CONVERSATIONAL AI

Driving Customer Experience

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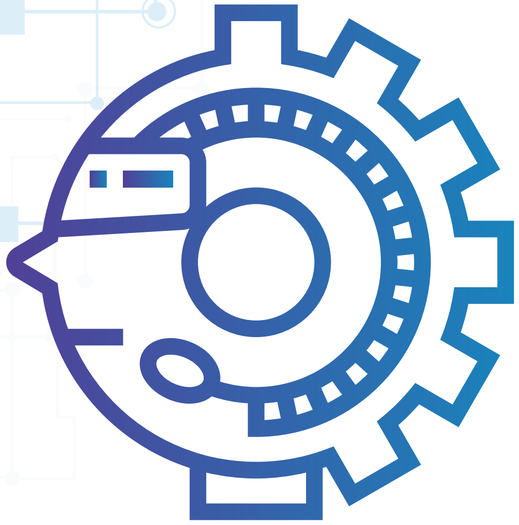

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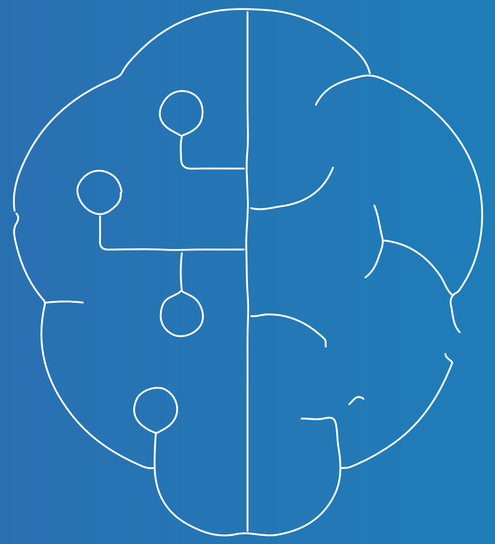
8 out of 10



Oracle says 8 out of 10 businesses have already implemented or are planning to adopt AI as a customer service solution by 2020.

Gartner predicts

“Conversational AI-first” will supersede **“cloud-first, mobile-first”** as the most important, high-level imperative for the next 10 years.

Introduction

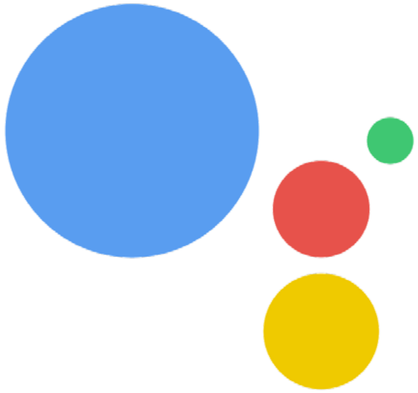
1. Over the last several decades, customer service and customer experience had been all about customers seeking help from call centers, websites, emails, applications, and so on.

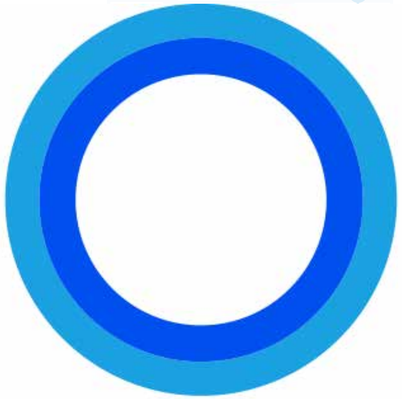
2. With a new era of artificial intelligence (AI) dawning upon us, it's an incredible time for customer experience, with humongous benefits to the customer and ultrafast customer service.

3. As AI technology matures, forward-thinking enterprises are plugging in conversational AI in their strategic investment roadmaps to leverage it for their customer service function.

Sci-Fi or Reality ?

amazon
echo



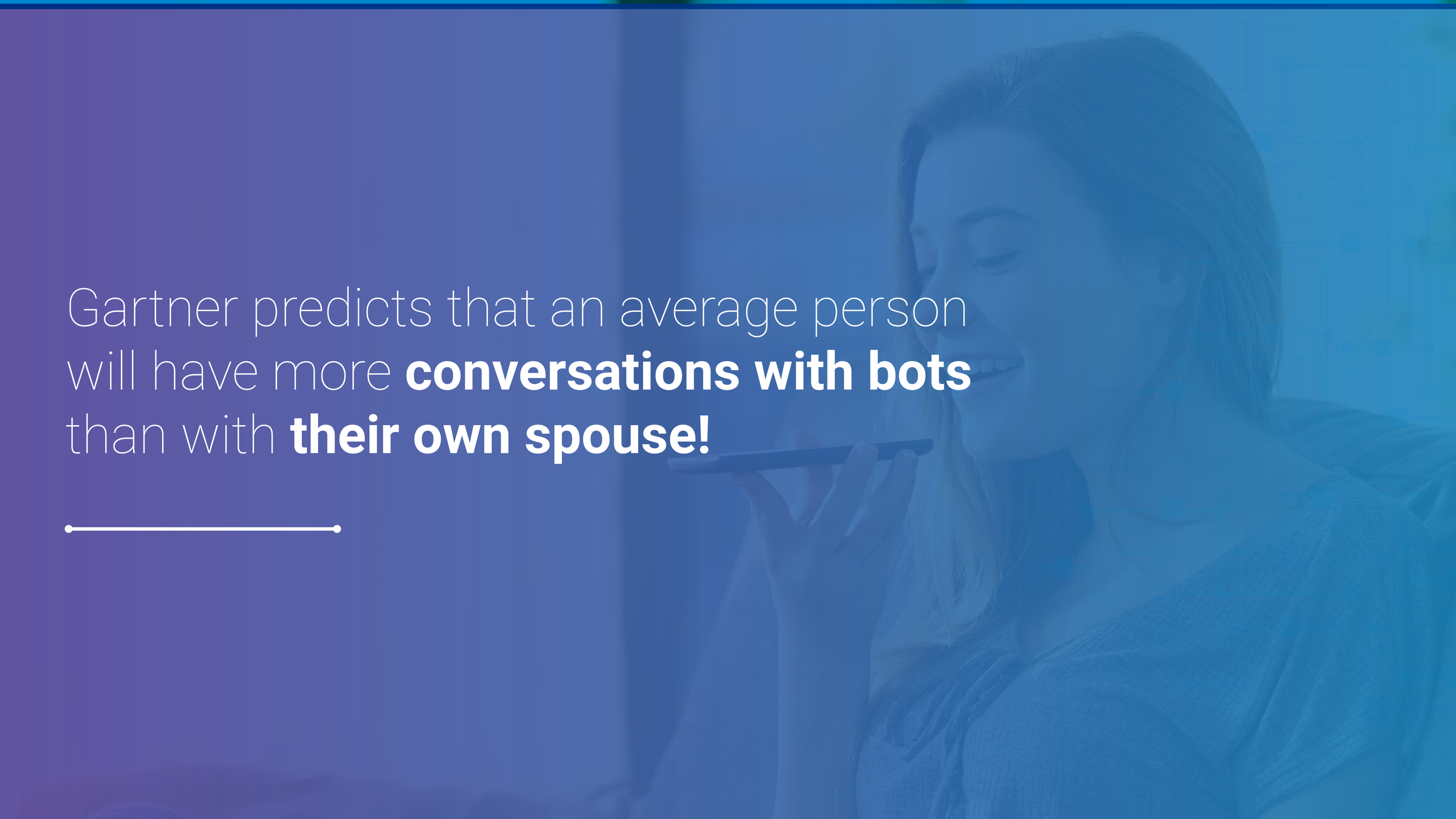


Have you used any of these?

55% of us use voice assistant technology, for example, on a daily or weekly basis.

Most of these bots are using **NLP technology** to ask questions or give answers to customers, thereby effectively improving the customer assistance process

Gartner predicts that an average person will have more **conversations with bots** than with **their own spouse!**



AI-powered Bots are Redefining

Customer Experience

At the recently held F8 developer conference, Facebook's **Mark Zuckerberg** introduced a chatbot application in partnership with **1800FLOWERS**. A consumer could speak to a virtual agent via Facebook messenger window and order flowers.

The interesting thing to note here is that the bot will detect conversational cues to recommend arrangements that address customers' preferences and needs. Clearly, this is a win for customer service as well as the brand.

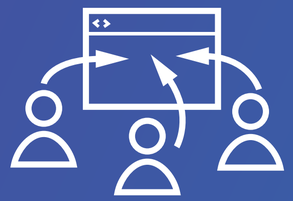
Do you know how CSS Corp's **'Cotelligent'** platform **Yodaa** can add magic to your business' customer experience?

Talk To Yodaa >

Advantages of **Conversational AI**

Though chatbots and virtual assistants can rarely pass as human conversationalists, here are some of the potential business benefits that conversational AI can offer:

REDUCED COST

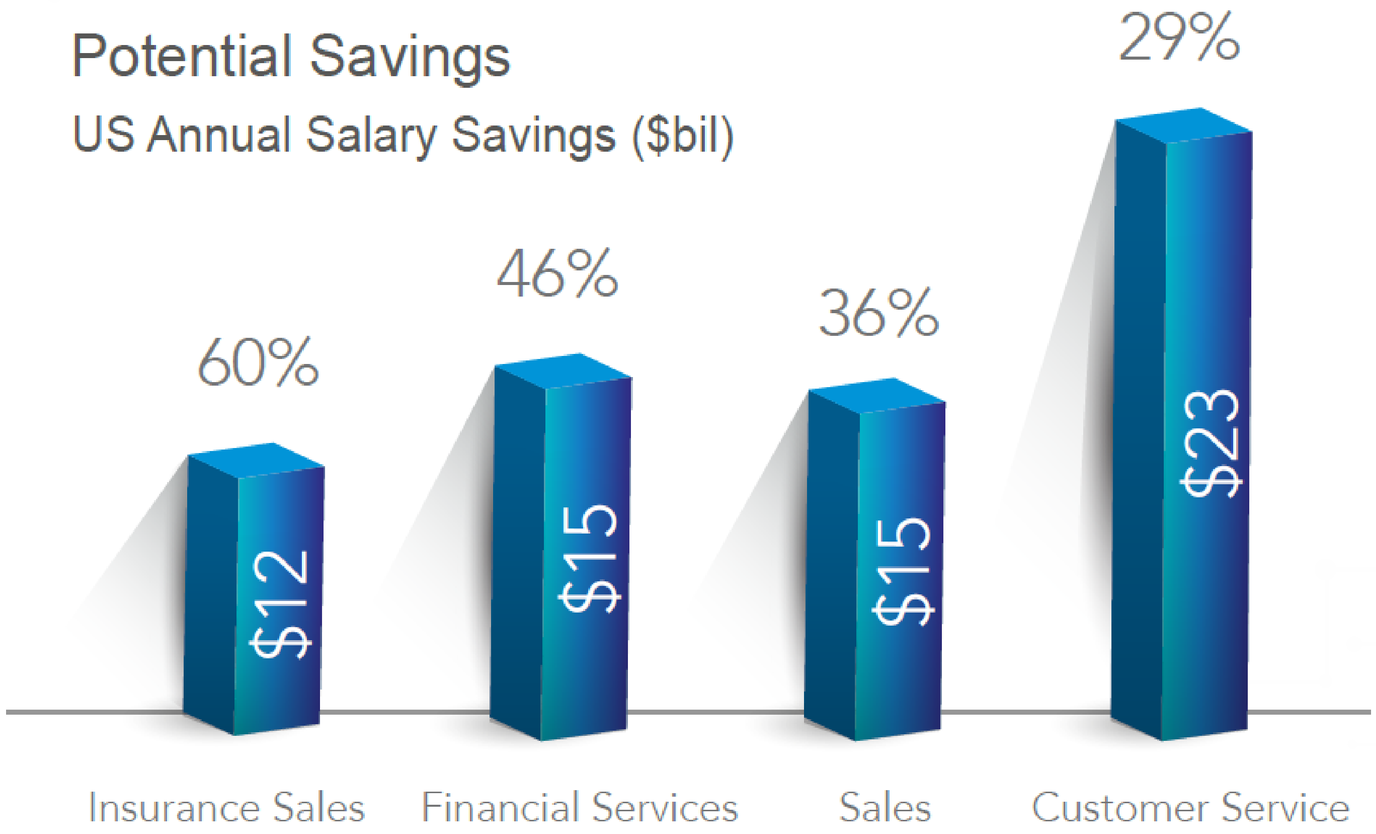


IMPROVED CUSTOMER EXPERIENCE

REDUCED HUMAN ASSISTANCE

AUGMENTED PRODUCTIVITY

Reduced Cost Bar Graph



Source: Datafrom BI Intelligence, The Chatbots Explainer, 2016

How is your business taking advantage of

Conversational AI?

Know More About YODAA

CSS CORP