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AI Agents for Your Business

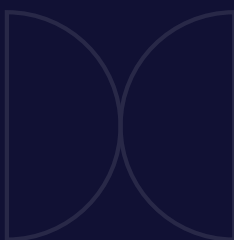**COGNIGY**

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Introduction

Customer service these days can often feel like juggling chainsaws…in a burning building… with your boss watching. OK, maybe it's not that bad. Everywhere we look, however, we're confronted with rising customer demands, increasing churn rates, a widening labor shortage, growing inquiry volumes, and KPIs that are stubbornly resistant to improvement.

Fortunately, technology is now finally able to deliver on promises that, in the past, were premature. That means it's time for AI to do the machine work and humans to do what humans excel at. For too long, companies have been approaching this issue in the wrong direction. Contrary to those predicting dire consequences, AI isn't leading to mass layoffs of agents; instead, it's helping to restore a more balanced and efficient system. That means that high volume, low complexity repetitive tasks go to the machines. That's why assembly lines are run by machines and things like service, design, sales and marketing are done by humans.

Humans are at the center of customer service, both on the customer and the company side, which is why it's so important that your AI works seamlessly with them. AI Agents, which blend the capabilities of Conversational and Generative AI, are a virtual workforce that can handle millions of voice and digital inquiries every year, in any language, on any channel. They can do all of this for both informational and transactional issues whether via partial automation or end-to-end.

AI Agents not only enhance the customer experience but also provide invaluable support to human agents. From real-time knowledge lookups and sentiment analysis to proactive assistance and efficient call wrap-ups, AI Agents are the future of customer service. Just as you can no longer get by without a CRM, case management system or website, AI is now a critical, must-have infrastructure for providing excellent customer experience.
Here's how it can help and how to implement it sooner rather than later.

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What are **AI Agents**?

An AI Agent is simply a useful metaphor for a cutting-edge AI-based software solution. They are designed to interact with customers and human agents in a natural, human-like manner and ultimately get things done. They consist of two main components:

Conversational AI:

This allows the AI Agent to engage in real-time dialogues with users. It understands user inputs, processes them, and responds in a way that mimics human conversation. Conversational AI is adept at understanding context, managing multi-turn conversations, providing service across multiple channels, even within the same conversation, and providing relevant responses. Critically, it is integrated into your backend systems and can actually get things done, i.e. carry out service processes either partially or end-to-end.

Generative AI:

While Conversational AI provides the business logic, structure, and guard rails, Generative AI produces unique, contextually relevant content on the fly. It's not limited to pre-programmed responses but can generate answers, and solutions, or even create content. With Conversational AI being the first and only layer the customer interacts with, it can curate responses and use specific prompt templates to ensure consistent performance and maximize safety from the LLM.

Together, these technologies empower the AI Agent to deliver a seamless, personalized, and efficient user experience. Whether it's answering queries, providing support, or guiding users through complex processes, an AI Agent powered by both Conversational and Generative AI ensures all customer interactions are fluid, relevant, and indistinguishable from their human counterparts.

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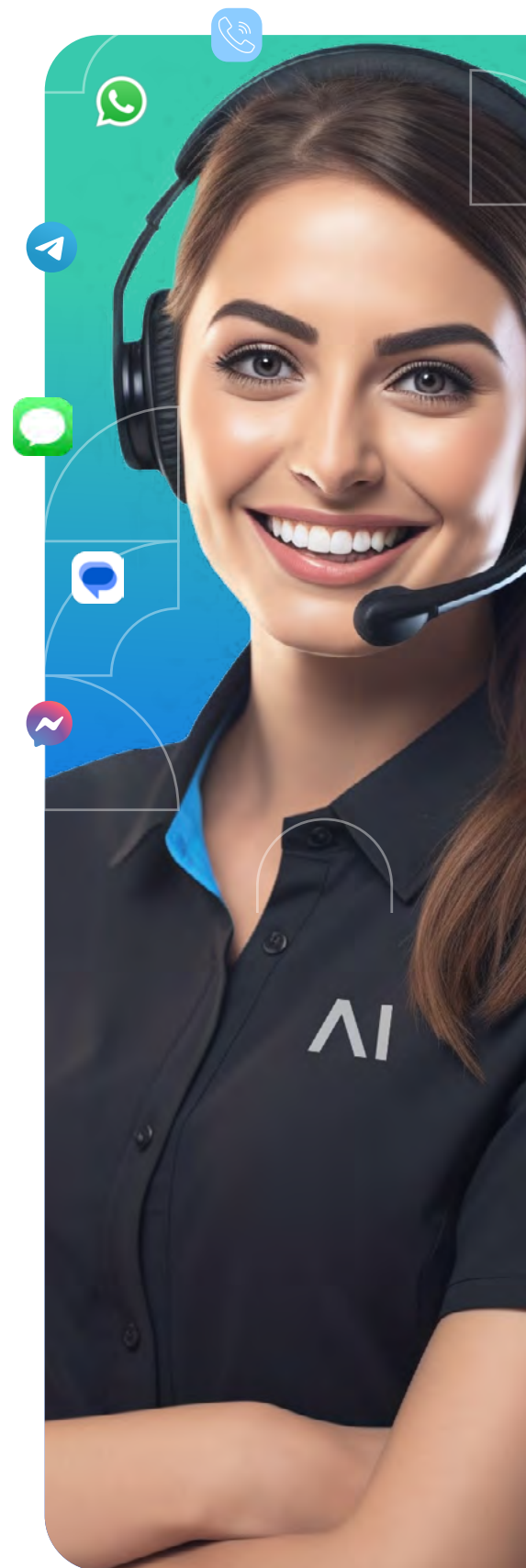
What AI Agents Do

- Close the gap in qualified staff
- Tackle narrowly scoped tasks
- Perform specific tasks well, over and over with zero attrition
- Increase overall automation rate
- Reduce costs
- Reduce tier 1 and repetitive tasks for human agents

What AI Agents Don't Do

- Replace people, in fact they're needed more than ever, and for tier 2 help
- Replace your customer experience with technology
- Require benefits or expensive training
- Get tired of repetition and experience burnout
- Require technical skills or development from you

What Can AI Agents Do For You?
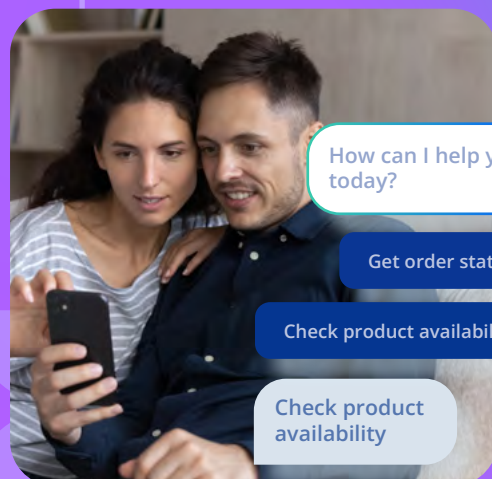
Work along-side Human Agents

Handle Voice & Chat in 100+ Languages

Know your Processes, Products, Services & Customers

How can I help you today?

Get order status

Check product availability

Check product availability

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Why
AI Agents?

Why should you hire AI Agents? Well, let's turn the question around and ask why you hire humans. To answer both questions, you need to understand the full spectrum of responsibilities in customer service. AI is perfect for handling high volume repetitive tasks, tasks that are low complexity and, particularly those that follow set rules. Humans on the other hand excel at handling high complexity, edge cases and those requiring emotional intelligence. Here are four reasons we see enterprises turning to AI Agents right now, but this is by no means an exhaustive list.

Filling the Labor & Skills Gap

The available labor pool for contact centers remains small, leading to ongoing challenges in filling positions. At the same time, we've seen churn on the uptick again, hovering around 31% in 2024 according to Metrigy's latest research. But it's not just challenging to find people initially; it's also difficult to find skilled labor for customer service jobs. This means there are fewer potential hires with lower skill levels, while existing agents are quitting more often.

AI Agents are the only sustainable solution to the challenges of company growth, higher inquiry volumes, increased churn, and a smaller labor pool. They can immediately handle high-volume, low-complexity tasks, significantly reducing the workload through partial automation. Available 24/7/365, they operate in any language and on any channel you choose.

Case Study
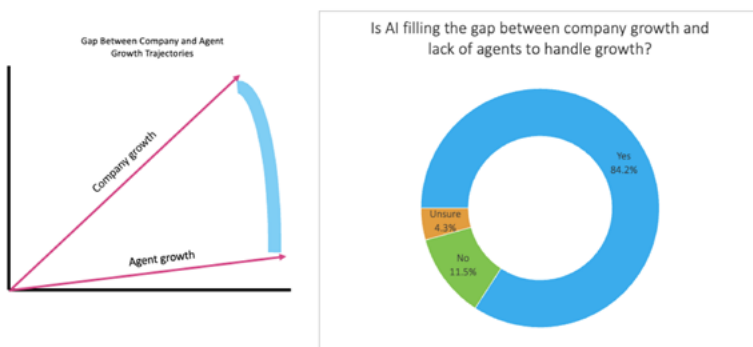#### Fortune 100 Insurer

Challenge:

Receives 90 million phone calls/ yearly in 70+ countries

Solution:

AI Agent automates 95% of ID&V. Saves 1.5minutes on every call with 99.7% intent recognition accuracy

AI Filling Gaps in Company Growth and Lack of Agents

Gap Between Company and Agent Growth Trajectories

Company growth

Agent growth

Is AI filling the gap between company growth and lack of agents to handle growth?

Yes 84.2%

Unsure 4.3%

No 11.5%

SOLUTION

CORRECT ROUTING

INTENT & ID

NATURAL DIALOGUE

CUSTOMER

AI

* Source: Metrigy Research Corp

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Improving Agent Experience & Reducing Churn

With labor difficult to source, AI Agents can not only close the gap but also help to prevent it from appearing in the first place by reducing churn. Here are a few examples:

Agent Challenge	How AI Agents can Help
Excessive service requests	Increase containment rate via self-service and automation
Intense workload	Fully and/or partially Automate Tier 1 requests.
Tool/App overload	Streamlined workspace with Agent Assist proactively pulling info from other systems so agent doesn't have to
Manual post-call work	Automated summarization & case creation using transcript and CRM data.
Complex processes	Simplified digital processes via modeling and automation with AI
Information overload	Real-time monitoring with proactive knowledge lookups, suggestions, and processes via AI

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Languages You Can't Offshore & Translation

The issue of limited language skills becomes even more challenging due to labor shortages. This affects not just major languages but especially smaller ones and those spoken in only one country. As a result, there's a shortage of agents who speak these languages, and outsourcing inquiries to cheaper locations isn't possible. For instance, a recent case from one of our Scandinavian customers highlighted the difficulty in providing service in a language spoken by only a few million people, with no feasible offshoring options. AI offers several solutions to tackle this problem:

1 Natural Language Understanding

NLU enables AI Agents to understand and speak or write any language whether it's Estonian, Danish, Georgian or even Klingon. This allows companies to automate tier 1 cases and better use your human resources on the complex cases that require both a human touch and a native speaker.

2 Real-time Translation

Using natural language understanding, machine translation and STT/TTS technology, AI Agents can now sit in the middle of interactions and translate in real time between languages, so that a Turkish speaker could interact seamlessly with an English speaker without any lag. And to be clear, that's not only via chat, but voice as well.

A customer from Istanbul could call, speak Turkish, and be transferred to an agent who speaks English. The agent interacts via chat, receiving all the spoken Turkish in the form of written English in a chat window. The agent responds naturally which is automatically translated and turned into Turkish speech so that the customer hears a natural voice speaking Turkish, and all in real-time. See the image for a more detailed explanation. This is a gamechanger for handling inquiries both during and outside of business hours.

Empowering human agents to speak any language

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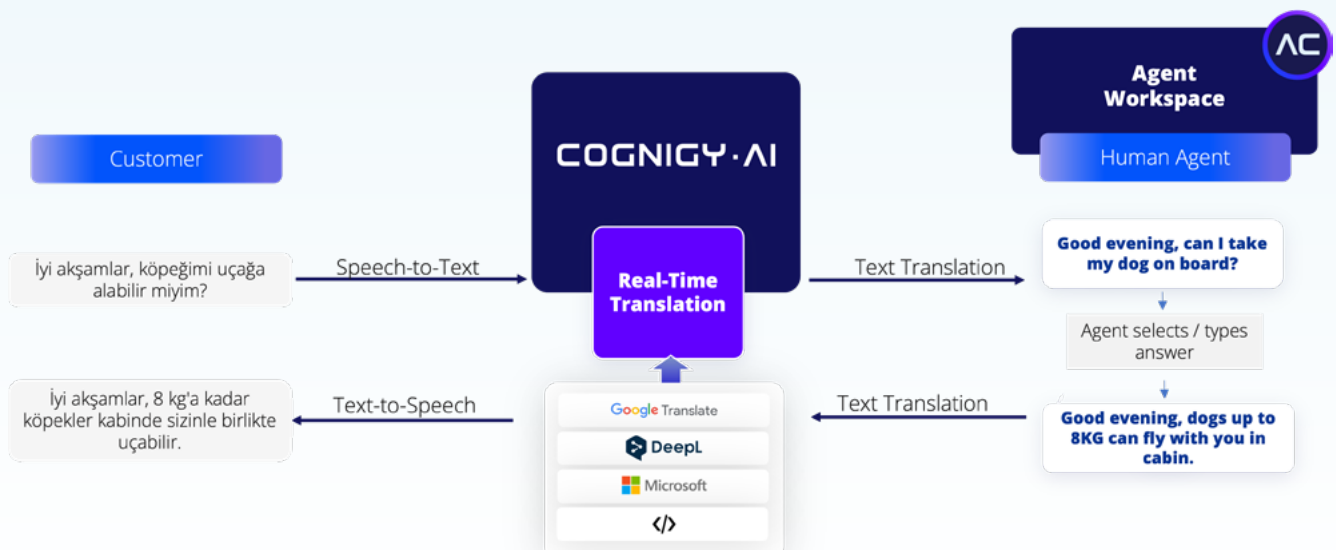
Benefits & Business Impact
of **AI Agents**

Easy to scale
Can handle millions of calls per year

Assist Agents 24/7
Supports every agent on any channel 24/7

Multilingual
Able to understand and speak 100+ languages

Quickly deployed
Task-specific agents can be implemented and go live within weeks, not months

Personalized & Contextual
Can deliver contextual and personalized service using natural language

Reduce AHT
Agent assistance and even the partial automation of requests consistently reduces AHT at scale

Improve AX
AI Agents shoulder the burden of tier 1 requests which human agents hate, and assist agents in every interaction.

Deliver Knowledge
Use Generative AI and vector search to deliver instant, natural answers on any channel

+30%
CSAT improvement

15%
Shorter average handling time (AHT)

99.5%
faster response time

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A recent 2023 report on the impact of Conversational AI in the contact center paints an even clearer picture:*

93% found that AI helps resolve customer issues

87% reported that AI reduces effort for agents

74% said that AI increases revenue

AI-Powered Customer Service Processes

Qualify
The AI Agent qualifies the incoming call

Identify
Identifies the caller

Resolve request
Hands the call over to a human agent

Wrap up
Wraps up the call and creates detailed logs

* Source: 2023 "State of Conversational AI in the Contact Center Report" by 8x8

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Use Cases to Get Started With

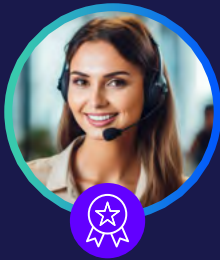|		
ID&V	Exchanges & Refunds	Order Tracking
Document collection	Route to Queue	Make/Change Reservation
Reengage Abandoned Carts	Book Appointment	Product Search
Agent Copilot	Transcribe Call	Write Call Summary

Available Everywhere

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Case Studies

An award-winning chatbot that goes beyond customer support

Conversion rate of who interacted with the chatbot was

3X higher

Than those that did not interact

From 10 days to

15 seconds

Real Time Resolution with Automated Image Analysis

Up to 95%

Bot Containment Rate

Toyota enhances customer experience through seamless self-service and proactive AI-driven outreach

25+

AI Agents on Chat and Phone

95%

Book service appointments directly with the AI Agent

98%

Of users love the AI service

Lufthansa powers >16 Million Conversations Yearly With Self-Service AI Agents

16+

Customer Service AI Agents

Lower

Average Handling Times

375K+

AI Conversations daily during Peaks

Conclusion

There's no shortage of amazing features or reasons to try AI, but the most important one is this: it's an indispensable part of your customer experience infrastructure, like your CRM, case management system, and CCaaS. Period.

With the increasing volume and complexity of inquiries and customer expectations, combined with a labor shortage, AI is the only sustainable way to scale and meet these challenges long-term. If it still feels too new, ask yourself whether sticking with keeping customer data in Excel vs. a CRM would still work. How much longer could you have managed before utter collapse, and how would you feel about having to justify that choice today?

It is imperative to treat AI as a pillar of your long-term customer service strategy, not a short-term tactic, band-aid, or technology-of-the-month. AI Agents are here to stay and will shortly have moved from the realm of competitive advantage to table stakes. Yet, you don't need to invest a fortune and tackle everything at once in one big bang of transformation.

AI Agents offer enterprises the ability to skip complex projects in favor of ready-to-deploy solutions. They can quickly tackle narrowly scoped use cases, see ROI faster, and sustainably deliver better customer experiences across every channel. You could wait, but if that's the case, I have a black-and-white television with cable and a Nokia phone to sell you.

To learn more:
Visit **cognigy.com** and book a free demo today!

Attract Customers

Increase Retention

Faster ROI

Better CX

AI

Redefine What's Possible with AI Agents

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