



Support
Your
App

ebook

AI in Customer Support

AI has become one of the cornerstones of superb customer service. It helps support teams be more efficient and process more requests.


It provides support teams with the most valuable ingredient of top-notch support — **TIME**.

By taking operational tasks off support agents' hands, AI can help them enhance their processes and provide **BETTER SERVICE**.

With AI on the rise, it is time we dive deeper into the world where AI and Customer Support cooperation creates a **BETTER FUTURE FOR EVERY CUSTOMER**.



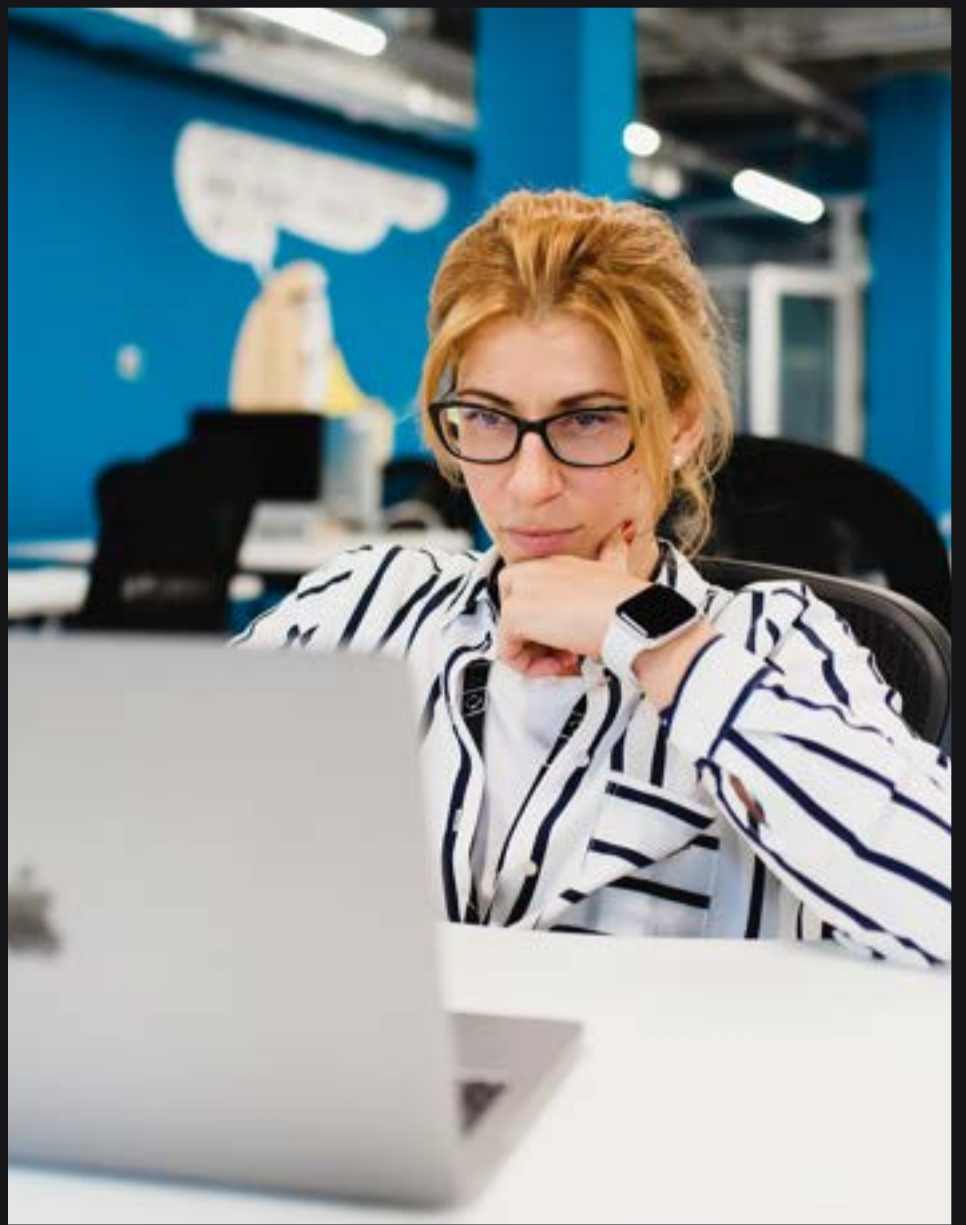
Want to improve your team with AI-enhanced customer support?

Connect with us at hi@supportyourapp.com, and we'll be happy to  build a professional customer support and service team for you.



In just a couple of years, AI will power up to **95%** of all **CUSTOMER INTERACTIONS**.

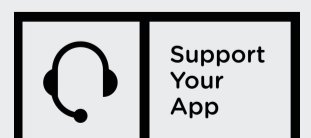
- ✓ **73% OF USERS** are pro-AI if it can improve their experience.
- ✓ **66% OF BUSINESS OWNERS** say AI has a positive impact on their business.
- ✓ **40% OF CUSTOMERS** do not care who they get their help from — a human or an AI-powered chatbot, as long as they get what they want.
- ✓ Chatbots can help **REDUCE CUSTOMER SUPPORT COSTS BY 30%**.
- ✓ **ALMOST 60%** of customers prefer AI customer support because it helps them save time or work faster.



With stats like these, it is hard to underestimate **THE IMPORTANCE** of **AI** in **CUSTOMER SUPPORT**.

And while this is clear, the ways we can embed AI into the support process may still be under-researched.

So, we did our research and are now thrilled to share the most efficient sides of implementing the newest technologies into customer support with you.



1. NLP GAINS MORE MOMENTUM

NLP IS A SUB-GENRE OF AI.

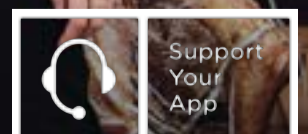
It helps machines understand human languages and perform various tasks. In customer support, it is best used for ticket classification and tagging. Support teams can also use it to:

» **UNDERSTAND CUSTOMERS BETTER** — developing and using active listening takes time. It is heavily dependent on a support agent's personal traits. NLP can help support teams hear and understand customers better without the need to develop the skill of active listening.

» **MONITOR TICKETS PROPERLY** — customer requirements and tickets change over time. They may have repeat issues or additional questions about their existing requests. Together with automation, NLP can update tickets, add incoming information into a CRM system, and update customers' profiles.

» **OPTIMIZE CUSTOMER COMMUNICATION** — classification of tickets, social media monitoring, and sentiment recognition are time-consuming when done manually.

AI and NLP can optimize all these processes and provide customer support consultants with more time to deal with tickets instead of having to waste it on operational tasks.



2. CHATBOTS ARE THE FUTURE

23% of customer support companies use an AI-enhanced chatbot.

69% of users want to communicate with chatbots because they provide instant answers.

65% of customers are ok with handling an issue without a human agent.

64% of customer support agents who work with chatbots can spend most of their time solving complex issues and tickets, as opposed to 50% of agents who do not use chatbots.

Chatbots have become a perfect tool not only for support, but for **HR, TECH,** and even **INTERNAL OPERATIONS TEAMS.**

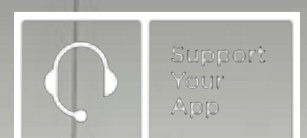
For example, **THE SUPPORTYOURAPP HR DEPARTMENT**

has a chatbot that streamlines and optimizes the initial communication with candidates, helps them learn more about our company, and even helps them submit their CVs.

We also have **THE SUPPORTYOURAPP OFFICE CHATBOT** for communication with our Office Managers, and even a chatbot that enhances communication between our support teams and their Team Leads.

No matter how tempting a fully AI-backed chatbot may seem, it is important to remember that AI lives up to its true current potential only when paired with a human.

One of the most obvious reasons for this are, of course, empathy and human connection.



With **59%** of customers saying businesses have lost touch with a human side of customer service, leaving support to AI will have a **DIRECT INFLUENCE** on the level of customer satisfaction and will **ULTIMATELY INCREASE CHURN.**

Listening not only to what a user is saying but to how they are saying it is a task that can **ONLY** be performed and processed correctly by a **HUMAN SUPPORT CONSULTANT.**

CHATBOT AND AI SUCCESS STORIES:

DOMINO'S

Domino's Facebook chatbot allows customers to place an order, track its status, link their social media and Domino's accounts, and even reorder their previous order. This helped the brand connect with customers and display their customer centricity, as **75%** of their sales are coming through digital communication channels.

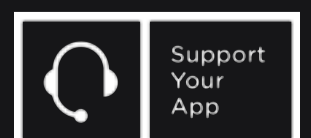
APPLE

Apple's support team uses a chatbot that helps the company's customers get information about their orders. It can also answer questions about Apple devices, as well as provide technical and customer support. The chatbot is so versatile and well-developed that some are even calling it Apple GPT.

SEPHORA

With the help of their Facebook chatbot, Sephora helps its clients with picking, matching, and booking makeup products without having to switch between communication channels or even devices. Overall, the implementation of AI helped Sephora decrease their basket drop rate by **20%** and increase their conversion rate by **51%**.

CHATBOTS and their distant cousins, virtual assistants, are the **FUTURE** of customer support and service. With most customers wanting to communicate with chatbots, it is the **BEST WAY** to satisfy customers' desires and raise satisfaction across the board.



3. SET UP ALL-THINGS-AUTOMATION

To **IMPLEMENT PROPER AUTOMATION**, a business has to take several steps:

- ◆ Identifying the need for automation
- ◆ Figuring out the way to set it up
- ◆ Briefing and synching with the Automations team
- ◆ Developing and testing it
- ◆ Identifying and making timely changes and improvements to the system



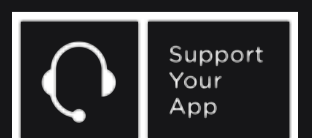
AI can take care of everything on the list except for the **ACTUAL DEVELOPMENT** — that still needs to be done by **PROFESSIONALS**.



TALK ABOUT OPTIMIZATION!

Example:

the most obvious example of AI-enhanced automation in customer support are **chatbots** and automated responses that can be seamlessly integrated into any dialogue. AI can also gather feedback and compile suggestions for service improvement.



4. COMPILE FAQ'S AND ANSWER THE MOST POPULAR QUESTIONS

AI CAN NEVER GET BORED OR ANNOYED. This makes it the best candidate for compiling FAQ or answering the most popular customers' questions.

66% OF ADULT CONSUMERS say the best thing a business can do is **VALUE THEIR TIME** and provide them with the swiftest solutions possible. And that is exactly what an AI-compiled FAQ section will do.

Apart from saving both customers' and support agents' time, a well-structured and up-to-date FAQ will:

- ✓ Decrease ticket volume or keep it in check
- ✓ Build trust
- ✓ Boost the performance of a business' website
- ✓ Help maintain a product's knowledge base up-to-the-minute

BEST FAQ EXAMPLES:

 WHATSAPP



 FREESPIRIT

 TWITTER

 DROPBOX

 AMAZON

 UPS



5. ENHANCE SUPPORT AGENTS' EXPERTISE AND SPEED

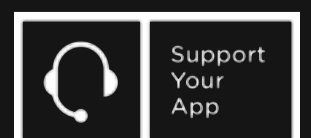
- » 90% of customers say **IMMEDIATE RESPONSES** are important or even vital for their satisfaction.
- » 71% of millennial consumers say quick responses from support teams drastically **IMPROVE** their experience.
- » 83% of customers want to be connected **IMMEDIATELY** after engaging with a business.

In customer support, the **SPEED** of communication is the **SOIL** where customer satisfaction grows. The faster are the replies, the better.



AI can help **support teams schedule calls** and **prioritize and sort messages** according to their tone and sense.

It can also help them **maintain an up-to-date knowledge base** and sort through it fast, based on keywords and customer tickets history.



6. TAKE CARE OF SCHEDULING



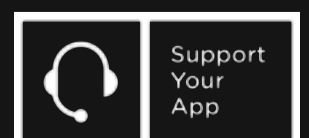
- ◆ AVERAGE FIRST RESPONSE
- ◆ AVERAGE REPLY
- ◆ NUMBER OF ANSWERED TICKETS
- ◆ RESOLUTION RATE
- ◆ AVERAGE HANDLE TIME

These are the **most important KPIs** that support teams need to maintain on a consistently high level. Something support teams cannot do without proper scheduling and task prioritization.

AI can help support teams **organize their calendars** and **prioritize their tasks** in a way that will improve their productivity and help them deal with all their tasks in a timely manner, **enhancing the aforementioned KPIs.**

EXAMPLE:

by analyzing historical data, AI can schedule and match a particular customer with a particular support agent who already have a rapport between them, which increases Customer Satisfaction Rate and Resolution Speed.



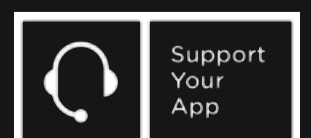
7. MANAGING A HIGH VOLUME OF TICKETS

With AI analyzing the sentiment, sorting through tickets, updating the knowledge base, and monitoring the QA process, **THERE IS NOTHING LEFT FOR HUMANS TO DO BUT THEIR JOB.** And they will be more efficient, productive, and quick.



Together with AI, support teams can manage even the highest volume of tickets and process the largest volume of information.

It is important to remember about all necessary **SECURITY CERTIFICATIONS** and a team's compliance with them. By the way, AI can help teams here too, but that is another story.



8. CONDUCT AND ASSIST WITH QA

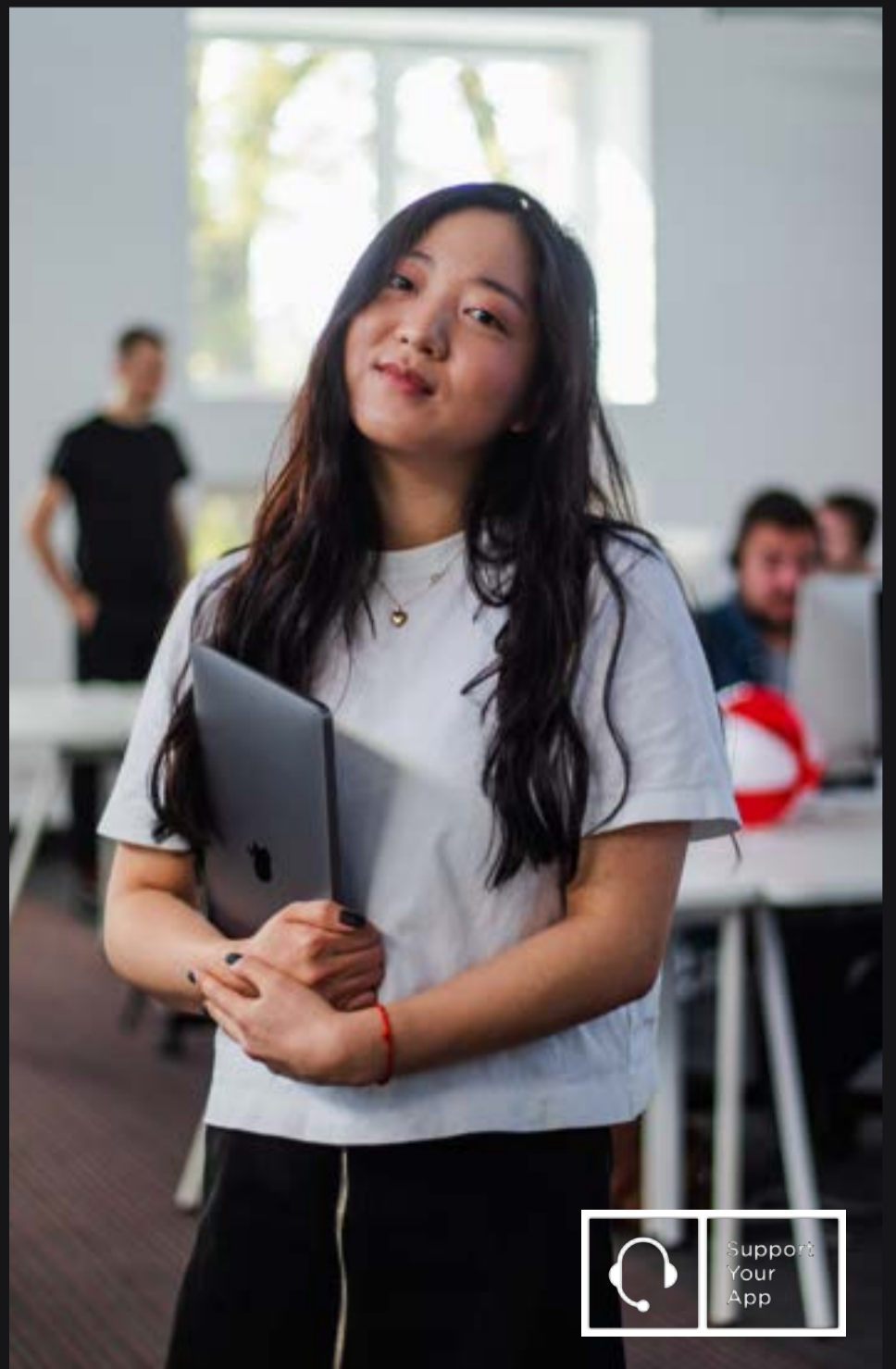
A properly set-up QA process can **reduce customer churn** (because it will ensure a constantly high quality of service), help businesses **receive valuable information** that may be tough to obtain manually or any other way, and **increase customer lifetime value**.

AI can help QA Engineers sort through different types of tickets (email, chat, and even calls) and evaluate the performance of support agents across all channels of communication.

This speeds up the process and helps support teams see and improve their services.

EXAMPLE:

AI can help analyze every support agent's latency and build a team's processes around this indicator as well as sort through customer tickets to find ways and areas of communication improvement.

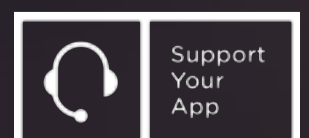


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We will be happy to apply our
MORE-THAN-A-DECADE-LONG
expertise & experience to make sure
your customers are satisfied.



9. SOURCES

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3. [Key Chatbot Statistics You Should Follow in 2023](#)
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5. [Customer Service Metric: A Deep-dive Into First Response Time](#)
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8. [Millennials Prefer Live Chat for Speed and Convenience](#)
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10. [What is customer lifetime value \(CLV\)?](#)
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12. [How Sephora Decreased Basket Drop Rate by 20% while Increasing Conversion Rate by 51% with VTO?](#)
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15. [73% of Consumers Believe AI can have a Positive Impact on their Customer Experience](#)
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17. [Chatbots In Customer Service – Statistics and Trends \[Infographic\]](#)
18. [Experience is everything: Here's how to get it right](#)

