



Four Ways to Improve Customer Satisfaction





Introduction

Due to the ongoing pandemic, businesses are forced to rethink their organizational structure as employees continue working remotely and budgets are being cautiously spent. As a result, artificial intelligence solutions have seen a rise in widespread adoption to automate processes and streamline business workflows. Artificial intelligence refers to the simulation of human intelligence that is demonstrated by machines. Through these automation solutions, businesses across a variety of industries have seen tremendous value and also substantial savings.

Companies are realizing that how they engage with customers will dictate customer satisfaction and loyalty. It is critical to have a customer support team that interacts with customers to provide them the answers they need, so that they can create a positive experience with their brand.

Typically, businesses that sell products worldwide often run into issues with hiring customer service teams that are available to work during all hours of the day. With the pressing need to provide support during off hours, businesses saw the most viable option was to outsource support teams overseas. As a competitive edge to provide support 24/7, customer service departments have been one of the largest adopters of artificial intelligence with 67% of consumers worldwide reporting that they had interfaced with an automated bot for support within the past year. AI chat or answer bots used in customer service are automated systems that utilize conversational intelligence to interact with customers. 24/7 customer support and instant answers are not the only benefits that AI bots bring to customer service departments. There is so much more value that AI can provide businesses, which this whitepaper will discuss with 4 different ways that AI improves customer satisfaction.

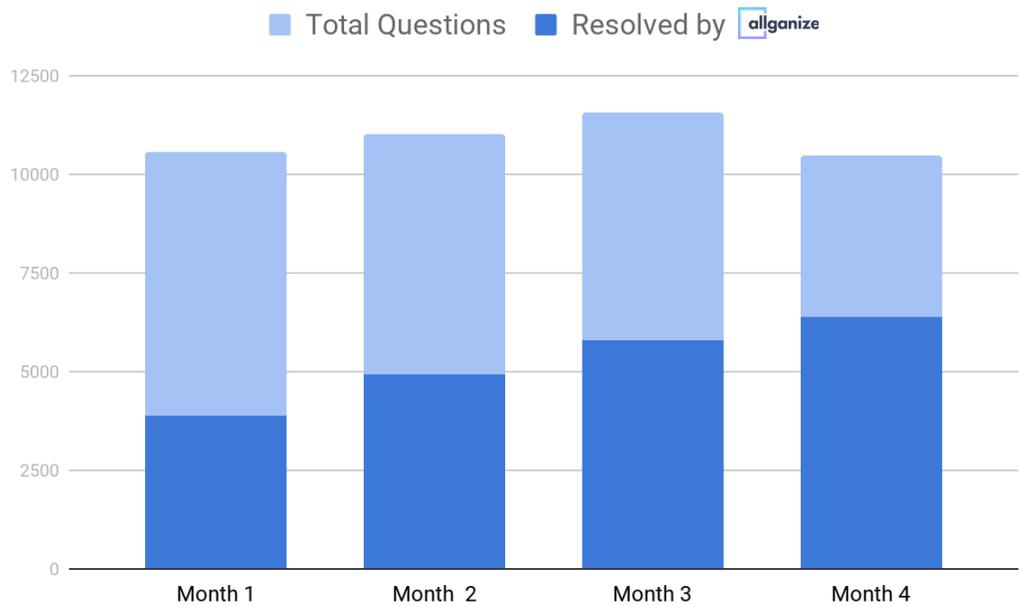
01

AI improves customer satisfaction by...

Providing Better Answers

Prior studies have favored AI bot solutions due to the fact that they provide instant answers to simple questions. The fact that 99% of customers do not even access company FAQs, shows why an AI bot solution is necessary for businesses. As artificial intelligence technologies continue to evolve, companies are releasing their own versions of AI bots that can do substantially more.

Take for instance Allganize's Alli answer bot solution. Geared for document heavy industries, the AI technology uses a combination of natural language processing (NLP) and machine reading comprehension (MRC) to understand the intent of the customer support request and immediately provide detailed answers for customers through self-service. Earlier this year, one of Allganize's ecommerce clients deployed Alli answer bot to assist their customer service team that was receiving over 10,000 questions from customers per month. Their customer service team received questions ranging from quick instant resolutions to very complex inquiries that took up to 10 minutes to resolve. Upon initial deployment, Allganize AI solutions were able to instantly automate all of the simple questions that came through the client's website via the self-service Alli answer bot. After additional machine learning, while also training the AI system on more inquiries, Alli answer bot was able to automate more than 50% of all customer support tickets in just 4 months. As the AI solution continues to be trained, the more complex the question it will be able to answer. Within 6 months, Alli answer bot was able to automate over 90% of the client's support tickets! Customers were instantly able to resolve their questions immediately on their own and as a result, the client saw an increase in brand engagement and ultimately more satisfied customers.



The unique thing about Allganize AI solutions is that it incorporates that same technology found in the answer bot in order to produce a powerful search engine for companies. By automating the most time consuming task in an agent's support flow, the support representative is able to provide immediate answers to complex questions. As a powerful tool for the support representative, it allows the agent to do a quick keyword search, automatically have answers extracted from documents within the knowledge base and provide the answer to the customer, all in less than one minute. This helps agents reduce end user's wait time and escalation ratio, ensuring high customer satisfaction rates.

So, it isn't just simple answers that artificial intelligence can provide for customer service departments. Allgi provides more detailed and descriptive answers for customer service departments. Also, Allgi's AI system provides the highest accuracy rates for those complex questions that are asked. Artificial intelligence solutions are capable of finding better answers instantly without any wait times via self-service versus the delay of engaging a live agent. This ease of use creates one of the best customer experiences and improves customer satisfaction.

Fill out the form to download the full version

