# Heatmap – Customer Service and Contact Center

## Self-Service

### Channels
- Voice Bots
- Chatbots
- Web & Mobile
- Email
- SMS
- Fax
- Mail
- Social

### Processes
- Password Reset
- Account Inquiry or Update
- Order Processing or Inquiry
- Make a Payment
- Service Coverage or Eligibility
- Find a Location/Service
- Report Fraud or Complaint
- Appointment or Service Scheduling

## Assisted Service

### Start Of Interaction
- Application Login / Single Sign-On
- Screen Pop
- Transfer
- Sentiment Analysis
- 360° View
- Cross-App Data Sharing
- Agent Scripts or Task Flow

### Sales and Marketing
- Product or Service Lookup
- Configure, Price, Quote
- Order Processing
- Next Best Action (Upsell / X-Sell)
- Payment Processing
- Account/Customer Creation or Lookup
- Campaign Linkage and Attribution

### Inquiry
- General Product or Service Inquiry
- Account Inquiry
- Order or Shipping Status
- Find a Location/Store
- Payment Processing
- Account/Customer Creation or Lookup
- Campaign Linkage and Attribution

## WFM

### Service
- Create Case or Complaint
- Lookup Knowledge Article
- Collaborate with SMEs
- Fraud Detection and Management
- Change of Address or Account Details
- Change of Plan/Service/Order
- ACW, Notes, and Wrap-up

### WFM Processes
- Call Center KPI Analytics
- Agent KPI Analytics
- Agent Engagement and Gamification
- Agent Onboarding
- Agent Offboarding
- Schedule Creation and Maintenance

## Key Cognitive Robotic Automation Areas
- Low
- Medium
- High