



Era of AI-powered Customer Engagement is Now



To compensate for one negative customer experience and rebuild the customer-organization relationship, it takes ten positive ones. According to Gartner, 85 percent of all customer contacts will be handled without the need of humans. Self-service technology like AI chatbots, device guides, decision trees, and others free up call center workers to focus on more difficult tasks rather than answering repetitive client inquiries. Automation is present in every business, including the customer service industry.

Artificial Intelligence for Contact Centers

Advancements in digital technology continue to transform customer service interactions across industries. With AI today, complex customer queries are no longer a burden. Build a virtual assistant that allows your customers to easily search databases to find the answers they are looking for, eliminating the need to dig through standard operating procedures.

Furthermore, answering client queries more quickly and accurately allows agents to work smarter while lowering support costs. It allows you to directly resolve your customers' questions on the front end, while also providing your agents with the information and resources they require on the back end.

End-to-end customer service with [AI services](#) , enabling improvements in loyalty and brand reputation to new revenue streams. Real-time self-service and AI assistance in the customer service industry bring huge opportunities to forward-thinking businesses.

Automation can deliver a level of responsiveness that businesses could not even think otherwise. In the future, virtual assistants will be able to predict what your customers are looking for by analyzing how users are interacting with your brand. If your intelligent virtual assistant has an idea of who your customers really are, it will be able to deliver answers way before customers even know that they have concerns.

Advantages of Customer Service Automation

1. Faster response time

In an average service call, if you notice 75% of that time, agents are doing manual research while actual human customer interaction is limited to only 25%. This delay can be avoided entirely if AI could be used to go through company servers, previous occurrences of the related problem, and come up with a detailed guide or step-by-step solution.

Without a doubt, the quicker a problem is solved, the happier your customers will be. In fact, according to a study, 39% of customers try to solve a problem themselves by visiting the FAQ page first, before seeking the help of customer service. The customer service desk can speed up service multifold by developing a virtual assistant to handle customer queries on the front end.

2. Proactive action

If the customer service desk can solve a problem before it even arises, it makes for a really happy and satisfied customer. AI has huge potential to analyze customer data, past interactions with agents, and identify frequent customer issues and problems by monitoring websites, and in-app activity for distress indicators.

3. Reliable, 24*7 customer service

Enabling automated customer service has the capabilities to respond to your customer's queries within minutes. Customers don't want to wait around for several hours or days for a response.

Connecting with your customers on a personal level even while using automation is the key factor to growth. A study showed that 42% of customers become repeat customers after a

good customer service experience, whilst 52% stopped their purchases after a single poor customer service interaction.

4. Leaving no room for error

Automation removes or we can say minimizes the human element in this area of your customer service, which boosts the potential for idleness, futile effort, and human error.

5. Lesser cost

On the business end, on average, it takes \$5000 to train a customer service agent, not to mention the monthly salary which you have to provide. On the flip side, AI needs to be trained once and it can be trusted to remember every one of its lessons.

6. Prioritizing queries

The simplest and most common queries can be handled by automated responses, FAQs, and step-by-step text as well as visual guides. However, for more serious and complicated support requests, you can implement a knowledge base software that enables self-service across all touchpoints.

7. Reduction in duplicate efforts

When a customer request is transferred to a new employee, the agent should get the records of the conversation that the customer was already having, along with probable solutions and guides. Customers don't like having to repeat their problems to a second or third person. According to a report by Capterra, 72% of customers blame a poor customer experience on having to explain their problem multiple times.

Because most companies have multiple communication channels, including instant chat on website and app, email, query submission pages, and phone automation, it's mandatory to have a unified platform where all the data regarding a single query gets compiled, regardless of the channel it came in through. This reduces duplication of effort for both the customer as well as a service agent.

Wrapping Up

An [intelligent automation](#) platform can redefine end-to-end customer interactions effectively too at a lower cost. This enables companies to create greater efficiencies, lower down customer handling time, and fully automate their business operations end-to-end. Thus, the

way forward, a key consideration should be implementing a solution that integrates business processes with artificial intelligence.