CONTINO

Enabling Customer Self-Service at Speed and Scale Using Automation and Machine Learning

These unprecedented circumstances mean that businesses are having to find innovative ways to serve their customers using automation and machine learning.

Call centres, websites, and brick-and-mortar stores are under critical pressure as customers try to get the information they need about their products and services.

Cloud-Native Customer Self-Service Solutions

The capabilities of the public cloud provide opportunities to build out powerful self-service solutions.

These include things like chatbots, virtual customer assistants, user-driven support journeys, automated portals and so on.

Rather than just offering a support ticket, intelligent cloud solutions can be leveraged to provide automated support, recommendations, articles, content etc. from wherever the client is: the 'help' page, the shopping cart, or a mobile app.

These can relieve your teams of significant pressure while providing customers with what they need.
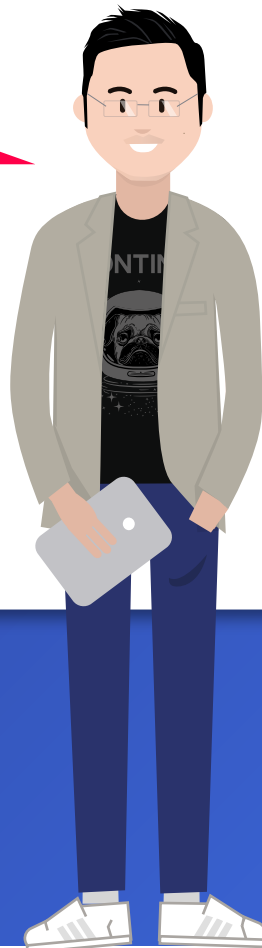
1 Take Pressure Off Your People

Reduce call centre volumes by giving customers what they are looking for via automated mobile and web apps.

2 Serve Customers Quicker and Better

Use machine learning to give customers exactly what they need as soon as possible. Sometimes even before they know they need it!
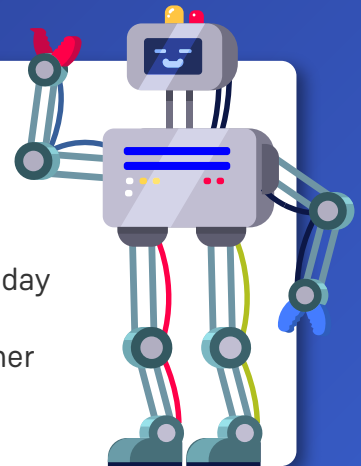
CONTINO

Contino Case Studies

Here's a couple of examples of how we've worked with clients to streamline and enhance their customer interaction, creating innovative ways to give customers what they want quicker than ever before.

Cloud-Native Chatbot at a Major Retail Bank

Contino built a chatbot on a mobile banking application for 8 million customers to reduce pressure on call centres.

The chatbot was built on a cloud-native platform on Microsoft Azure and uses sentiment analysis to direct users to the appropriate department so they can get answers faster and easier than before.

- Handles **5,000** conversations per day

- **33%** faster customer response time

Automated, User-Driven Knowledge Base at a Major Energy Company

Contino built a customer-driven knowledge base to help guide the client's customer support content to reduce call centre volumes and close any gaps in their support content.

The service automatically harvested key customer questions from mobile search queries, page hits and customer service calls. The resultant data was fed into content writers who could respond by creating content to meet real customer needs.

A highly-efficient content management system hosted on AWS used GitHub to push new FAQ content live in seconds.

New content that meets real customer needs can be surfaced, created and published quickly and easily.

Search queries → Data on customer content needed → Content authors create new content → GitHub → AWS Codebuilder → Static Content (HTML) → Mobile / Website

Page hits →

Customer service calls →