CUSTUM CLIENT CARE SERVICE :

Introduction:

Normally in every company that works with customers in any ways, the client service is something very important to keep a good and strong relationship between both the company and the customer.

What is client care service:

WHAT IS AN CLIENT CARE SERVICE?? Well, when you google it the client or customer care service "is when companies treat their customers with respect and kindness and build an emotional connection with them. It's something that can—and should—be handled by everyone on the team, not just a customer service representative or a customer success manager." Of course, I asked ChatGPT the question and the answer were the following "Client care service, often referred to as customer care or customer service, is a set of activities and practices that organizations employ to ensure they meet the needs and expectations of their clients or customers. The primary goal of client care service is to provide excellent support and assistance to customers before, during, and after they have purchased a product or service."

So, after this we can all agree that client care service is a job that will build a healthy relationship between the customer and the company to give a good image of the

organization and let the client more excited about shopping with this company.

The thing is that to create a friendly and lively relationship with the client you must engage a structured, well thought, and understandable talk which will target the weak points of the customer such as previous purchases, preferences, styles... and all this with a lovely talking way. And obviously the human is the person that will successfully achieve this goal.

Here comes the main IDEA of the presentation.

<u>Can an AI achieve this task?</u>

Well, I don't know if you paid attention to it during the film when the main character entered a clothes shop and there was an AI which embody a woman and not only recognize a customer but also remembered the previous purchases.

The concept is basically to build a strong AI that collect data and save it, the AI will have as an objective to create a folder with first a face ID of the customer, and save all the purchases, the style, likes, and dislikes.
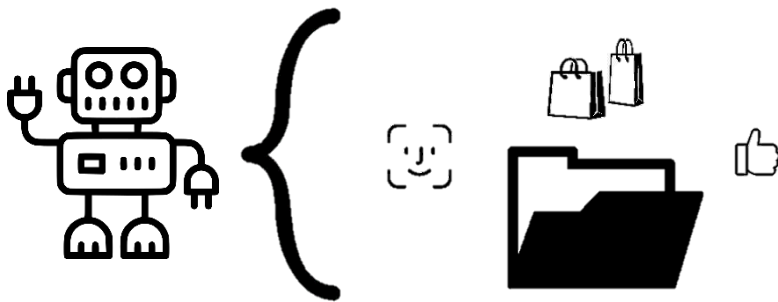
Till here the concept is clear but, the difficulty arises in how an AI can communicate like a human?

In other words, how an AI can perfectly play the role of a human, ask questions, answer them, give advice, and opinions?

Well, till now almost all these tasks can be done by AI like "Alexa" -Amazon- "Siri" -Apple- "Cortana" Windows. Which means that it can already be achieved.

Well, no because we still don't have a robot that can talk like human 100%, behave like a human and give the feeling of a person. Last but not least here is a video from Google's team presenting an AI taking a haircut appointment for someone which shows us where we are at with AI.

VIDEO

https://youtu.be/yDI5oVn0RgM

Finally, what is certain is that in the coming years we will be able to accomplish this goal. But before we need to be aware of the policy and ethics of it, because this project needs a lot of DATA which means go beyond privacy of people and not everybody is OK with it.

Sources:

- [What is customer care? Definition, importance, and best practices (zendesk.nl)](#)

- [https://th.bing.com/th/id/OIP.x2VF8JMG70AHJt3NR2BDHgHaFj?pid=ImgDet&rs=1](#)

- [Client Care Service Overview (openai.com)](#)

- [Customer care et service client : définition et guide | Qualtrics](#)

- [What Is Client Care & How To Manage It - Fearless Business Boss](#)

- [https://youtu.be/Vi4BJGaQgAo?si=AOUn-yk_K7ao-0I9](#)