# inbenta
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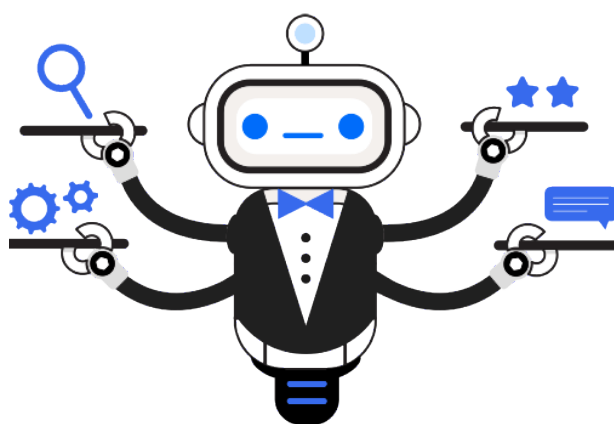# Customer Service Automation
## Three elements to deliver market-leading customer service

## INTRODUCTION:
## CUSTOMER SERVICE IN A POST COVID-19 ENVIRONMENT

**Customer experience has become a key brand differentiator** in a growingly competitive business landscape. As a result of this, there has been an increasing call for enterprises to optimize their customer service. Today, companies must ensure that their customer service caters to growing demands for **personalized, 24/7, multilanguage experiences that can be carried out across several channels**.

Additionally, Covid-19 has further altered consumer habits. During lockdowns, workers have been unable to access their workplaces and many services have been disrupted or forced to **accelerate their digital transformation strategies** to keep up with market demands. Even though the situation has now returned to normal in most states, this digital transformation will most likely stay strong in the upcoming years.

Organizations are choosing to use **innovative technologies like Artificial Intelligence (AI) to automate their customer services** to complete, improve and personalize end-to-end customer interactions and deliver the best possible customer experience.

# 3 efficient ways to implement AI-powered Customer Service Automation

It is important to deploy the right solutions to ensure that customer needs are met appropriately. An essential element of customer service is to **avoid alienating customers and increasing their frustration**.

Business must be selective when deciding what automation services to deploy. Here, we will show three smart solutions that can make an impact on your AI-powered customer service automation.

## Chatbot & Live Chat
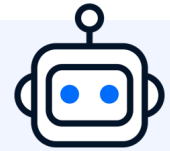
With **80% of enterprises saying that they have relied on chatbot technology to help them scale their customer service departments and reduce costs**, faster resolution times and 24/7 availability of chatbots reduce customer effort and save resources.

Live chat support provides a huge opportunity for businesses to improve their customer satisfaction rates. Businesses are using AI-driven chatbots to answer customer questions **without the need for interaction with human agents**.

These chatbots not only use algorithms to respond to customer queries; they can also perform simple tasks in real-time or can direct customers to knowledge-based resources or human agents if necessary.
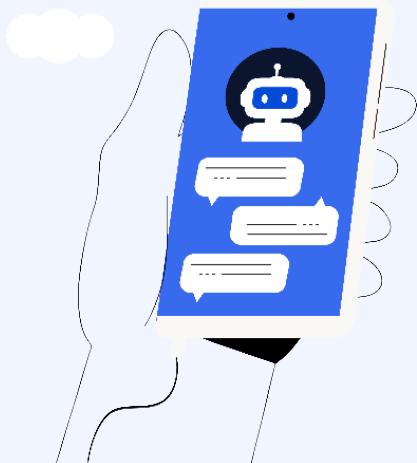
AI chatbots can understand what a customer is trying to say and provide relevant information that makes their customer journey easier. The usefulness of chatbots is not really a debate but **choosing the right chatbots that can help both customers, agents and your business is a more important issue**.

The most proficient chatbots engage in complex conversations with minimal training and without having to depend on keyword-based inputs. These advanced chatbots, such as Inbenta Chatbot, use **Symbolic AI** to power its **Natural Language Processing technology** so that it can **understand human language in all its variations**.

*As this does not require lengthy data training usually requested by machine learning algorithms, solutions can be deployed within a matter of days.*

The more these chatbots are used, the more they learn, and every customer interaction provides insights that can lead to higher response rates and increased resolution rates.

Importantly, advanced chatbots do more than communicate. They can also **execute end-to-end transactions by connecting to back-end systems and integrating with third-party applications** or detect and escalate complex queries that require human intervention to carry out processes and ensure that customers always receive an answer.

# Case Study
## Alterra Mountain deploys Inbenta chatbot to handle up to 95% of customer interactions

American hospitality company Alterra Mountain wanted to serve their customers better by deploying a solution to help with the high volumes in their call center. They wanted their customer professionals to reduce time sent answering simple and repetitive questions and to focus on solving more complicated ones.

In addition, the company wanted a solution that could i**ntegrate seamlessly** with their call center platform and a chatbot to handle **natural language processing**. They chose Inbenta because the solution would be able to understand the terminology of the ski industry.

Coinciding with the Covid-19 pandemic, the Inbenta solution was put to the test as Alterra Mountain received mass calls with new queries. **The chatbot handled 90% to 95% of interactions**, resolving repetitive high-volume, low-complexity queries from frustrated clients and freeing agents for more complex scenarios. The company also leveraged the analytics the chatbot provides to learn more about customer habits.

> *"Introducing this chatbot functionality almost a year ago has improved our customer service. Adding in the Inbenta chatbot has been amazing, and then, of course, the AI aspect to it where it just develops and grows. It's been significantly helpful for us and definitely improves our service levels."*

David Harrison, Contact Center Analyst at Alterra Mountain

After the initial set up, Alterra Mountain can **now roll out the Inbenta solution to different contact centers at the company.**

> *"We've actually rolled it out on three other resort websites. And it's in the works for two more to go live in the next month. The agents are loving it. They keep saying "we just love this thing!" It's great."*

Vanessa Day, Digital Content Specialist at the company

# Enhanced FAQ and Search

With users expecting companies to include self-service applications, many companies are looking to optimize their **FAQs and search pages** to guide prospects towards **making purchases or resolve their problems and maintain brand loyalty**.

The result is an **interactive experience** that goes beyond the binary features of a typical FAQ that the customer experience **resembles asking a live human agent for help** finding a specific point, **even if the keywords that are typed are not exact**.

The answers provided are also different from conventional FAQs in that they are not long, general, and unprecise. The use of advanced chatbots can deliver **personalized responses** and offer **links to other related content and topics** to ensure that the customer is fully satisfied with the query being made. This increases self-service rates, boosts customer experience, and reduces inbound customer support tickets.

*Importantly, these new platforms that allow you to take advantage of advanced NLP technologies to optimize your FAQs into a proficient chatbot experience can be delivered in weeks instead of months.*

Previously, conventional FAQs have been little more than a sequence of answers to typical problems that can be accessed on a static web page. Customers have usually had to figure out how to navigate to the specific question they are looking for and to be meticulous with the phrases and keywords they use.

Businesses need to **improve their FAQs and deliver information to visitors on their terms, without frustrating them by having them search through the webpage**. Chatbots and automated communication tools that process natural language leverage existing information in an FAQ with NLP to cross-reference the meaning of a query with the data already stored in the company knowledge base.
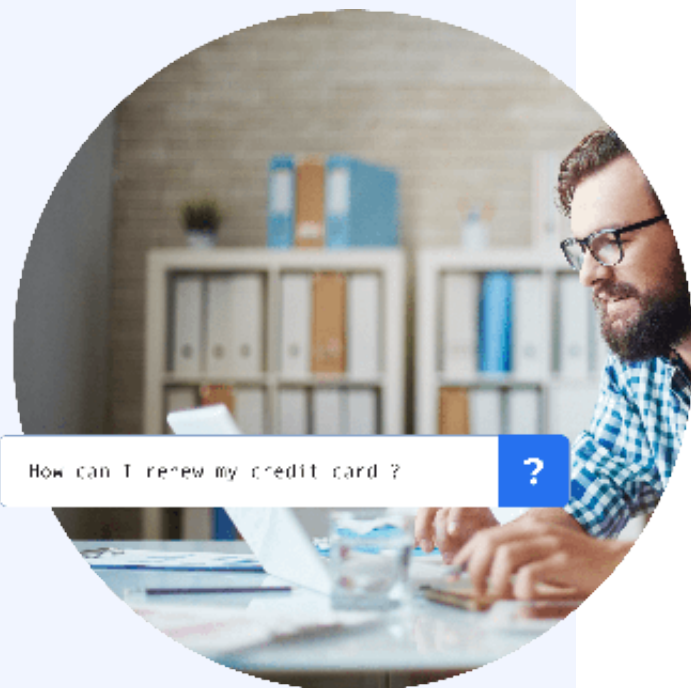
# Case Study

## Schlage uses Inbenta software to increase customer self-service and reduce email tickets by 50%

American lock manufacturer Schlage wanted to enable more self-service to help customers resolve their queries as soon as possible and find the information they needed on their own terms. They sought new ways to make information more searchable for customers and workers to improve their customer experience and internal operations.

They chose Inbenta's semantic search and natural language processing capabilities to create a personalized experience for Schlage's customers that went beyond a conventional FAQ page.

> *"One of the biggest advantages of the Inbenta platform is that our customers can get the information they want in real-time based on what they actually mean, not what they type. It creates an entirely different interaction with our brand and delivers an experience that simply isn't possible with most other solutions on the market."*

Megan McCluskey, Senior Program Manager, Customer Experience Marketing and Communications for Schlage's parent company, Allegion

Schlage saw immediate results in the reduction of email escalations as customers found the relevant answers they needed. Along with a **50% deflection of emails that would have been set to customer service, the self-service ration changed from 40-50% to 80-90% as well as a noticeable improvement in the quality of answers.**

The analytics tool also proved useful to see how and what customers were searching to adjust content based on their behavior.

> *"Inbenta has been instrumental in changing the way customers engage with and view our brand. It's flexible enough to be used for a number of customer support and online shopping roles, is supported by a highly responsive team of professionals, and has proven to be the missing piece of delivering a truly unique omnichannel customer experience."*

# Knowledge base for agents

Knowledge is a vital asset for a company that provides support for staff and customers who are increasingly demanding access to relevant information. As **customers prefer to solve problems on their own**, businesses are building knowledge bases to collect resources that help customers assess their issues.

Knowledge bases are self-serve repositories of organized information that users and human agents can access through browse and search functions. Knowledge bases and knowledge management systems allow for the distribution and sharing of relevant information, documentation, policies etc. in a single, central source.

Customer support agents need access to information on diverse channels that enable them to quickly deliver the best solution to a customer. Customers might be looking for information on a product using a chatbot, an FAQ site or the company website at some stage of their customer journey. **By centralizing organizational information, channels and tools, customers and employees can retrieve this knowledge to deliver optimal customer service.**

*Proficient knowledge bases and knowledge management systems like Inbenta Knowledge can enpower 27/7 customer self-service, improve user experience, and minimize inbound calls, while increasing agent productivity with faster call resolutions, lower training time, and saving money.*

Inbenta Knowledge is also easy to monitor in the back-office through a dashboard that can **detect potential gaps in content and discover areas of improvement**. These can be easily edited in a workspace that includes integrations like Inbenta's AI-powered semantic search engine, help-site manager and an **SEO optimizer** to make it easier to organize.

Additionally, knowledge base documents can provide information that can lead to **upselling opportunities** for the company.

# Case Study

## Knab wins Opiness Service Award for service powered by Inbenta's technology

Inbenta has been partnered with Dutch bank Knab since 2015. The Opiness Service Award won by Knab was a sign of the good work carried out by Inbenta's technology in optimizing Knab's customer service.

"Inbenta from the outset was good to us because it is an eager group that is ready to please. More importantly, of course, is that **they live up to their promises and have super-fast communication with our team**," said Dan van Arem, Service Manager at Knab bank.

> "*After only two months, we noticed a sharp decline in the call-center channel, while the new online chat experience received a great appreciation from both customers and employees. The self-service ratio on our website has seen spectacular growth, which leads to deflections of traffic to our staff. In short, we are very satisfied with the solution that Inbenta provides us.*"

Dan van Arem, Service Manager at Knab bank

# CONCLUSION

Customers demand quick and easy access to information. With a growing impetus towards self-service, **companies need to ensure that they deliver better and quicker assistance to their users**. These incorporating technologies that can understand what users want and not just the precise words they say.

**Deciding to automate customer service is only half of the process. Choosing the best technology to do the job is the next step.**

By using advanced Conversational AI bots with NLP, **Inbenta's solutions can increase engagement rates by 85% and reduce 80% of service and support inquiries**. Inbenta's bots can see past typos and misspellings and **understand the context and meaning behind the words in 35 languages** while learning and growing.

Optimizing customer experience requires easily managing all front-line customer support and back-office interactions seamlessly across multiple channels. It also requires leveraging data to monitor KPIs and improve systems.

Self-service and automated customer service is an essential feature for any company. We have seen the increased importance of chatbots, FAQ and search capabilities and knowledge bases. **Combining these features in one robust platform and package can deliver optimal customer service while saving time and resources** while helping staff.

<u>This platform already exists</u>, **and it can be the final step to delivering the best automated customer service for your organization.**
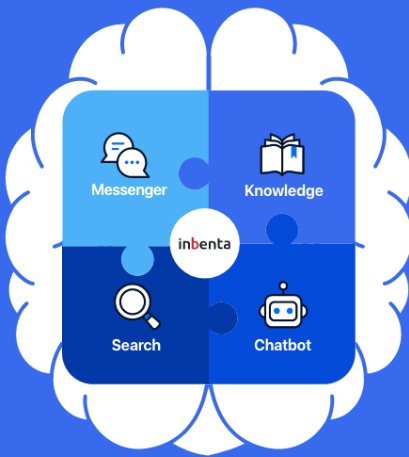
WWW.INBENTA.COM

*Inbenta is a global leader in a new class of enterprise AI and semantic search technology for e-commerce and customer support.*

*Powered by natural language processing, Inbenta's products are used by over 250 companies to drastically boost self-service, enhance customer experience, increase conversions, and cut down on support costs by helping customers find exactly what they need.*

*Inbenta specializes in conversational chatbots, virtual assistants, e-commerce search, support ticketing, hybrid chat, and knowledge management.*

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