

SOLUTION

POSITIVE

24/7
SUPPORT

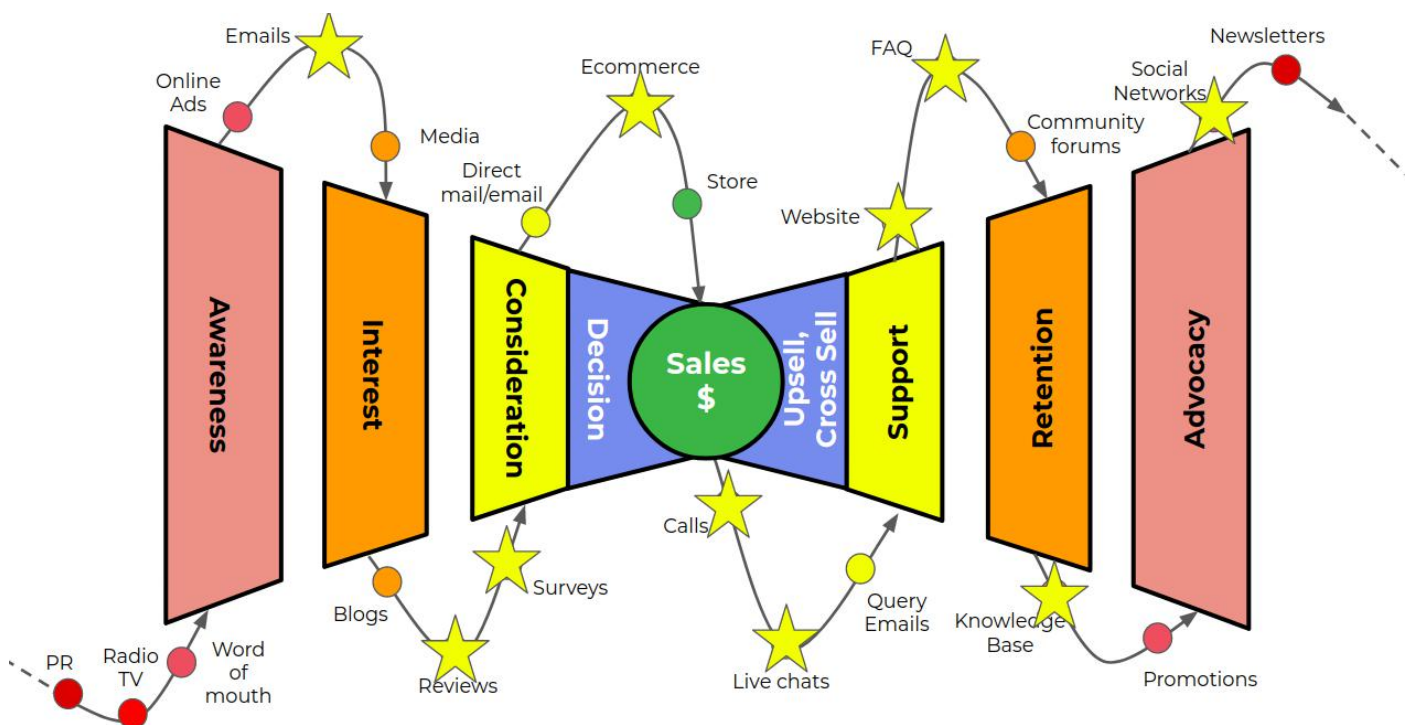
KNOWLEDGE

FRIENDLY

QUALITY

| 4. Customer Data Ecosystem

Regarding the specific case of AI systems in customer service, let's contemplate the customer data ecosystem and find out the potential sources of useful data. Let's not dive into the details on department structures for data collection within multiple companies, as every one might be different. Instead let's use customer journey. For most of the companies out there, **a customer journey chart** helps to identify the key interaction mediums for data extraction. There are multiple phases in customer journey with various customer interaction points(denoted by stars) at each place visualized in the figure below.



Customer journey can be divided into following phases:

- **Awareness phase**, where customers hear about your company, its products/services through ads, social media or from close friends, families, etc.
- **Interest phase**, where customers are interested in products/services that you provide. They try to communicate with the company using emails, calls, and social media and check reviews for product pricing, quality etc.
- **Consideration phase**, when customers consider to buy those products/services. They start sending direct mails/emails to the company, check Ecommerce websites and retail stores for availability of that specific product/service.
- **Decision phase**, where the customer decides to buy the product/service using Ecommerce website or retail stores, resulting in sales and increase in the revenue.
- **Upsell, cross-sell phase(optional)**, where customers buy additional or more expensive products as the companies use tactics such as targeted discounts further boosting the company's revenue.
- **Support phase**, where customers are provided support regarding those purchases, either through calls with customer service agents, live chats, query mails, websites, FAQ forums, community forums.
- **Retention phase**, where customers actually begin to feel that the company cares for them. Any customer reaching this phase trusts you with their money, because you give them value in exchange. They come back again and again buying other products/services.
- **Advocacy phase**, when the loyal customers form lasting relationships with your company. You can actually turn them into brand ambassadors, allowing them to spread the information related to your business through social media, newsletters, word of mouth, further increasing the company's reach.

Following the customer journey, the interaction points are highlighted by yellow stars in the above figure, they are:

- **Emails** customers have written in the initial query.
- The **reviews** they have read and written during interest in products/services.

- **Survey forms** about their preferences that they might have filled in during the consideration of purchase.
- **Online personal information** provided in a company's ecommerce website during purchase.
- **Calls and live chats** during the support interaction between company's agents.
- **Issue tickets** from ticketing softwares.
- **FAQ** forums where customers and companies interact with each other.
- **Social media platforms** such as Facebook or Twitter, where customers might be talking about your company.

There are a lot of interaction points between user and customer, and whenever there is interaction, there is data being generated. And you can store, use all of the aforementioned data sources for building AI systems.