

# Conversational AI Solution 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 **Conversational AI Solution Accelerator** combines Microsoft Azure 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

[Gartner predicts](#) that one billion service tickets will be managed automatically by chatbots and virtual agents by 2030.

### 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



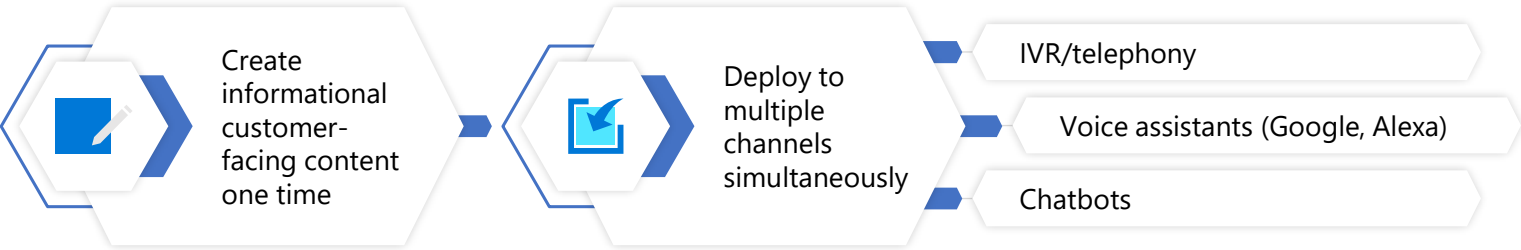
Reduce cost per interaction by addressing routine and repetitive inquiries 6X faster



Provide improved customer access with 24/7 support

# Your content, deployed seamlessly

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



## 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 solution 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	MVP or Proof of Concept
 Learn more about the Conversational AI Solution 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.