

Executive Whitepaper: Business Value of Customer Service Automation

A recent study showed that 42% of B2C customers purchased more after a good customer service experience, whilst 52% stopped buying after one bad customer service interaction. Advancements in technology continue to transform customer service interactions. By 2020, experts project that more than 85% of all customer interactions will be handled without the need for a human agent. From improvements in loyalty and brand reputation to new revenue streams, the pathway to real-time self-service in customer service brings huge opportunities to forward-thinking businesses.

Resemble Virtual Agent, a custom cognitive application designed by Resemble Systems using IBM Watson AI platform is a new way to provide automated services to your customers. It offers a cognitive, conversational self-service experience that provides answers in real time. Companies can easily customize Virtual Agent to fit specific business needs, provide custom content and match their brand voice and tone. Additionally, deep analytics provide insights on customers' engagement with the Virtual Agent, and help brands understand their customers' constantly changing needs.

Automation can deliver a level of responsiveness that isn't humanly possible. According to analysts, "companies will continue to explore the power of intelligent agents to add conversational interfaces to static self-service content. They will anticipate needs by context, preferences, and prior queries and will deliver proactive alerts, relevant offers, or content. They will additionally become smarter over time via embedded artificial intelligence."

The ability to resolve customer service issues before they arise has huge potential. It could significantly lower customer abandonment rates in the purchasing cycle, whilst simultaneously reducing customer complaints and improving consumer satisfaction.

In 2015, the number people using messaging apps overtook social media. Beyond communicating with friends and work colleagues, individuals are increasingly using messaging apps to interact with brands. Messaging services are a brand-new space for organizations to connect with existing and future customers. Businesses now can create new revenue streams using real-time, customized customer service bots within messaging applications.

Hiring and training staff takes time and money. These costs can quickly grow with an increase in staff attrition, a common problem at call centers. Automation platforms can offer huge time and cost savings in this space. A platform like Virtual Agent is easy to train as it comes pre-programmed with industry and domain knowledge. Better yet, you only should train it once.

Automated customer service is not constrained by time zones or public holidays. This gives organizations the ability to deliver always-on customer service to resolve issues as soon as they arise. This means customers can have their inquiries resolved 24 hours a day, and don't have to wait hours or even days for a response. This can greatly influence customer satisfaction and churn. It also shows that a company that is committed to supporting customers – which is valuable for brand reputation and trust.