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CONVERSATIONAL AI CHATBOTS FOR THE COVID-19 ERA

How the virtual assistant has helped businesses during the Covid-19 pandemic

cagantech

WHAT COVID-19 HAS TAUGHT BUSINESS

During the Covid-19 pandemic, businesses scrambled to retain customers, devising new ways to deliver products and services. This era meant the entire world reached for their laptop instead of their car keys to perform most of their purchases and customer service queries.

At the same time, businesses had to support this 'New Normal' for their customer service agents to work from home in a safe and secure environment.

Whilst most customer support focuses on simple answers which customer agents have to repeat day in and day out, the complex and more pressing customer queries had to wait their turn which often could turn into a nasty PR nightmare that impacts brand loyalty.

What people learned the most during Covid-19 Lockdown is that timeless customer service should be the most valued component of your business. Unhappy or frustrated customers lead to high attrition and low retention rates.

But how do you navigate a pandemic customer service nightmare? By working smartly with effective and secure business processes.

An example of this would be supporting customer support agents with Conversational AI chatbots. Designed with the ability to think, adapt, improve and enhance the customer experience.
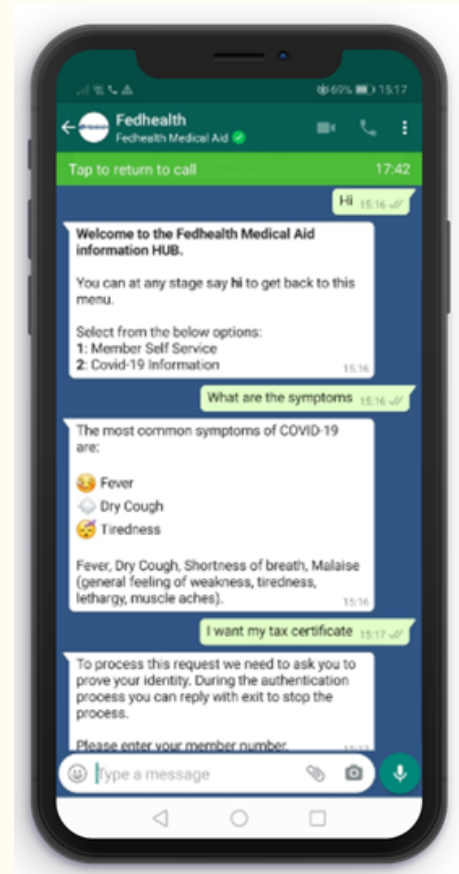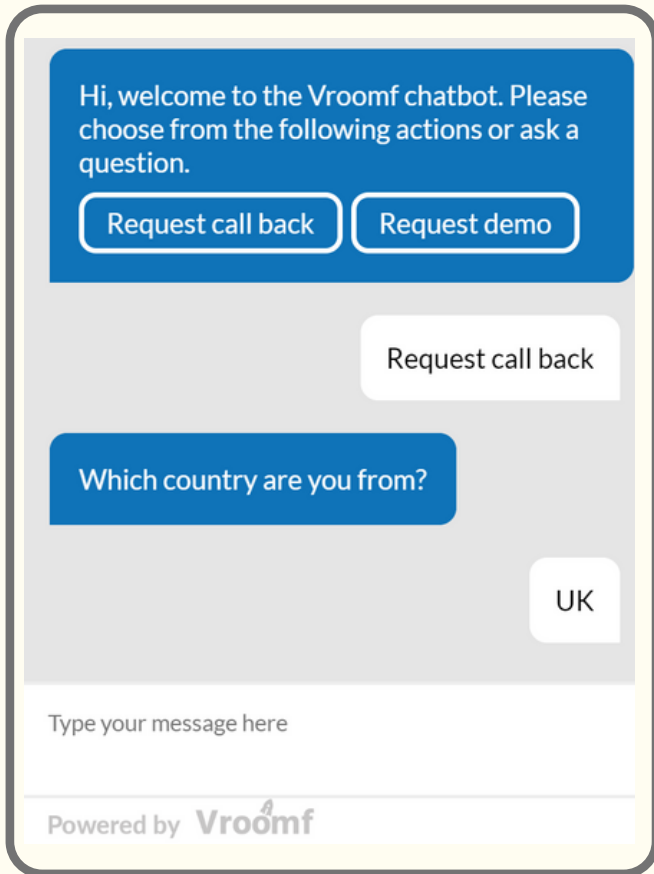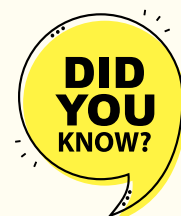
A good conversational chatbot or 'virtual assistant' should be intelligent enough to provide a reasonable level of self-service to a customer before handing over to a live customer support agent to solve a more complex problem or requirement.

A state-of-the-art chatbot solution should be able to provide the agent with real-time information and document retrieval from a legacy system while negating the need for additional hardware such as telephones for working from home.

Unlike digital phones, virtual assistants are able to provide valuable analytics and the ability to retrieve vital information such as historical transcripts, customer journeys, and interaction timelines.

One casualty of the unexpected increase in the volume of customer queries has been an increase in missed orders and contact drop-offs.

A self-service chatbot should provide enough automation that is easily scalable to attend to large volumes of standard customer requests such as, "Where is my order?" or "What are my monthly premiums?" Entry-level chatbot solutions are simply not good enough to provide this functionality in an efficient and secure manner.

DID YOU KNOW? The Vroomf AI Chatbot reduced a company's average support interaction between the customer and sales agent from 6 minutes to 32 seconds

NOT ALL CHATBOTS ARE CREATED EQUAL

A conversational virtual assistant is not your run-of-the-mill FAQ chatbot that is only able to respond to a set number of predefined questions. Using Natural Language Processing and Business Language Processing, an AI chatbot is able to detect key phrases and routing cases.

In simpler terms, a conversational virtual assistant is able to also identify the 'intent' in the conversation to instantly and securely retrieve information from a knowledge base at any time of the day (or night).

This will result in a significantly improved availability of live customer support agents, increased productivity, and enable the agents to prioritise more urgent or pressing queries. This can ensure an increase in customer satisfaction.

Customer choice

An enterprise solution should have the ability during a chat with a customer to continue chatting or allow the customer to request to be transferred to a Live Agent who can help with the customer experience.

As a virtual assistant is able to answer a wide range of business-related questions, the need for a large support agent centre can be reduced.

Ease of use and implementation

A simple pre-built virtual assistant can be designed to be implemented in a matter of minutes, however, systems that require integration into legacy systems require project management and must comply with your security protocols.

"74% of people are likely to switch brands if they find the purchasing process too difficult."

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ACCESSIBILITY & SECURITY

Virtual assistants are dissolving preconceived concerns of accessing private and sensitive information online through a premium two-factor pre-authentication process such as WhatsApp or other platforms.

The best virtual assistant can be trained to identify the needs of a customer and translate it into a command that retrieves information, specific to your business such as membership, tax or personal identification number.

Security is at the epicentre of the Vroomf Chatbot. Our pre-authentication process is GDPR compliant and uses tokens with an expiration timestamp.

Customers can authenticate using one time pins (OTP's) against CRM or legacy customer information systems.

DID YOU KNOW?
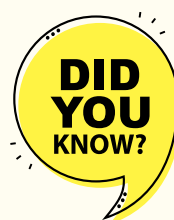
A virtual assistant can provide an intranet for employees to access company documents by simply requesting information via the company WhatsApp channel.

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ARE YOU ADDRESSING YOUR CUSTOMERS' NEEDS?

It's estimated that over 60% of businesses will have a chatbot by 2021. Are you prioritising Customer Experience? A premium virtual assistant allows you to scale your business up or down to adjust to the pandemic or to your customer's requirements. Here are a summary of the benefits:

- ✓ Reduce staff costs
- ✓ Longer business hours
- ✓ Fewer abandoned calls
- ✓ Helps to reduce customer attrition
- ✓ Faster and more efficient customer interactions
- ✓ Premium customer pre-authentication process
- ✓ Ability to scale service provision quickly & efficiently
- ✓ Understanding colloquialisms
- ✓ Automated AI sales channel
- ✓ Assist customer agents (document retrieval)
- ✓ Scale at speed

CONTACT US TODAY

ARE YOU READY TO MAKE VROOMF A PART OF YOUR COVID-19 SOLUTION?

Contact us today for more information of how the Vroomf Virtual Assistant can help protect your business during and after the pandemic. Vroomf is a product of Cagan Tech.

Don't lose momentum in providing your customers with the service they expect.

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