

Improve Customer Experience: Potential Solution

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Improve Customer Experience: Potential Solution

Scenario 1: ChatGPT

Prompt:

Review the scenario and Use Case. Revise the scenario and Use Case by Implementing a Generative AI solution.

Innovative Bank faces challenges in providing personalized and efficient customer support. Traditional customer service channels rely on a call-based system where available agents rely on scripted responses. This leads to delays and frustration on the part of the customer. The bank struggles with the high volume of inquiries they receive on a daily basis. Waiting time is increasing, and many customers are showing their frustration and dissatisfaction by moving their accounts to competitor. The Current Innovative Bank Customer Support Use Case

1. Objectives: • Provide quality customer support to all clients in an expeditious manner • Address inquiries, resolve issues, and assist with banking services • Maximize customer satisfaction

2. Problem Statement: • The current system relies on scripted responses. Agents may need to transfer callers to alternate agents to respond to various inquiries. There are delays and customer frustration. • The bank faces increasing numbers of queries. Customer wait times have increased by 20% over the past six-months. • Customers often complain about the quality of support. Many customers become frustrated and close their accounts.

3. The Call Process: • Step 1: Customers call the bank's support line. The support line provides five broad inquiry categories. The customer selects the category and is routed to an agent. • Step 2: All callers are automatically placed in a queue. Calls are answered in the order they are received. There is often a waiting period. • Step 3: Agents respond to calls using predefined scripts. The agents often fail to respond to unique queries. • Step 4: Inquiries that cannot be solved are documented and set aside for further analysis. The bank strives to call back the customer within 24 hours. • Step 5: All calls and actions taken are documented and loaded into a data base for further review and categorization.

4. Benefits: • Scripted responses ensure consistency • Agents experience a gradual learning curve • More than 75% of inquiries are resolved within 30 minutes

5. Sample Scenario • Customer calls to inquire about a lost credit card • Customer selects "Lost or Stolen Card" • Customer is routed to agent and placed on-hold • Agent responds to query • Agent transfers caller to alternative department to finalize call • Call is completed to customer's satisfaction • Call is documented in "Inquiry data Base"

6. Alternative Scenario • Customer calls to inquire about a lost credit card • Customer selects "Lost or Stolen Card" • Customer is routed to agent and placed on-hold • Agent responds to query • Agent transfers caller to alternative department to finalize call • Agent encounters an issue • Agent documents issue and pledges to get back to customer within 24 hours • Case is placed in "Pending Status"

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ChatGPT

ChatGPT

Revised Scenario and Use Case with Generative AI Implementation:

Scenario: Innovative Bank faces challenges in providing personalized and efficient customer support. Traditional customer service channels rely on a call-based system with scripted responses, leading to delays and frustration for customers. The bank struggles to handle the high volume of inquiries, resulting in increased waiting times and customer dissatisfaction, leading some to switch to competitors.

Revised Use Case:

1. Objectives:

- Provide personalized and efficient customer support to enhance satisfaction.
- Resolve inquiries promptly, minimizing waiting times and frustrations.
- Retain customers and prevent them from switching to competitors.

2. Problem Statement:

- Current system relies on scripted responses, causing delays and frustration.
- High volume of queries leading to increased waiting times.
- Customers expressing dissatisfaction and switching to competitors due to poor support quality.

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3. Improved Process with Generative AI:

- **Step 1:** Customers call the bank's support line. Instead of selecting from broad categories, an AI-powered virtual assistant equipped with natural language understanding capabilities greets the customer and engages in a conversation to understand their query directly.
- **Step 2:** Using Generative AI, the system analyzes the customer's query and provides immediate responses or suggests solutions based on historical data and real-time information.
- **Step 3:** If the inquiry requires human intervention, the virtual assistant seamlessly transfers the call to a specialized agent, providing context and information gathered from the initial conversation.
- **Step 4:** Agents are equipped with AI-driven tools that assist them in providing personalized responses to unique queries, reducing reliance on scripted responses.
- **Step 5:** Inquiries are documented in real-time, with the AI system categorizing and analyzing the data for continuous improvement.

4. Benefits of Generative AI Implementation:

- **Personalized Responses:** Generative AI enables the bank to provide tailored responses to each customer query, enhancing satisfaction.
- **Reduced Waiting Times:** By automating initial responses and triaging queries efficiently, waiting times are minimized.
- **Improved Customer Retention:** Enhanced support quality reduces dissatisfaction, preventing customer attrition.
- **Continuous Learning:** The AI system learns from interactions, improving its responses and accuracy over time.
- **Streamlined Documentation:** Real-time documentation ensures data accuracy and facilitates analysis for further enhancements.

5. Sample Scenario with Generative AI:

- Customer calls to report a lost credit card.
- AI-powered virtual assistant engages in conversation, understanding the query directly.
- Based on the inquiry, the virtual assistant provides immediate guidance on next steps for reporting the lost card.

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- If necessary, the call is seamlessly transferred to a specialized agent with context provided by the AI.
- Agent resolves the query efficiently, ensuring customer satisfaction.
- Interaction details are automatically documented for further analysis.

6. Alternative Scenario with Generative AI:

- Customer calls to report a lost credit card.
- AI-powered virtual assistant engages in conversation and identifies the issue.
- Virtual assistant provides immediate steps for reporting the lost card and offers options for card replacement.
- If the issue requires human assistance, the call is transferred to a specialized agent with context provided by the AI.
- Agent efficiently addresses the query, ensuring customer satisfaction.
- In case of any unresolved issues, the AI system documents the case and schedules a follow-up within 24 hours, maintaining a "Pending Status" for further action.

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Scenario 2: Gemini

Prompt:

Review the scenario and Use Case. Revise the scenario and Use Case by Implementing a Generative AI solution.

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Gemini Output

Revised Scenario and Use Case with Generative AI for Innovative Bank Customer Support

1. Objectives

- Remain the same:
 - Provide quality customer support to all clients in an expeditious manner
 - Address inquiries, resolve issues, and assist with banking services
 - Maximize customer satisfaction

2. Problem Statement

- The current system relies on scripted responses and agent transfers, leading to delays and frustration.
- Generative AI can address these issues by:
 - Offering a more natural and personalized conversation experience.
 - Understanding complex inquiries and providing relevant information or solutions.
 - Reducing the need for agent transfers and wait times.

3. The Call Process with Generative AI

Step 1: Customers call the bank's support line.

- **Generative AI:**
 - Understands the customer's intent through natural language processing.
 - Routes the call to the most appropriate resource:
 - Self-service options for simple tasks (e.g., account balance inquiries).
 - Live agents for complex issues requiring human interaction.

Step 2:

- **Self-service:** Generative AI guides the customer through self-service options with clear instructions and personalized explanations.
- **Live Agent:** Customers needing human assistance are routed to qualified agents with relevant information pre-populated based on the AI interaction.

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Step 3:

- **Live Agent:**
 - Generative AI assists agents by offering real-time suggestions for responses and relevant knowledge base (Note: Articles expand more)
 - Agents can leverage the AI's capabilities to personalize communication and provide tailored solutions.

Step 4:

- **Unresolved Issues:**
 - Generative AI can help document unresolved issues with greater detail and accuracy.
 - The AI can suggest potential solutions and next steps for agents to follow up with.
 - Collaboration between AI and agents ensures prompt and efficient resolution.

Step 5:

- All interactions (AI and human) are documented for future reference and improvement.
- Generative AI can analyze call data to identify trends and areas for improvement in the customer support system.

4. Benefits of Generative AI

- **Improved Customer Experience:** More natural and personalized interactions, reduced wait times, and efficient issue resolution.
- **Increased Agent Efficiency:** AI-powered assistance empowers agents to focus on complex issues and provide better support.
- **Reduced Costs:** AI can handle routine inquiries, freeing up human resources for more valuable tasks.
- **Greater Insights:** AI-powered data analysis provides valuable insights to improve overall customer support strategy.

5. Sample Scenario with Generative AI

- Customer calls to inquire about a lost credit card.
- **Generative AI:** Understands the intent and offers self-service options (report lost card, freeze account).
- Customer chooses to report the lost card.

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- **Generative AI:** Guides the customer through the process with clear instructions, offers security tips, and initiates the lost card reporting process.
- The customer is satisfied with the experience and avoids lengthy hold times.

6. Alternative Scenario with Generative AI

- Customer calls with a complex question about international wire transfer fees.
- **Generative AI:**
 - Understands the complexity and routes the call to a qualified agent.
 - Provides the agent with relevant information about international wire transfers and fees.
- Agent leverages AI suggestions to answer the customer's question thoroughly and efficiently.
- The customer receives a fast and accurate answer, improving their satisfaction.

By implementing Generative AI, Innovative Bank can transform its customer support system, resulting in happier customers, more efficient operations, and a competitive edge in the financial services industry.