

PM INDUSTRY NEWS

PMI Launches Alexa Skill to Enhance Customer Experience

31 July 2019 – Philadelphia, PA, USA – The Project Management Institute (PMI) has announced the launch of its first Alexa Skill for Customer Care to assist customers and members with additional support for its products and services. The new Alexa skill will perform a range of tasks to answer frequently asked questions, including requests for information on membership costs, renewals, benefits, and requirements needed for PMI certification programs. The new interface also has the unique ability to route users to PMI's Customer Care Center either by phone Monday–Friday from 8 a.m. to 8 p.m. ET or by requesting an email with a chat link to access customer service 24/7.

“PMI has been undergoing a transformation to ensure that we are providing added value in a customer-centric way to the millions of project managers who rely on us,” said Sunil Prashara, President and CEO of Project Management Institute. “As artificial intelligence continues to evolve, we are committed to exploring and investing in voice technology and other AI skills that enable us to provide an experience that is conversational and compatible with our customers’ lifestyles. This powerful tool will enhance our customer service and digitally meet our members’ needs precisely when and where they wish.”

Conversational user interfaces and voice assistants are advancing at an exponential rate. According to Capgemini Research Institute, 40 percent of consumers will be using voice assistant technologies rather than mobile apps or websites in the next three years. PMI plans to expand on the Alexa skill, including a customizable Flash Briefing and integrating user authentication through account linking for an even more personalized experience. Looking ahead, PMI is expanding its voice service to other devices such as Google Assistant, as well as adding conversational capabilities with messaging platforms such as WeChat and WhatsApp. This will provide customers around the globe even more ways to interface directly with PMI in the timeframe and channel that’s most convenient for them.

The PMI Customer Care Skill is now available to enable on Alexa-enabled devices via the Alexa Skill Store.

About PMI

The Project Management Institute (PMI) is the world's leading association for those who consider project, program or portfolio management their profession. Founded in 1969, PMI delivers value for more than three million professionals working in nearly every country through global advocacy, collaboration, education and research. We advance careers, improve organizational success and further mature the project management profession through globally-recognized standards, certifications, communities, resources, tools, academic research, publications, professional development courses and networking opportunities. As part of the PMI family, ProjectManagement.com



creates online global communities that deliver more resources, better tools, larger networks and broader perspectives. Visit us at www.PMI.org, www.projectmanagement.com, www.facebook.com/PMInstitute and on Twitter [@PMInstitute](https://twitter.com/PMInstitute).

Source: Project Management Institute