

# Achieve better business results with AI-powered self-service

■ Self-service is often the front door for customers to engage with your business. But how those customers self-serve is changing, as chatbots and voicebots powered by artificial intelligence (AI) become their first experience. And this sets the tone and expectations for the entire customer journey.

Now bots become your brand, which isn't necessarily a bad thing. Juniper Research forecasts that, by 2022, chatbots will save businesses more than \$8 billion per year.

Deploying bots now will not only reduce costs immediately, it will also improve agent efficiency and customer satisfaction for better business outcomes. While most businesses continue gathering information about AI, the impetus to take the plunge is here — no matter which areas of your business you focus on first.

## Reduce operational expenses

One primary reason that businesses look to implement AI is to control the rising costs of using human agents for every customer interaction. A traditional voice interaction, on average, costs \$15 per interaction, while a virtual agent can cost less than a dollar.

Bots can easily assist and reduce the load on agents for many tasks. Businesses have been using bots for years to answer common customer queries and complete orders. Bots also provide 24/7 service, so that customers can shop, learn and access support whenever they need it. And this lets you cater to all time zones and customer schedules.

But AI-powered bots do much more than save money.

# 80%

of customer interactions can be resolved by well-designed bots.

Accenture

## Empower agents to be more efficient and effective

By managing routine tasks, bots free up human agents to handle more complex interactions and escalations that benefit from the human touch. When a bot passes an interaction to a human agent, predictive AI can identify the best resource to solve the problem or close the deal — and it passes all this information and context to the agent.

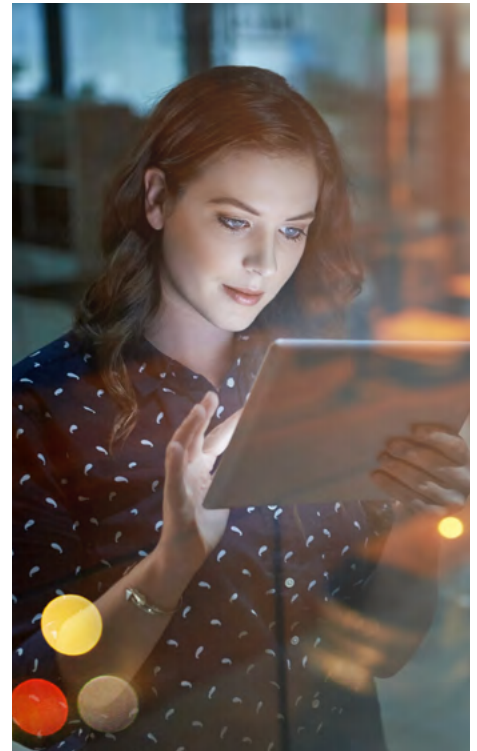
This type of predictive engagement and routing can reduce handle time up to 70% and improve first contact resolution up to 55%. Because chatbots and voicebots analyze conversations in real time, they present agents with guidance and tips during the entire customer interaction. Acting like virtual assistants, bots give agents more time for quality one-on-one interactions, and less time is wasted searching for relevant information.

## Streamline interactions and increase customer satisfaction

Satisfied customers stay longer and purchase more. A study by Harvard Business Review found that customers who have a complaint handled in less than five minutes will spend more on future purchases. And a recent Genesys survey found that 49% of customers will dump a brand after one bad experience.

With AI-powered self-service, you can anticipate customer needs and respond to them quickly in a personalized way. AI that's equipped with Natural Language Understanding (NLU) and synthesis enables your bots to engage with customers at a deeper level.

NLU goes beyond understanding words to deduce what a customer actually means and their intent. Synthesis enables voicebots to engage in a natural and human-like voice. A deeply conversational voicebot can gather rich



contextual details from the customer in a way that encourages conversation. And bots can ask customers how they can help and then take them directly to the right answer. This lets customers self-serve without having to navigate menus and pages. Or, bots can take them directly to the right person to quickly resolve issues that require more expertise.

## Open the door to better self-service

AI-powered bots enable you to consistently deliver high-quality support at scale. Bots support self-service that does more than just save you money; it helps you achieve better business results through empowered agents, more satisfied customers and, in the long-run, creates a stronger brand.

Learn more about AI-powered self-service

