



eBook



# Human AI Synergy

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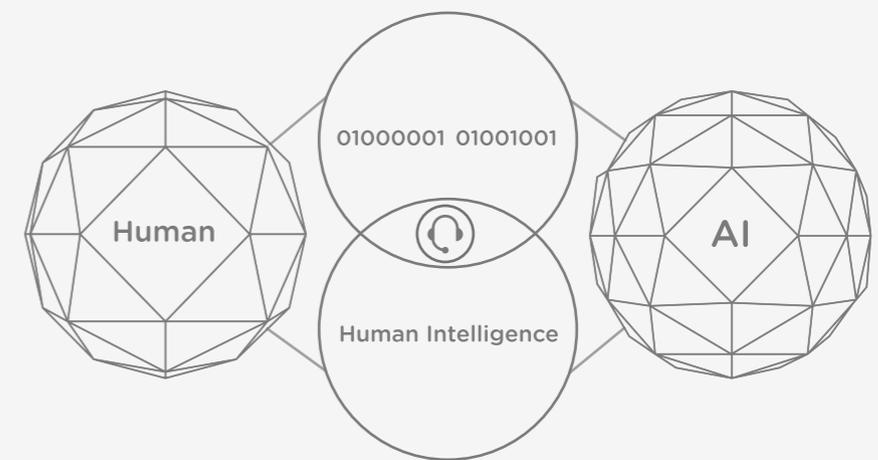
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# INTRODUCTION



Picture this: a single agent handles 30 tickets daily. With AI, that jumps to 60 — even 90. That's double the efficiency, freeing up time for complex, high-value tasks. This is not a fantasy but our own experience. Our clients have seen CX budgets drop by 15-25% with AI-driven support. Want the same results?

Dive into this eBook to unlock the future of smarter, scalable customer support that combines the best of AI and human expertise. You might ask, "Do we still need humans if AI is so good?" The thing is, even the most advanced AI can't replace the human touch where it matters most. The secret to top-notch customer support in 2025 is the synergy between AI and humans. We'll dive deeper into this shortly.



# THE ROLE

## OF AI IN TRANSFORMING CUSTOMER SUPPORT

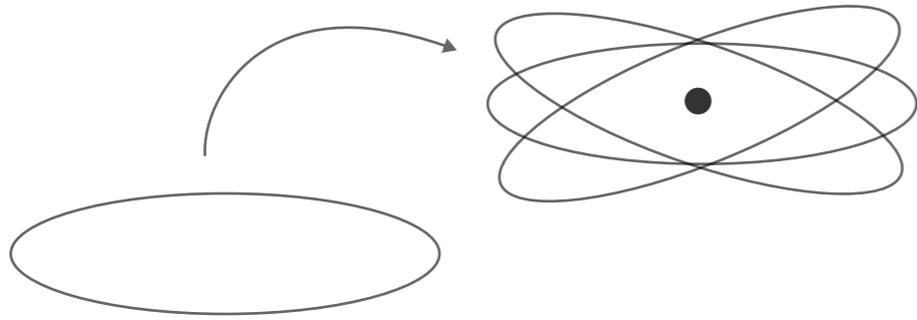
Customer expectations for outstanding service have skyrocketed, driven by advancements in AI that have raised the bar for personalization and efficiency. According to [Twilio Segment's State of Personalization Report 2024](#), over 70% of brands agree that AI adoption will fundamentally change personalization and marketing strategies. Businesses must adapt to stay competitive. Providing just great service isn't enough anymore — leveraging AI is now essential to exceed customer expectations and deliver truly exceptional experiences.

# Brands Want AI



- **24/7 Availability:**  
AI-based chatbots can answer questions instantly. Working across multiple time zones or countries? Just make sure your bot is multilingual.
- **Consistent Multichannel Support:**  
59% of Millennials and 57% of Gen Z prefer to get customer support through social media channels. AI ensures seamless, on-brand customer experiences across platforms, fostering trust and loyalty.
- **Support for Teams:**  
AI isn't just for customers; it's a lifesaver for your support team, too. 64% of agents say AI helps them with responses, making their jobs easier. When your team is less stressed, they perform better, and customers notice.
- **Streamlined Live Chat:**  
AI speeds up response times up to 99% by suggesting replies, routing inquiries, and answering FAQs, so your customers feel like they're talking to someone who has time for them.
- **Automation of Simple Tasks:**  
Your support team faces endless, tedious questions like, "Where's my package?" or "How do I reset my password?". AI enables the handling of up to 70% of requests without human involvement, significantly reducing workload and improving efficiency.

# AI VS. HUMAN AGENTS: WHICH IS MORE COST-EFFECTIVE?



## Let's talk money:

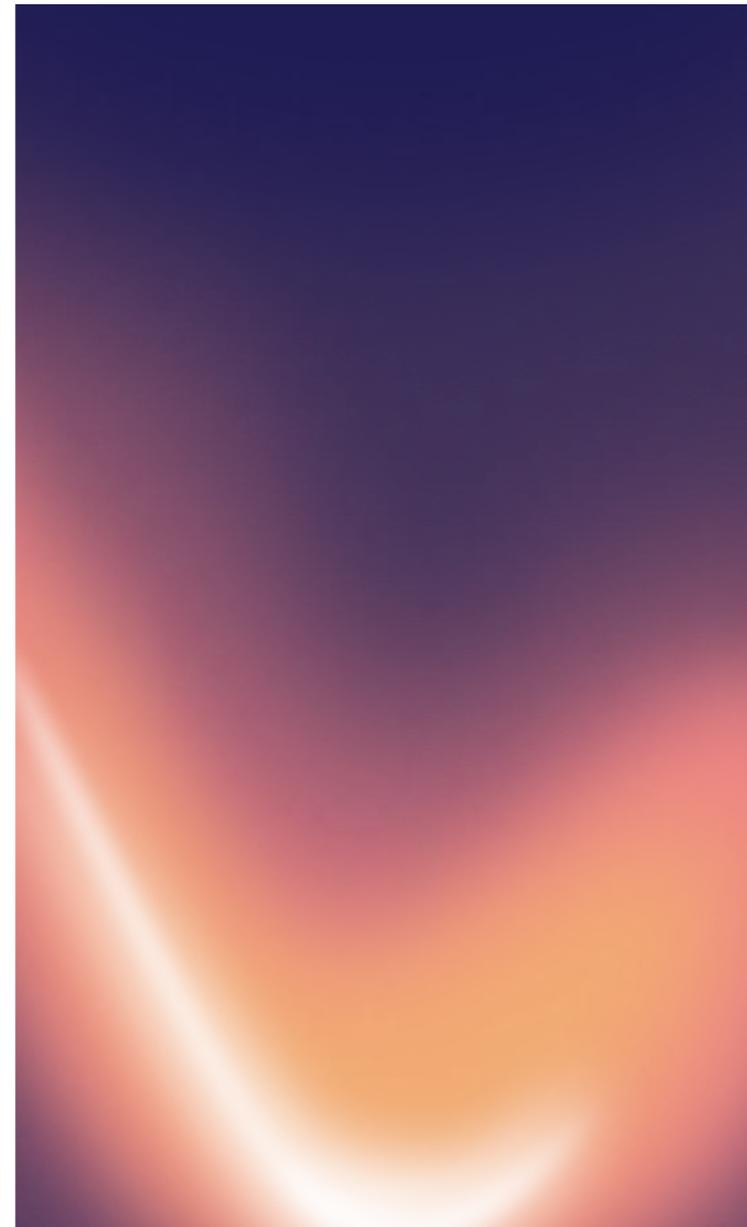
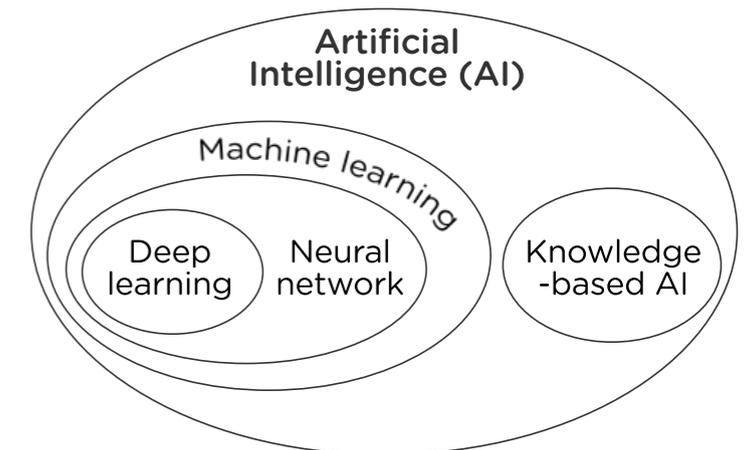
when it comes to choosing between implementing AI or training up a whole team of human agents, the upfront cost is a key factor. Sure, AI solutions come with an initial investment — think development, integration, and maintenance — but once it's set up, it can scale without constant extra costs. It's like having an always-on, tireless team member that never needs a break.

On the other side, training human agents requires ongoing expenses for recruitment, onboarding, and skill development, and there's only so much they can handle at once. Over time, though, AI saves serious cash by tackling the repetitive stuff, giving your human team more room to handle the tricky, high-value issues. So, if you're looking to cut costs and level up your customer support, AI might just be the smarter, long-term investment.

## So, Is Human Support Still Needed with AI's Rise?

It may look like AI is all you need, but it's not about replacing humans with AI — it's about collaboration. AI excels at efficiency, managing repetitive tasks like FAQs and order tracking, while human agents bring emotional intelligence and critical problem-solving skills to the table. Together, they create seamless, meaningful interactions that customers truly value.

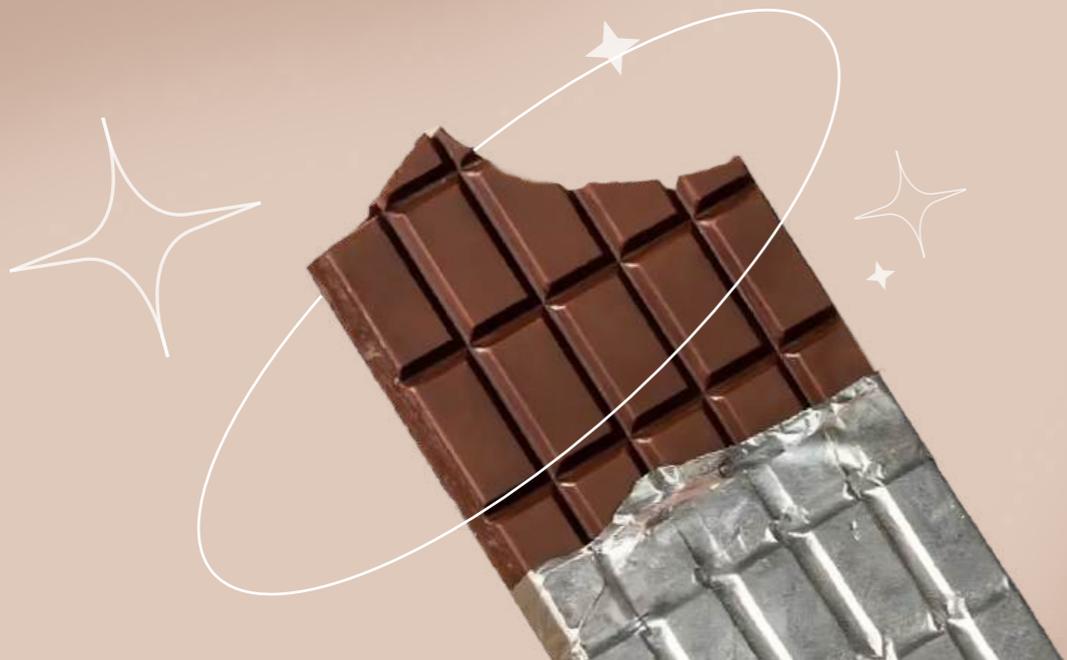
By blending AI's speed with the human touch, businesses can deliver support that's not only faster and more cost-effective but also deeply personalized. The key lies in finding the right balance to unlock new opportunities for exceptional service.



# WELCOME THE FUTURE:

## The Synergy of AI and Humans in Support

AI in customer support isn't just efficient — it's got a sense of humor, too. Ask it "What's the meaning of life?" and you might get, "All evidence to date suggests it's chocolate."



While AI handles the basics, humans step in to keep things on-brand and spot-on. The perfect mix? Efficiency with a dash of personality, creating a support system that's not just effective but memorable.

By leveraging AI for efficiency and human expertise for personalization, you can create scalable, flexible CX solutions that save costs, improve response times, and elevate customer satisfaction. **It's not just support; it's a partnership designed for growth.**

# WHY COMBINING AI WITH HUMAN TEAMS LEADS TO MORE EFFICIENT AND SCALABLE SUPPORT SYSTEMS?

One of our clients experienced a dramatic improvement in their customer support metrics after integrating AI with human teams. Virtual AI assistants handled FAQs and categorized queries, allowing human agents to focus on solving complex issues. The result? Faster resolution rates and happier customers. Combining AI and human expertise creates a powerful support system that's not only scalable but also remarkably efficient. Here's why:

- **Enhanced Efficiency:**

AI takes care of repetitive tasks like answering FAQs, categorizing tickets, and collecting data, freeing human agents to tackle more complex, high-value issues. This division of labor improves ticket resolution rates and ensures quicker responses.

- **Scalability with Cost**

**Savings:** AI-powered Level 1 support significantly reduces operational costs by up to 60%, while Levels 2 and 3 are managed by human agents. This hybrid approach balances cost-efficiency with the depth of expertise needed for complex queries.

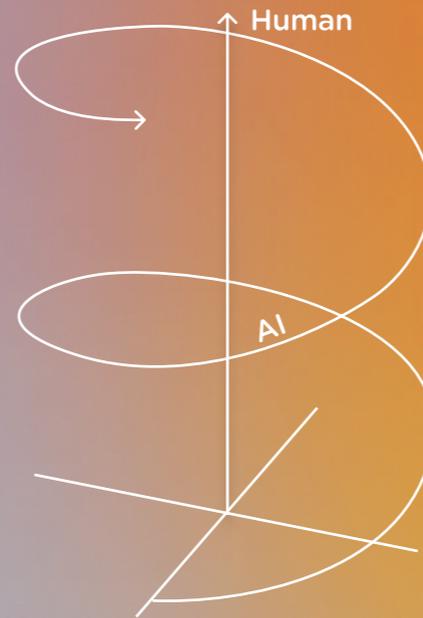
- **Consistency and Quality:**

With robust training, QA processes, and analytics, AI ensures consistent, on-brand interactions across channels. Human agents, meanwhile, elevate the customer experience with emotional intelligence and problem-solving skills. Together, they deliver high-quality support at scale.

- **Customer Insights:**

AI gathers actionable data, providing teams with insights into customer behavior, pain points, and trends. These insights empower human agents to offer personalized experiences, driving satisfaction and loyalty.

# HOW WE BLEND AI AND HUMAN SUPPORT AT SUPPORTYOURAPP



**At SupportYourApp**, we combine advanced AI technology with a team of skilled human agents to deliver exceptional customer experiences. Our approach goes beyond traditional outsourcing — we seamlessly integrate into our clients' teams, customizing solutions to meet their unique needs. From hiring and training to quality assurance and analytics, we handle every aspect of customer support.

# 3 KEY COMPONENTS OF OUR AI-ENHANCED CUSTOMER SUPPORT

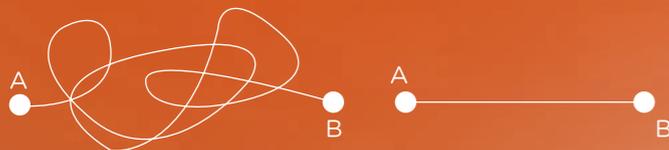
## ● Technology - AI Agent (Quidget)

# 24/7

No-code AI solution for 24/7 multilingual support.

# 5 min

Simple 5-minute setup and seamless integration.



Adaptive learning to continuously improve responses.

## ● People - Human Expertise and Global Teams

# 2,000

A network of 2,000 agents delivering support in 60+ languages.



Tailored recruitment strategies to match client needs.

## ● Expertise and Infrastructure

# 14 years

Over 14 years of experience in customer support.



Comprehensive AI implementation or consulting for optimal solutions.

# HOW AUGMENTED SUPPORT SOLUTIONS CAN SAVE YOU MONEY AND TIME

Today, companies face a dilemma: on one hand, they need to optimize costs for customer support, and on the other, customer expectations are higher than ever before. Simply put, companies are looking for affordable CX solutions while maintaining — or even exceeding — the quality level. And this is where Augmented Support Solutions come in — a **combination of human teams and AI.**

Typically, these teams achieve an average deflection rate of 50%, meaning that 50% of customer requests are processed by AI, while the remaining 50% are escalated to human operators. In case of escalations, AI leaves an internal summary so that human support agents can quickly understand the request.

## In practice, augmented teams have shown:

- **Better Cost Efficiency:** A single agent typically handles 30 user inquiries per day. With AI assistance, they can manage up to 60 or even 90 tickets, reducing labor costs while freeing up time to focus on more complex issues. On average, some of our clients saw budgets decrease by 15-25% for CX after introducing AI.
- **Consistency in SLAs:** Instead of adding new operators to keep response times fast, you can use one AI tool capable of handling multiple conversations at the same speed. Customers get instant replies from AI, and, if needed, are then escalated to human support teams. You set the expectations initially, we fine-tune the model and launch it. No matter if it's the middle of the night or during a storm, AI solutions provide the required service quality.
- **Faster Processing Time and 24/7 Availability:** AI solutions are available 24/7 and are constantly self-improving. Moreover, AI supports multiple languages, making it crucial if you have limited requests but still require an FTE who speaks the local language.

# REAL-WORLD APPLICATION OF AI AND HUMAN SYNERGY APPROACH

## Case Study: 68% Increase In Resolved Tickets

The Company is a fast-growing startup specializing in AI-powered visual content creation. As their customer base expanded, they needed a solution to scale their support without compromising quality.

### Challenge

The Company faced rapid growth, leading to a surge in customer inquiries that overwhelmed their support team.

### Solution

SupportYourApp implemented a hybrid model, combining AI for routine queries and skilled agents for complex issues. This scalable approach adapted seamlessly to the Company's growth.

## Results

68%

increase in resolved tickets

46%

faster resolution times



Enhanced customer satisfaction and operational efficiency



This success highlights how blending AI and human expertise drives growth and superior service quality.

## **CSAT TABLE: A QUICK REFERENCE FOR BUSINESSES**

To help you determine when it's best to use human support, AI, or a combination of both, we created a CSAT table. It shows how the use of AI, human, or augmented support affects the CSAT score depending on the type of request. For example, you can see that for Account Activation requests, using only a human team leads to a low CSAT score, while AI or augmented support results in a better score. Use the table to validate your hypotheses, adjust your strategy, and fine-tune your approach for the most efficient and satisfying customer experience.

[CSAT TABLE ]  
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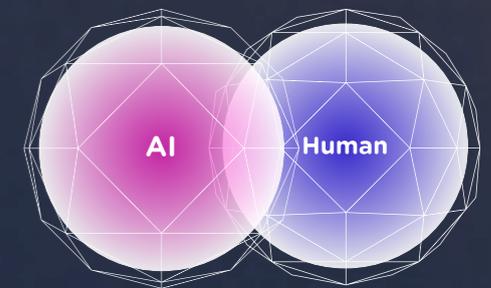


# CSAT Performance: AI, Human, Synergy

Here's the Truth Based on Our CSAT Research

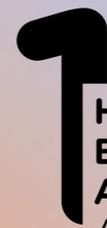
<b>AA</b> Account Activation Hum AI Syn	<b>ABA</b> Account Ban Appeal Hum AI Syn	<b>ARR</b> Account Recovery Request Hum AI Syn	<b>ASA</b> Account Security Alerts Hum AI Syn	<b>AS</b> Appointment Scheduling Hum AI Syn	<b>AU</b> Account Upgrade Hum AI Syn	<b>BH</b> Billing History Hum AI Syn	<b>BRR</b> Backup & Restore Request Hum AI Syn
<b>BE</b> Billing Error Hum AI Syn	<b>BR</b> Bug Reporting Hum AI Syn	<b>COR</b> Custom Order Request Hum AI Syn	<b>CDC</b> Cross-Department Coordination Hum AI Syn	<b>CR</b> Complex Refund Hum AI Syn	<b>CR</b> Conflict Resolution Hum AI Syn	<b>CO</b> Customer Onboarding Hum AI Syn	<b>CFC</b> Customer Feedback Collection Hum AI Syn
<b>CM</b> Content Moderation Hum AI Syn	<b>CSR</b> Custom Service Requests Hum AI Syn	<b>DER</b> Data Export Request Hum AI Syn	<b>DTE</b> Delivery Time Estimation Hum AI Syn	<b>DC</b> Damage Compensation Hum AI Syn	<b>DAC</b> Delivery Address Change Hum AI Syn	<b>DMA</b> Data Migration Assistance Hum AI Syn	<b>DDI</b> Delivery Delay Inquiries Hum AI Syn
<b>DPC</b> Data Plan Change Hum AI Syn	<b>FS</b> Feedback Submission Hum AI Syn	<b>LP</b> Lost Package Hum AI Syn	<b>LD</b> Legal Dispute Hum AI Syn	<b>LSS</b> Language-Specific Support Hum AI Syn	<b>OC</b> Order Cancellation Hum AI Syn	<b>OM</b> Order Modification Hum AI Syn	<b>ON</b> Outage Notification Hum AI Syn
<b>OSI</b> Order Status Inquiry Hum AI Syn	<b>PS</b> Product Setup Hum AI Syn	<b>PRR</b> Product Replacement Request Hum AI Syn	<b>PMR</b> Price Match Request Hum AI Syn	<b>PCA</b> Promotional Code Application Hum AI Syn	<b>PA</b> Product Availability Hum AI Syn	<b>PRI</b> Product Return Instructions Hum AI Syn	<b>PD</b> Payment Discrepancies Hum AI Syn
<b>PIR</b> Product Information Request Hum AI Syn	<b>PR</b> Password Reset Hum AI Syn	<b>PR</b> Product Recommendations Hum AI Syn	<b>PCR</b> Product Comparison Request Hum AI Syn	<b>PR</b> Pricing Request Hum AI Syn	<b>PD</b> Promotional Discrepancies Hum AI Syn	<b>PF</b> Payment Failure Hum AI Syn	<b>PR</b> Product Return Hum AI Syn
<b>PER</b> Policy Exception Request Hum AI Syn	<b>PI</b> Purchase Inquiry Hum AI Syn	<b>RI</b> Refund Inquiry Hum AI Syn	<b>SM</b> Subscription Management Hum AI Syn	<b>SI</b> Subscription Issues Hum AI Syn	<b>SI</b> Service Interruption Hum AI Syn	<b>SRP</b> Standard Refund Process Hum AI Syn	<b>SPC</b> Service or Product Complaint Hum AI Syn
<b>SLM</b> Software License Management Hum AI Syn	<b>TNR</b> Tracking Number Request Hum AI Syn	<b>TT</b> Technical Troubleshooting Hum AI Syn	<b>TPIS</b> Third-Party Integration Setup Hum AI Syn	<b>UAD</b> Updating Account Details Hum AI Syn	<b>UPA</b> User Permission Adjustment Hum AI Syn	<b>VCE</b> VIP Customer Escalation Hum AI Syn	<b>WCS</b> Warranty Claim Submission Hum AI Syn

- Account Activation
- Account Ban Appeal
- Account Recovery Request
- Account Security Alerts
- Appointment Scheduling
- Account Upgrade
- Billing History
- Backup & Restore Request
- Billing Error
- Bug Reporting
- Custom Order Request
- Cross-Department Coordination
- Complex Refund
- Conflict Resolution
- Customer Onboarding
- Customer Feedback Collection
- Content Moderation
- Custom Service Requests
- Data Export Request
- Delivery Time Estimation
- Damage Compensation
- Delivery Address Change
- Data Migration Assistance
- Delivery Delay Inquiries
- Data Plan Change
- Feedback Submission
- Lost Package
- Legal Dispute
- Language-Specific Support
- Order Cancellation
- Order Modification
- Outage Notification
- Order Status Inquiry
- Product Setup
- Product Replacement Request
- Price Match Request
- Promotional Code Application
- Product Availability
- Product Return Instructions
- Payment Discrepancies
- Product Information Request
- Password Reset
- Product Recommendations
- Product Comparison Request
- Pricing Request
- Promotional Discrepancies
- Payment Failure
- Product Return
- Policy Exception Request
- Purchase Inquiry
- Refund Inquiry
- Subscription Management
- Subscription Issues
- Service Interruption
- Standard Refund Process
- Service or Product Complaint
- Software License Management
- Tracking Number Request
- Technical Troubleshooting
- Third-Party Integration Setup
- Updating Account Details
- User Permission Adjustment
- VIP Customer Escalation
- Warranty Claim Submission
- Product Return Instructions
- Payment Discrepancies
- Product Information Request
- Product Comparison Request
- Pricing Request
- Promotional Discrepancies
- Payment Failure
- Product Return
- Policy Exception Request
- Purchase Inquiry
- Refund Inquiry
- Subscription Management
- Subscription Issues
- Service Interruption
- Standard Refund Process
- Service or Product Complaint
- Software License Management
- Tracking Number Request
- Technical Troubleshooting
- Third-Party Integration Setup
- Updating Account Details
- User Permission Adjustment
- VIP Customer Escalation
- Warranty Claim Submission



- Highest CSAT (85%-100%)
- Moderate CSAT (75%-84%)
- Low CSAT (50%-74%)

# Q



## How Are Roles Divided Between AI And Human Agents?

AI efficiently handles L1 support tasks, escalating complex queries to L2 or L3 teams. This approach leverages data-driven insights to continuously enhance the knowledge base.



## Can AI Solutions Be Integrated With Existing Systems?

Absolutely. We can help integrate AI seamlessly with your existing infrastructure, from CRMs to ticketing platforms, ensuring smooth operations without disruptions.



## How Does AI Ensure The Information Provided Is Correct?

AI relies on a constantly updated knowledge base, built from your company's data and FAQs. Regular training ensures accuracy and relevance.

# A



## What ROI Can We Expect Within The First Year?

Automating up to 80% of requests, reducing response time up to 40%, reducing operational costs by up to 45%.



## How Does AI Integrate With Existing Tools Like Intercom, Zendesk, Etc.?

Our no-code solutions work effortlessly with popular tools like Intercom, Zendesk, and others. Setup takes minutes, and our team ensures compatibility and customization.



## What Happens When AI Is Unsure Of An Answer?

AI adapts to product updates through a structured training process, ensuring accuracy and relevance. If AI lacks confidence, it escalates the query to a human agent, providing context and suggested responses to speed up resolution. AI only responds when it's 100% confident; otherwise, it escalates to a human agent for resolution.

# E



## How Quickly Can AI Systems Be Implemented?

Initial training and implementation can be done just within 48 hours.

# CONCLUSION

## Conclusion: Join The Brands Cutting CX Costs By 25% With Human+AI

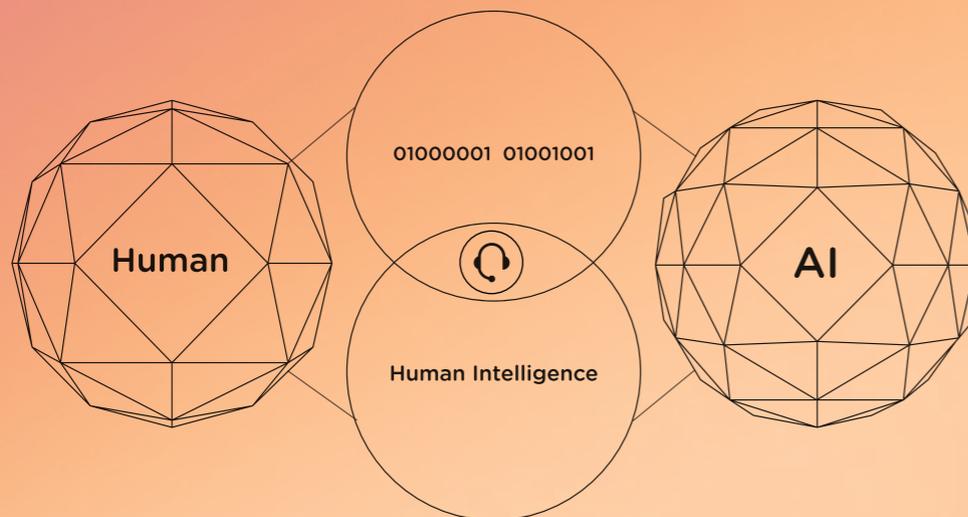
The Future of Customer Support: A Blended Approach

The evolution of customer support demands more than just efficiency — it requires personalization and adaptability. Combining AI and human expertise creates a support system that's fast, scalable, and deeply customer-focused.

## Next Steps For Integrating AI in Your Customer Support Strategy

Ready to transform your customer support operations?

Start your journey with SupportYourApp today. Whether it's a demo, consultation, or a fully integrated solution, our team is here to guide you every step of the way. Schedule your free consultation today to unlock the future of customer support.



# RESOURCES:

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2. <https://supportyourapp.com/blog/augmenting-human-support-how-supportyourapp-drove-a-startups-rapid-growth-with-a-68-increase-in->

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