Discovering where your customers are navigating to and why is both complex and dynamic. A very positive and seamless journey for one customer might feel totally confusing to another. Track these unique journeys and guide customers to positive outcomes with artificial intelligence (AI)-powered bots. According to Accenture, well-designed bots can resolve 80% of customer interactions. They offer a scalable and cost-effective approach to improving customer journeys — and the overall customer experience.

1. Bots and humans work best when they work together.

Every business is looking for easy wins and cost savings. Starting with small projects can deliver those rewards. Yet, there’s a misconception that having a standalone bot is enough to provide a superior customer experience. Frustrated customers sometimes want technology to get out of the way so they interact with a human. This will be less of an issue as bots develop better conversational skills, but it’ll take time before they can detect subtle emotional cues, such as a pause mid-sentence. That customer pause could mean “I’m thinking” or “I’m furious,” and it takes a human agent to detect this deeper level of intent and then engage appropriately. Connecting the power of bots with the power of the human touch is the foundation of a seamless customer experience.

2. Bots organize customer journeys into seamless cycles for deeper engagement.

Knowing who’s on your website and what they’re doing gives you an opportunity to influence customer behavior and improve their journeys. However, it’s not possible to engage with every customer all the time. AI-powered bots with machine learning capabilities capture insights into customer journeys, determine buying behavior and decide which customers to engage with on which channel. They can also determine whether that engagement should be with a bot or a human — and pinpoint exactly when to step in with assistance. This level of insight is critical because even visitors who arrive on your site via clickthrough from an offer can get hung up at a point of friction. Bad site navigation or a complicated checkout, for example, can slow down purchases or create abandoned carts — and that opens up opportunities for customers to go elsewhere. Bots take proactive steps to keep the journey seamless.

3. Bots offer personalization, fast resolution and they share context with agents.

The massive growth of data and the power of AI have enabled hyper-personalization, with businesses engaging in more one-on-one interactions with customers. This has fueled rising customer expectations for fast service; bots play a key role in addressing these demands. For example, bots can store information from previous interactions, such as preferences and past purchases, and turn that data into hyper-personalized recommendations in real time. They excel at capturing these rich contextual details and providing this insight to agents, including what action to take. In this way, bots assist agents as much as customers do to resolve problems faster.

Optimize the customer journey with bots

Once customers engage with your brand online, their journeys become valuable assets that you need to manage. If those journeys are too slow or become disconnected, you risk losing business now and in the future.

AI-powered bots make it easy for customers to engage with you in the ways they prefer — and bots facilitate deeper engagement throughout the customer journey. As their deployment widens and businesses realize more of the financial benefits, bots will become increasingly essential as customer experience tools that fundamentally change the way businesses engage with customers.