If your business goals include reducing costs and improving customer satisfaction, these two objectives might seem at odds with one another. To keep customers happy and loyal you must do more for them, which can add cost. But this doesn’t have to be the case. Artificial intelligence (AI) has made it a lot easier to do both — especially with advancements in bot technology. Customers and agents benefit when you use bots to manage customer interactions and your business outcomes improve, too.

Customers value what bots do best

Reduce the time to get answers for customers
One of the best things you can do for your business is to value your customers’ time. A Harvard Business Review study found that when complaints are handled in less than five minutes, customers spend more on future purchases. Yet traditional IVRs, for example, force customers through a maze of menus and options, only to wait in an agent queue. These delays erode customer satisfaction. Bots respond immediately.

Proactively engage customers for greater responsiveness
AI-powered bots allow engagement that goes far beyond informational search capabilities or automated IVR. Bots offer conversational experiences as they proactively engage with customers. And, because bots benefit from machine learning, they understand intent and guide customer journeys to resolution or recommend relevant offers. This results in a better customer experience and increased sales conversions.

Improve customer experience through personalization
Bots access an unlimited amount of information, including preferences and past purchases, in real time — at any moment during the customer journey. This turns every new interaction into a hyper-personalized experience. Bots build customer loyalty.

Get the customer to the best agent with full context
Customer issues could be too complex for a bot, or your customer might prefer to speak with a human. Bots use predictive AI to identify the best agent to resolve the issue or close a deal — automatically. They hand off all the information they’ve gathered, including contextual insight. Your customers don’t have to repeat anything, and your agents have everything they need to resolve the issue. Bots give agents more time for quality one-on-one interactions.

Provide service 24/7
Be there for your customers when it matters. With chatbots and voicebots on the front lines of customer support, you offer instant assistance and problem resolution with 24/7 support, including scheduling callbacks during business hours. Bots make it much easier for customers to connect with you.

Bots improve your efficiency

Increase automation
Use your agents for high-value interactions instead of taking up their time validating customers. If you have a high interaction volume at certain times of the day or seasonally, for example, it’s almost impossible to quickly and efficiently staff up and down to meet shifting demands. Automation can assist; automate low-level use cases and let bots handle things like customer qualification.

Build bots once and deploy them everywhere
Using predefined microapps for specific tasks that are common to your business streamlines bot development and deployment. It’s a simple process, too — just drop the microapp into your chatbot or voicebot. Designing once and deploying on any channel drives consistent customer experience and operational efficiencies.

Reduce the cost to serve
Agents don’t need to be the first point of interaction with customers. A traditional voice interaction on average costs $15 per interaction, but an AI-powered virtual assistant can cost under a dollar. Automating interactions within a virtual assistant not only improves first time resolution, it controls costs.

Propel your customer experience to the next level
With bots, you engage with your customers in ways they prefer — any time they want. When you make customer experience a top priority, even a customer complaint can become a touchpoint for profit. Chatbots and voicebots dramatically reduce costs while keeping customers happy with your service and support — and that lets you achieve business goals faster.

Three ways chatbots improve customer experience

Download ebook