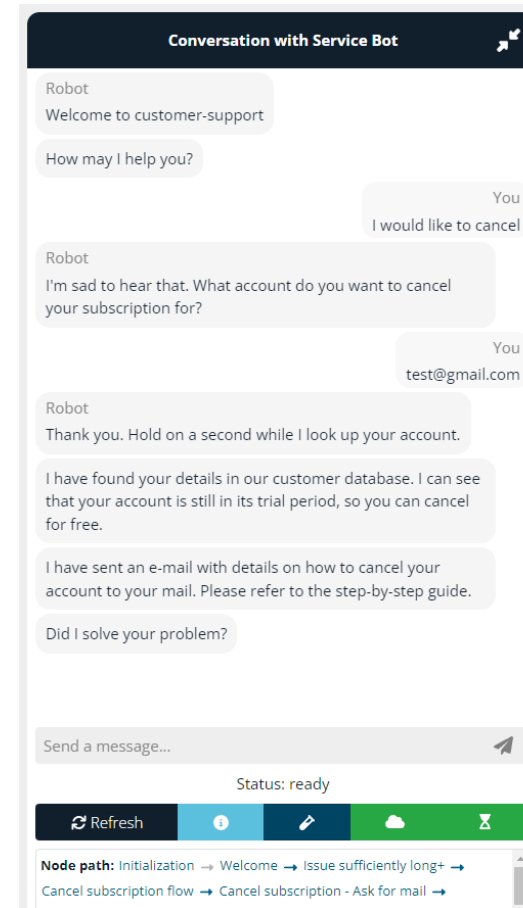
1

Send relevant link



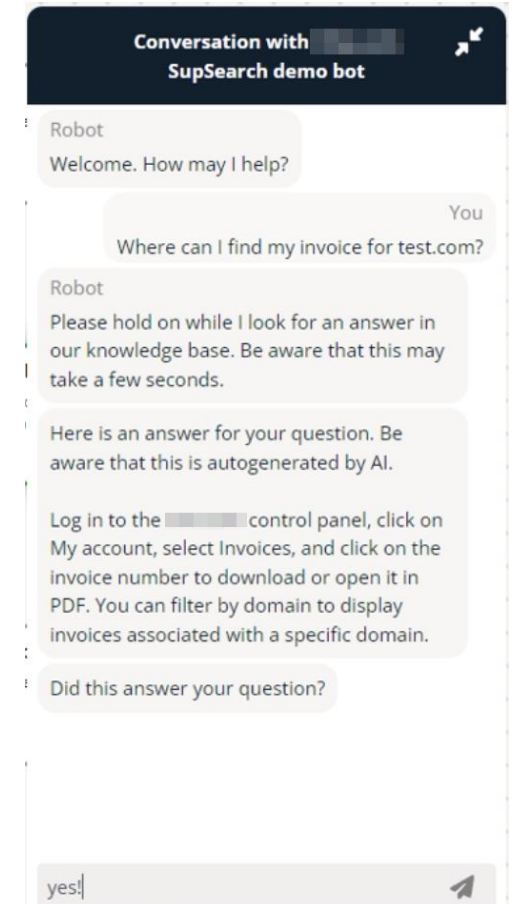
2

SupWiz summarizes article



3

Carefully Designed Answers



4

Autogenerated answer
(SupGPT or ChatGPT)

From one-way to two-way communication

Improvements 205	Errors 0	Hygiene checks 3	Conversation Tests 20
----------------------------	--------------------	----------------------------	---------------------------------

This section analyzes the most recent conversations and displays various suggested improvements to improve the automation rate of the bot.

Compute improvements based on data from

While checking the bot, 205 improvements were found.

5 Flows with many transfers

Below is a list of "flow nodes" that most commonly led to a transfer. The higher the number next a node, the larger number of conversations were transferred.

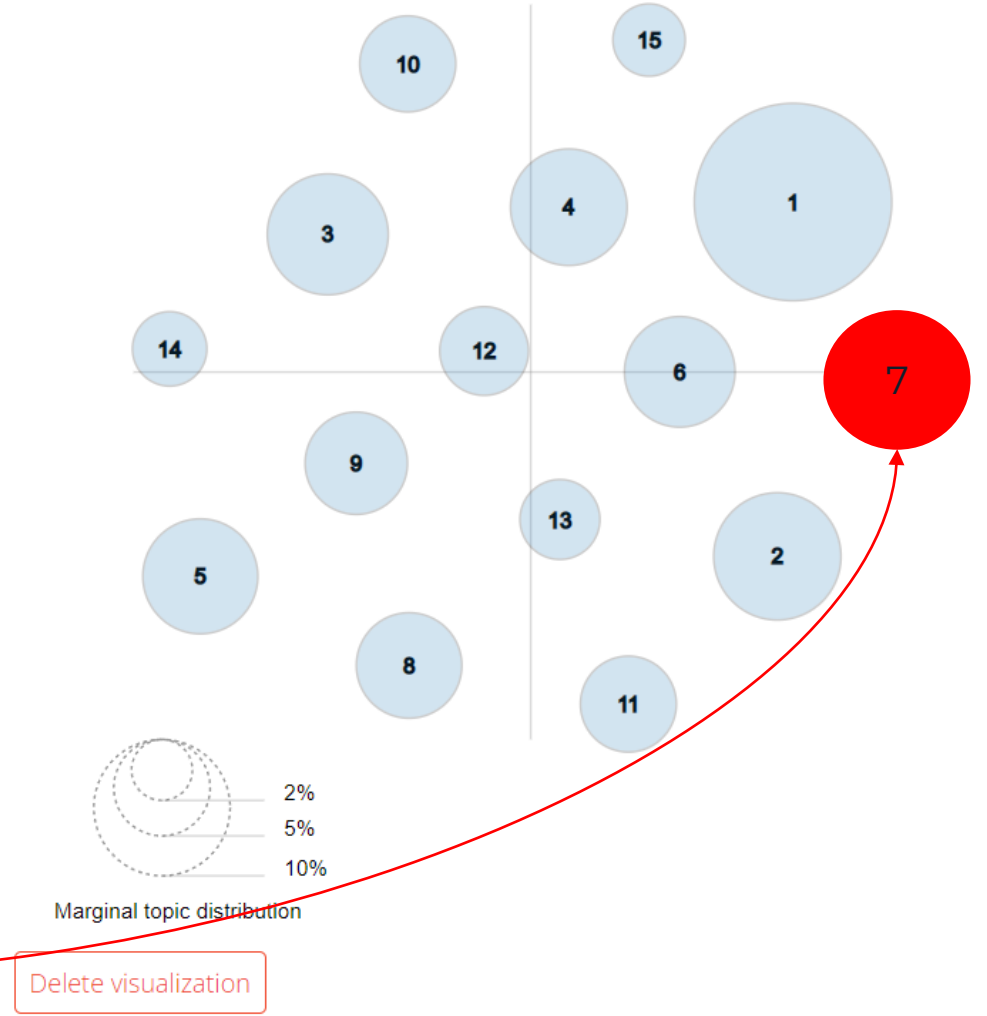
You should investigate whether it is possible to automate these conversations by using the automated exploration of the logs as well as reading through examples of conversations.

These suggestions are based on the nodes specified in the statistics settings on the statistics page

Theme 1	254 (69.0%)
Theme 2	109 (87.2%)
Theme 3	99 (93.4%)
Theme 4	68 (68.0%)
Theme 5	58 (62.4%)

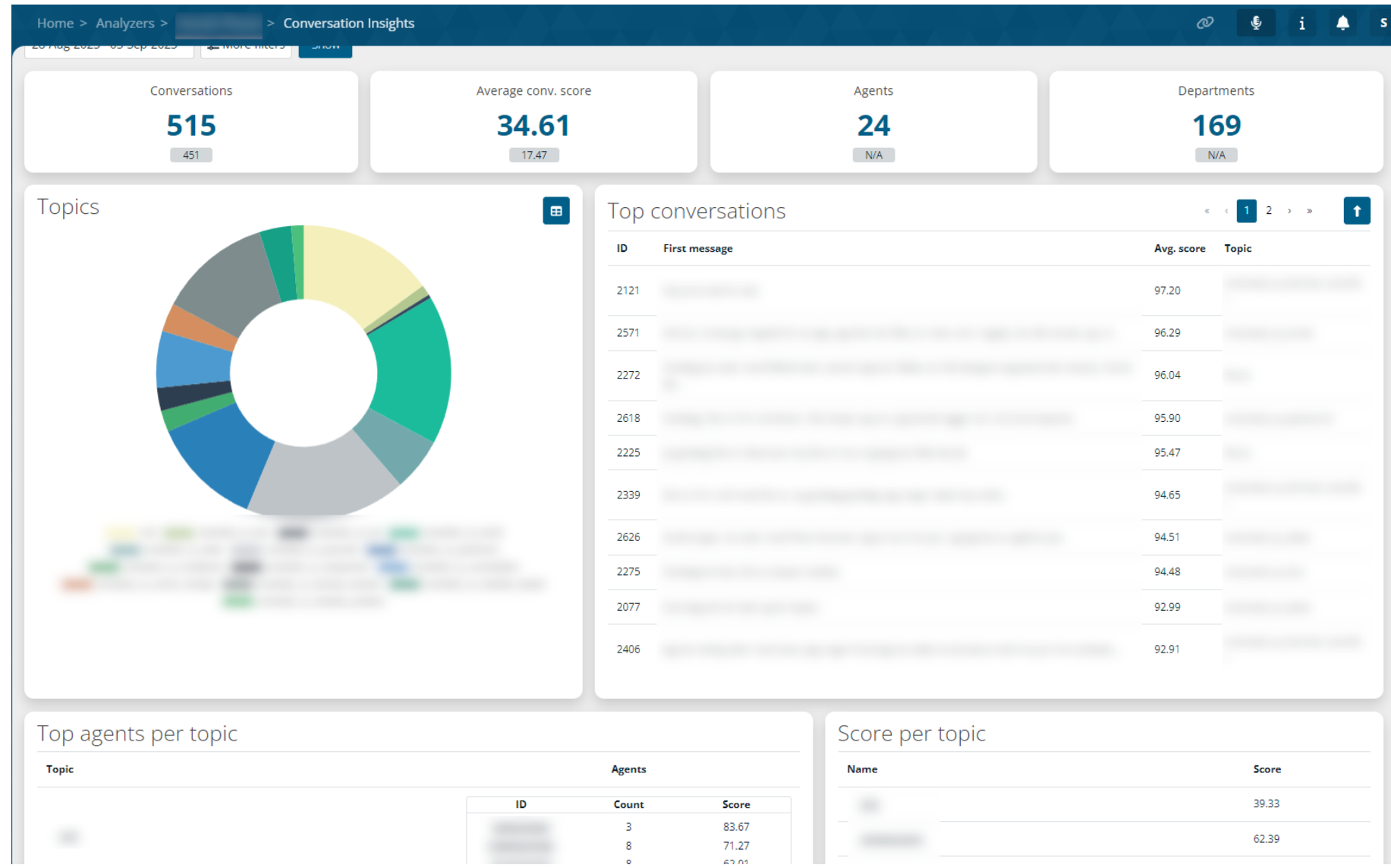
5 Nodes with many fallbacks

195 Options without matching configured



Conversation Insights

- Most common topics
- Best calls vs. worst calls.
- In-depth Insights
 - Correlate **duration** with categories and more
“Which topics give long conversations?”
 - Correlate **ratings** with categories and more
“Which topics give bad ratings?”



Call Center Software Integration

Automated tagging, categorization, etc.

The screenshot displays a call center software interface. At the top, it shows a call header: "Phone Call from: Call... #562" with a close button and a "+ Add" button. Below this, there are fields for "Organization (create)", "Caller +46 73 464 58 64", and a red "OPEN" button next to "Incident #562".

The left sidebar contains navigation icons: a home icon, a list icon, a bar chart icon, and a gear icon. The main content area is divided into two columns. The left column contains form fields for "Assignee" (set to "Support/supwiz-dev"), "CCs" (with a search field), "Tags" (with a "password" tag), "Type" (set to "Incident"), "Priority" (set to "Normal"), and "Linked problem" (set to "-").

The right column shows a chat-style transcript. The first message is from "SupWiz dev 2" on "Jan 25 13:54 (assign)", containing a transcript of a call. Below the transcript is a document icon and a file name "call_transcription_36...". The second message is from "supwiz-dev" on "Jan 25 13:53 (assign)", containing the text "Inbound call from +46 73 464 58 64". Below this is a playback control bar showing "0:00 / 0:22" and a "delete recording" button.

At the bottom, there is a "Call Details" section with the following information:
Call from: +46 73 464 58 64
Call to: +1 (256) 472-8876
Time of call: January 25, 2021 01:52:28 pm
Location: Sweden
Answered by: supwiz-dev
Length of phone call: 35 seconds

Automated transcript for easy handling of task, training of agents, and more.