

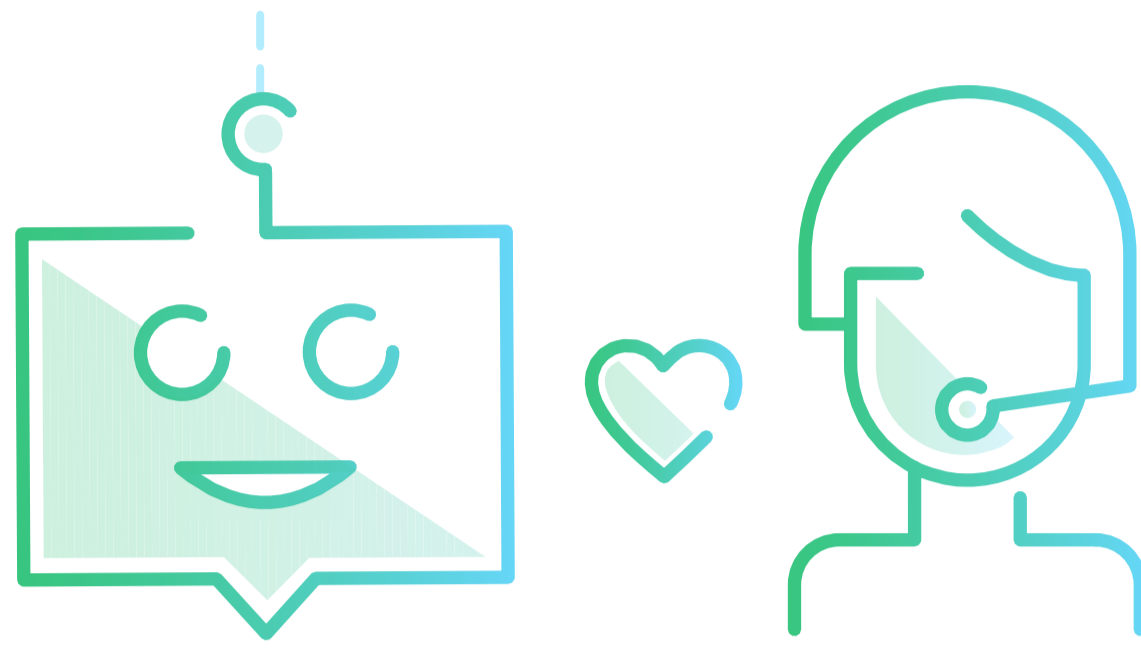
The Customer Experience Advantage

When agents and AI work in harmony, everyone wins



Customers want to use AI for self-service

Whether using a chatbot or dynamic search bar, customers can get answers to their questions whenever they need them. No more waiting for support centers to open.



Agents and AI must work in harmony

For a truly great experience, customers can easily transition to an agent if they need to. The agent receives the full history of the conversation and takes over right where the chatbot left off.

AI makes customer service agents more efficient

While agents chat with customers, AI sifts through tons of data to serve up relevant solutions. This helps agents solve customer needs faster, saving them time so they can focus on more important, high-value projects.



As AI gets smarter, the customer experience gets better

Implementing a feedback loop so agents and AI can learn from each other will help improve the customer experience over time.

When it comes to business, AI is making a big impact

Harmony between agents and AI allows companies to reach more customers using existing resources and create more opportunities for sale, which will positively impact the bottom line. Plus, great customer experiences create loyal customers who evangelize your brand.



140%

increase in YoY revenue¹

120%

improvement in profit margin¹

80%

outperformance by customer experience leaders

Better customer experience is a business advantage

According to Forrester research, customer experience leaders outperformed customer experience laggards by 80%.²

Sources

1. Chat Bots in Customer Experience: The Modern Way to Sell More & Serve Better. Aberdeen report, October 2017.

2. Customer Experience Drives Revenue Growth, 2016. Forrester report, June 2016.