The Symbiotic Growth: AI & The Future of Customer Support

An Advanced Growth Relationship

A New Era of Customer Expectations

➤**Need for Speed:** 90% expect an "immediate" response.

➤**Personalization:** 71% expect personalized interactions

➤**24/7 Availability:** Support around the clock is the new standard.

➤**Self-Service:** 67% prefer self-service options.

Meeting these demands at scale is the primary driver for AI adoption.

Modern Customers

AI's Impact by the Numbers

Growth Metrics

40% Efficiency Increase

3_____ Re___

52% Faster Resolutions

40% CSAT Score Rise

Beyond Chatbots: Advanced AI

➤ **Intelligent Routing**

➤> **Customer's inquiry is automatically connected to best optimized agents depending on the technical skill and histories**

➤ **Predictive Support**

➤> **Predictive support is required to analyze the user's action and prevent any issues happening, and to provide the best solutions**

➤ **Sentiment Analysis**

➤> **AI analyzes the text or voices and feelings of customers, and adjusts the strategy to support properly depending on situations.**

➤ **Generative AI Summaries**

➤> **The duration of consultant agents can be saved while summarizing the longer communications**

The AI-Human Synergy

➤**AI as a Co-pilot**

: AI provides real-time summaries of customer info and past interactions to help agents give accurate answers.

➤Automating Drudgery

: AI automates repetitive tasks like writing post-call reports and data entry, freeing up agents to focus on core tasks.
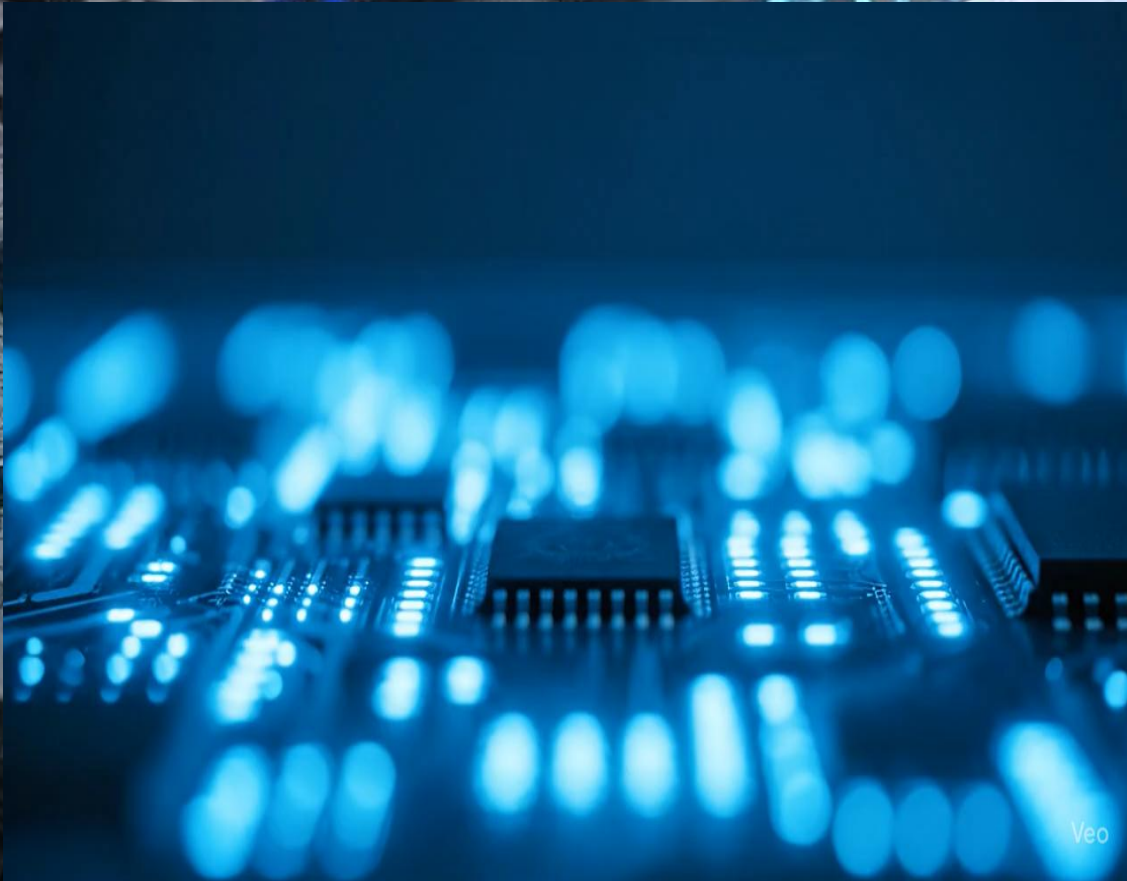
➤Data-Driven Coaching

: AI analyzes all conversations to find success patterns and areas for improvement, offering personalized coaching points.
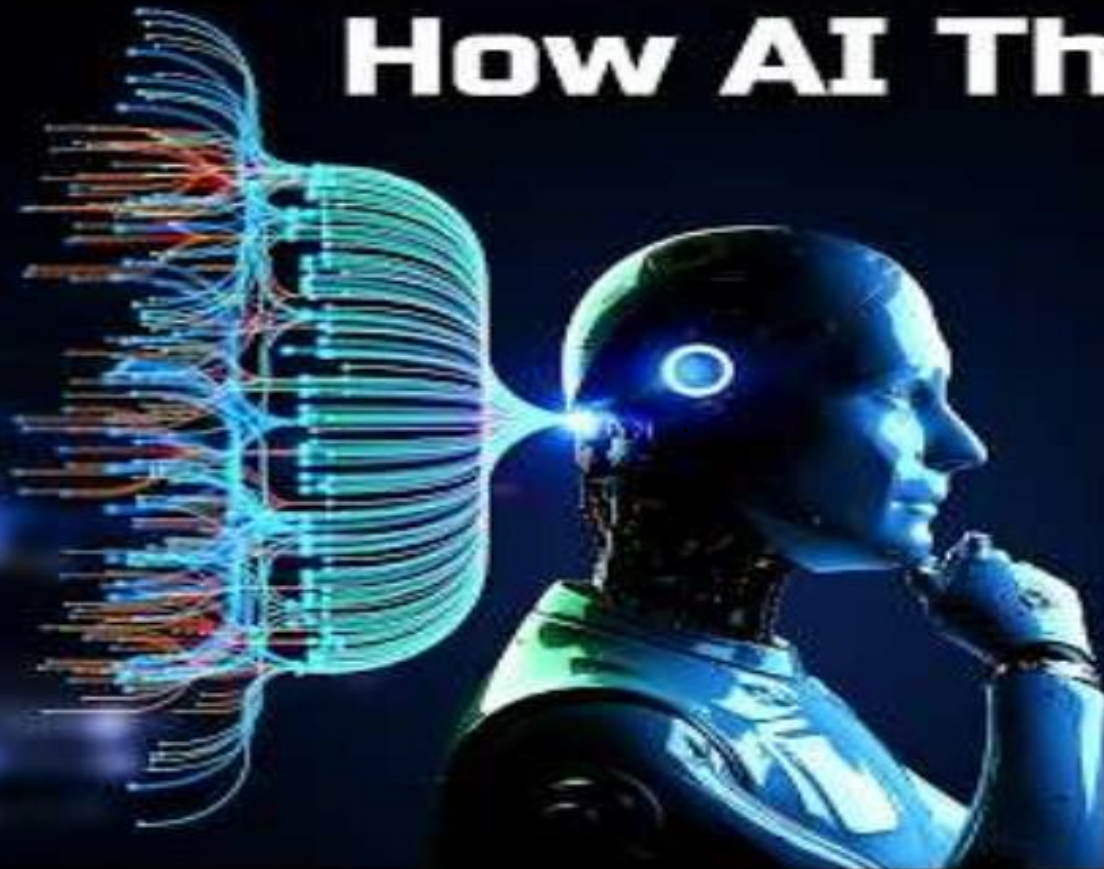
➤Faster Onboarding

: AI suggests real-time answer scripts when new agents get stuck, reducing the training period.

Short movies for advanced AI growth

How does AI think?

87% of organizations report better enga gement with AI personalization.

- ➤Tailored Recommendations

AI analyzes purchase history and behavior to suggest relevant products or help articles, increasing the value of each interaction.

- ➤Dynamic Interactions

The support journey is customized in real-time. AI can prioritize a high-value customer or adjust its tone based on live sentiment analysis.

- ➤Proactive Engagement

Instead of waiting for problems, AI anticipates them, triggering helpful messages based on user behavior (e.g., struggling on a checkout page).

25% reduction in service costs & 10% increase in CSAT.
Over 1 billion interactions & 17% decrease in call load.
70% reduction in cost-per-chat with their TOBi chatbot.

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- ⚠️Data Privacy & Security

: Handling vast amounts of customer data requires strict security measures and compliance with regulations like GDPR to maintain trust.

- ⚠️Integration Complexity

: Seamlessly connecting AI with existing legacy systems (CRM, billing) can be **a significant technical and financial hurdle.**

- ⚠️Maintaining Human Touch

: It's crucial to design a clear and easy escalation path to a human agent **for complex or sensitive issues to avoid customer frustration.**

- ⚠️Bias in AI Models

: AI systems trained on biased data can lead to unfair outcomes. **Continuous monitoring and diverse training data are essential to ensure fairness.**

AI voices

- ➤The Rise of "Agentic AI"
- ➤From Reactive to Predictive
- ➤Deeper Lifecycle Integration
- ➤Conversational Voice AI
- Generated via AI Pro version
  file:///C:/Users/Admin/Downloads/Voice_of_AI_features.html

AI Voice Generator

Growth of AI cases

- **Growth is Data-Driven**

- The performance and personalization of AI-driven customer support continuously improve as it processes more data. Every interaction helps refine the models, leading to smarter, more efficient, and more helpful service over time.

- **Empowerment, Not Replacement**

- AI in customer support is designed to empower human agents, not replace them. By automating routine inquiries, AI frees up support staff to focus on complex, high-impact issues that require empathy and critical thinking.

AI 고객 지원 전략

AI를 활용한 고객 지원의
혁신적 접근 방식입니다.

맞춤형 추천

AI는 고객의 구매 이력과 행동을 분석해 적합한 제품과 도움말을 제안합니다. 이를 통해 고객의 필요에 맞춘 추천으로 상호작용의 가치를 극대화합니다. 각 제안은 고객 개인의 구매 패턴을 반영하여 신뢰성을 높이고, 고객의 만족도를 증가시킵니다.

구매 이력 분석을 통한 개인화된 제안

Made with Twistly

동적 상호작용

AI는 고가치 고객을 우선시하며, 실시간 감정 분석에 따라 지원 톤을 조정하여 맞춤형 지원을 제공합니다.

고객 가치에 따른 우선순위 조정

AI는 고객의 구매 이력을 분석하여 적합한 제품이나 도움말을 제시, 상호작용의 가치를 높입니다.

실시간 맞춤형 지원

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적극적인 참여

AI는 고객이 문제를 겪기 전에 예측하여, 즉각적으로 도움 메시지를 전송합니다.

문제 발생 전 대응

예를 들어 사용자가 체크아웃 페이지에서 문제를 겪을 때, 유용한 메시지를 자동으로 제공합니다.

사용자 행동 기반 알림

이런 방식으로 고객의 경험을 개선하고 문제 해결 시간을 줄일 수 있습니다.

고객 경험 향상

A New Era of Customer Expectations

Understanding the Shift in Customer Needs

Modern Customers

Characteristics of Today's Consumers

Today's consumers are tech-savvy, value personalization, and expect quick responses. They prioritize convenience and seamless experiences, insisting on tailored interactions across platforms, and they actively seek brands that understand and adapt to their individual preferences.
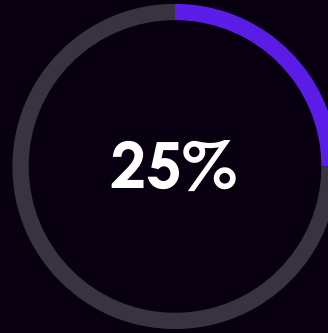
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AI's Impact by the Numbers

87%

25%

10%

Engagement Improvement

87% of organizations report better engagement with AI personalization.

Cost Reduction

AI has led to a 25% reduction in service costs.

CSAT Increase

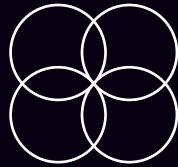AI implementation has resulted in a 10% increase in customer satisfaction.

Growth Metrics

Cost Efficiency

Businesses have experienced a substantial 70% reduction in cost-per-chat thanks to implementing AI chatbots, enhancing resource allocation and service delivery.
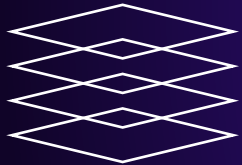
Key Performance Indicators

AI-driven solutions have enabled over 1 billion interactions, resulting in a notable 17% decrease in call load, streamlining customer support processes.
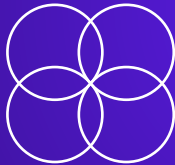
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Beyond Chatbots: Advanced AI

Automating Drudgery

By automating repetitive tasks like report writing and data entry, AI enables agents to concentrate on key customer engagement activities.

AI as a Co-pilot

AI assists agents by providing real-time summaries of customer histories and past interactions, ensuring accurate and timely responses.
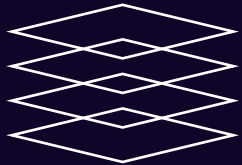
Data-Driven Coaching

AI analyzes all conversations for patterns of success and areas needing improvement, delivering personalized coaching insights to agents.
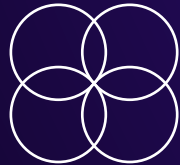
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The AI-Human Synergy

Tailored Recommendations

AI analyzes past purchases to suggest relevant products or articles for enhanced customer interactions.
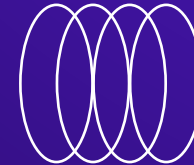
Faster Onboarding

AI provides real-time answer scripts for new agents, helping to speed up their training process.

Dynamic Interactions

AI customizes the support experience in real-time, adapting to customer behavior for optimal service.

Proactive Engagement

AI detects potential issues early, sending proactive messages based on user actions to prevent problems.

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Ethics & Trust

Challenges in AI Implementation

AI implementation faces significant hurdles, including ensuring data privacy, managing integration complexity, preserving the human touch, and addressing inherent biases in AI models. These challenges require comprehensive strategies to build trust and effective AI systems.
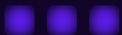
Enhancing Functionality through AI

Ultimately, embracing AI technology not only enhances our current capabilities but also opens up new possibilities for innovation. The combination of user-driven adjustments and AI assistance signifies a powerful shift in how we interact with our systems, leading to a more efficient and enjoyable experience.

In conclusion, the **integration of AI** into our systems allows for **new function differences**, enabling users to add and edit functionalities with ease. This innovation makes it possible to customize experiences based on individual needs and preferences, leading to a more **personalized** user experience.

Moreover, the ability to perform these tasks on my own, alongside the assistance of AI, empowers users. This dual approach encourages greater **creativity** and **flexibility**, as individuals can make changes quickly and easily without relying solely on external support.

Thank you so much