Conversational AI Accelerator

Retail

Conversational AI enhances the customer experience and delivers insights

Contact centers are facing growing pressure to adapt digital experiences for delivery of enhanced multi-modal content. They must also minimize additional costs and improve operational efficiency.

The Zammo **Conversational AI Accelerator** is built on Microsoft Azure and combines AI Cognitive Services and machine learning into a user-friendly platform. This enables you to create content once and deploy it simultaneously to multiple channels with a single click.

Conversational AI drives customer interactions with human-like responses, collecting data from every interaction in a feedback loop for optimization. Rich analytics are served to a dashboard for valuable business insights.

Challenges

- **Long wait times** that lead to poor customer experience

- **High cost** of hiring, training, and retaining agents

- **Increasing volume of customer inquiries** and responding to repetitive topics

- **Nonrelevant responses** from traditional IVR and chatbot systems

- **Inability to efficiently capture insights** from customer interactions

- **Meeting customer expectations for 24/7 service** can be cost prohibitive to support

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62% of customers would use an online chatbot to see if it can help them out instead of waiting for a customer service representative to take their call.*

Benefits

Handle the bulk of call volume, leaving agents for more nuanced conversations

Create better customer experiences with automated intelligent responses

Manage fluctuations and increases in volume without hiring more agents

Gain powerful insights from analytics captured from every interaction

Reduce cost per interaction by addressing routine and repetitive inquires 6X faster

Provide improved customer access with 24/7 support

*Tidio: "The Future of Chatbots: 80+ Chatbot Statistics for 2022", June 2022

Your content, deployed seamlessly

Conversational content typically must be created, published, and maintained separately for each communication channel. The Conversational AI Accelerator enables you to create informational content one time, deploy it, and manage it simultaneously across the channels of your choosing.

Create informational customer-facing content one time → Deploy to multiple channels simultaneously →

- IVR/telephony
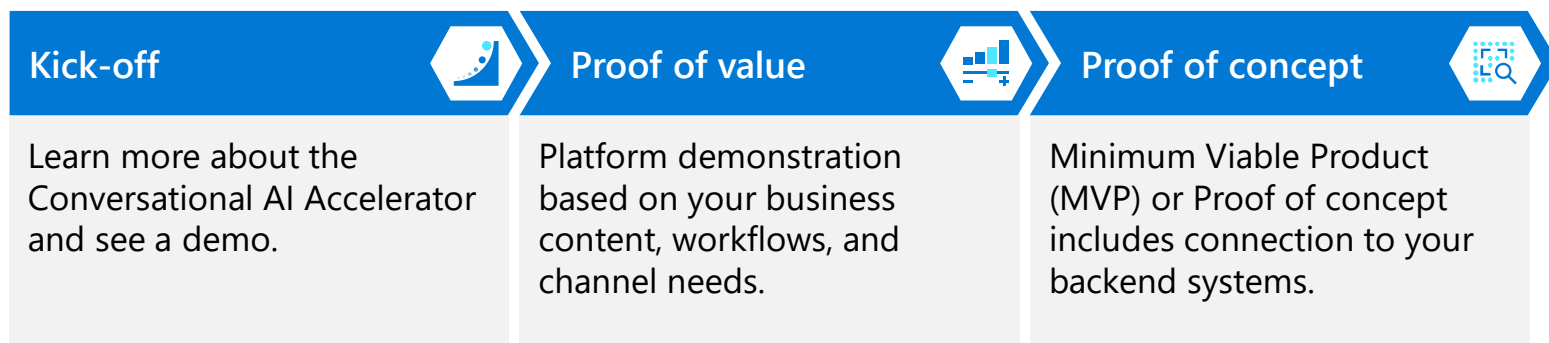- Voice assistants (Google, Alexa)
- Chatbots

Customer success

Diedrich Espresso implemented conversational AI by deploying content to Google Assistant, Alexa, and a website chatbot to help existing and prospective customers find the nearest store locations in a hands-free manner. With no IT staff support, the owner of this 17-store coffee chain deployed their accelerator in just one day.

Large online retail distributor deployed conversational AI via a website chatbot and voice assistants and now handles over 75% of the incoming customer inquiries while providing 24/7 availability. The customer was able to seamlessly integrate with their existing Zendesk live agent chat solution.

Enrich your contact center with Conversational AI

Kick-off	Proof of value	Proof of concept
Learn more about the Conversational AI Accelerator and see a demo.	Platform demonstration based on your business content, workflows, and channel needs.	Minimum Viable Product (MVP) or Proof of concept includes connection to your backend systems.

With your content and workflow, create POV in 1-3 days.

With ECIF-funded backend integration, create MVP or POC in 2-5 weeks.

How to get started

Contact your Microsoft specialist for a demo and to discuss prerequisites, next steps, and your questions.

Microsoft Azure   zammo.ai