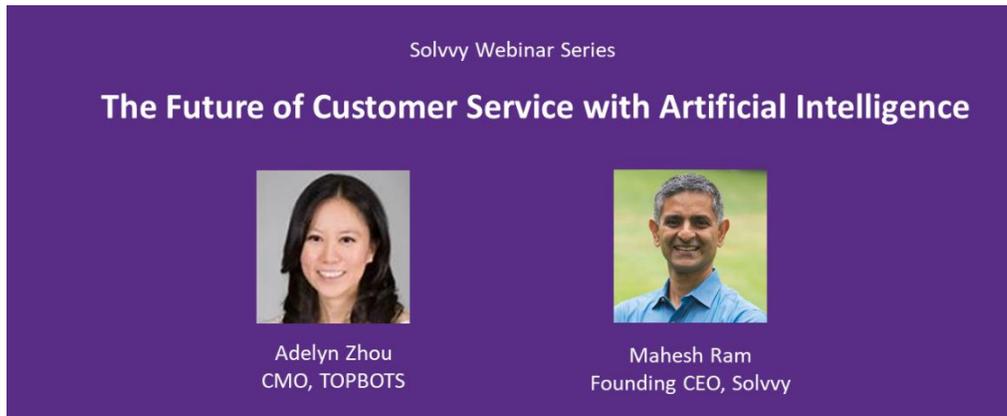


The Future of Customer Service with Artificial Intelligence

Subject matter experts, Mahesh Ram, founding CEO of Solvvy and Adelyn Zhou, CMO of TOPBOTS, discussed how artificial intelligence or AI is impacting the customer care value chain in an exclusive webinar. The speakers highlighted the practical applications of AI such as intelligent self-service and virtual agents in an omni-channel world.



With ecommerce and subscription based economy gaining impetus, Mahesh Ram made a clear distinction between “customer service” and “customer experience” defining CX as a set of all experiences that a consumer has with your brand from pre-sales to post-sales. As the modern consumer demands seamless resolutions, conversational interfaces and delightful interactions, businesses need to gear up to meet their expectations through the use of advanced science. In order to be successful, organizations need to meet their customers at a time and place of their choice.

Technologies like AI, machine learning and natural language processing are shaping the future of customer experience through intelligent automation.

Nearly 8 out of 10 businesses have already implemented or are planning to adopt AI as a customer service solution by 2020.

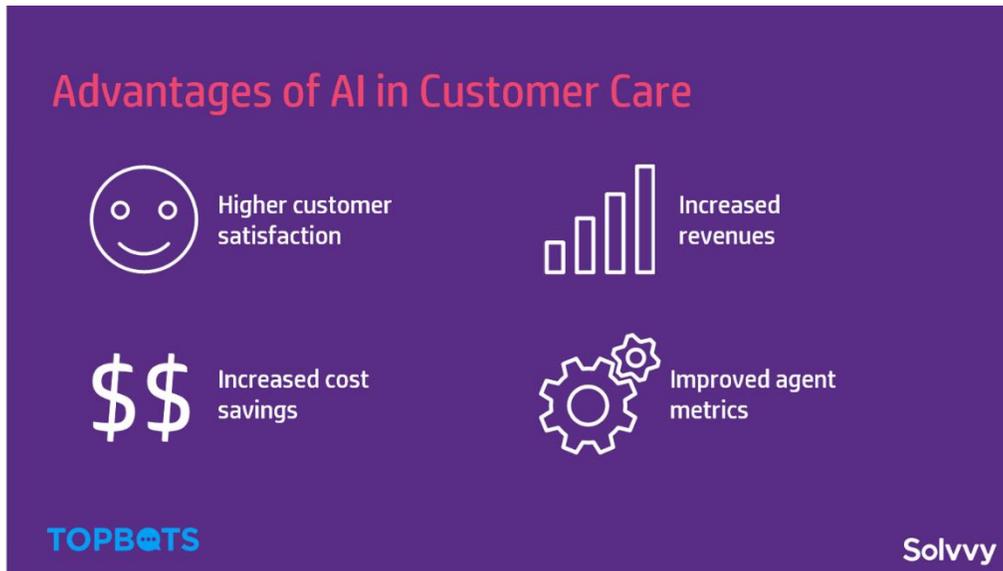
~ Oracle Report

Adelyn Zhou traced the history of customer experience through the last five decades and how it has evolved to from a mere oversight to a function driven by AI, one of the most cutting-edge technologies of our time. She offered valuable insights into some of the applications of AI in customer service such as intelligent self-service, virtual agents, natural language generation, sentiment analysis and a few others.

Ram elaborated that intelligent self-service is about helping businesses meet consumers with the resolutions and solutions anytime, anywhere while being absolutely respectful of their time and intent. It's about learning from prior customer interactions, becoming smarter over time and offering specific answers in real time.

“With AI, it’s almost like answers have wings and they are meeting customers where they are.”

Mahesh Ram, Solvvy



Virtual agents or smart bots are yet another widely used application of AI. Businesses must pay special attention to incorporate elements of customer centricity while designing a bot and not mislead folks into believing that a bot is a human. The system should also come equipped with built-in capabilities of escalating questions that a bot cannot handle to a real person. Human augmentation in customer service is also a popular method that companies employ to ensure quality and efficiency.

It’s pretty fascinating how technology today can even sense the mood of your consumer based on how he or she interacts with your brand. Predictive analytics can predict and resolve issues, and anticipate what your consumer wants before they even say it.

“We’re moving towards a more personalized and a more customer-centric service, powered by artificial intelligence.”

Adelyn Zhou, TOPBOTS

Finally, would you prioritize CSAT over ticket cost reduction? Find out what our polls say. Tune into the webinar replay to learn how AI is disrupting customer service and creating incredible value in an omni-channel world.

[Webinar Replay](#)