dydu
DO YOU DREAM UP

Customer Relations: Supporting the Customer Journey with Conversational AI, 24/7

WHITE PAPER

Everything you need to know about enhancing your customer relationship with conversational AI: challenges, benefits, and use cases.

CONTEXT AND CHALLENGES OF THE CUSTOMER RELATIONSHIP

Over the past ten years, the digitalization of communication methods and consumer practices **have transformed the customer relationship.** Today's **consumers are hyper-connected** and expect companies to be "everywhere, all the time". The recent health crisis has magnified this trend and has forced customer relations professionals to question and adapt their strategies to deliver flawless end-to-end experiences. 80% of customers believe that **the experience is just**[1] **as important as the products and services**, so the stakes are high!

1. *Salesforce : State of the connected customer 2020*

SUMMARY

About us

Dydu publishes a **natural language processing** solution for the creation of **intelligent conversational agents** (chatbot, callbot, voicebot) and has been working with a large number of large companies, SMEs and public administrations for **more than 13 years.**

Find more : www.dydu.ai

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High Consumer Expectations

Consumers are increasingly demanding and expect brands to meet their high expectations. A clear and frictionless journey is no longer enough; customers want a **close and personal relationship with brands** they trust. Covid has magnified this trend, as 61% of consumers worldwide say that **their expectations in terms of customer service are higher** than they were before the health crisis began.[2]

Customers expect to be **able to get in touch with companies easily**, at **any time of day** and on **any channel.**

They want **quick answers**, without having to exert too much effort; **accepted wait times range** from a few minutes to a few hours depending on the contact channel. Then, in addition to a readily available and responsive customer service, consumers expect companies **to take their needs and concerns into account**; they want **relevant** and **personalized answers,** according to their stage in the customer lifecycle.

2. Zendesk : CX Trends 2022

In today's fiercely competitive world, meeting these expectations directly impacts a company's business performance. In fact, 91% of customers say that **the quality of the customer relationship directly influences their purchase or repurchase decisions.**[3]

However, despite their best efforts, a lot of brands struggle to convert and retain consumers, who are increasingly volatile. Customers don't think twice about switching to the competition if they encounter any sticking points or aren't satisfied with the customer service.

More than 60% of consumers are ready to give up on a brand after a bad experience, which is 22% more than in 2021.[4]

This issue is particularly widespread in the online retail sector, where the average basket abandonment rate is 70%. In other words, 7 out of 10 customers don't go through with purchases, which the French Federation of E-Commerce and Distance Selling (FEVAD) estimates to represent a loss of 18 billion dollars each year.[5]

3. *BVA: "Algorithms, Emotions and Responsiveness" infographic – Customer Services Observatory 2022 https://fr.majorel.com/media/publications/observatoire-des-services-client-bva-2022/*
4. *Zendesk : CX Trends 2022*
5. *FEVAD: E-commerce key figures 2022*

New Challenges for Companies

As companies strive to transform their customer relationship management strategy and adapt to this new reality, a number of challenges have arisen. An **omnichannel experience** means more contact points between brands and customers, which increases the number of daily inquiries.

Consumers tend to **contact brands on several different channels at the same time**, in the hope of **getting a faster response.**

In fact, 52% of customers admit to using **several contact channels for the same request.**[6]

This means that **customer service agents often have to respond to the same inquiry several times** on different channels, which can result in an **inconsistent customer experience.**

Customer service professionals note that it is difficult to respond to these requests in a satisfactory manner; 63% believe that it is hard to strike a balance between speed and quality.[7]

6. *BVA: Customer Services Observatory 2021*
7. *Salesforce: 2021 State of Service Report*

The operational costs of trying to absorb these incoming requests and avoid customer service bottlenecks tend to be high, and negatively impact companies' profitability. There are also a lot of recruitment, training, and retention issues, as customer service contact centers have a particularly high turnover.

## Towards an Optimized Customer Relationship

To keep costs down and retain employees while improving customer satisfaction, more and more companies are turning to **selfcare strategies.** Why? To give customers **easy access to the information** they need, so that they can **solve certain issues themselves.** The benefits of selfcare tools are twofold: **customers are no longer frustrated** by waiting times and the effort it takes

to contact the brand, and **customer relations professionals have more time to focus on other tasks.**

Similarly, **conversational AI solutions** (chatbots, voicebots, callbots) allow brands to **help consumers 24/7**, without overwhelming their support teams.

Companies equipped with conversational agents that use **natural language processing (NLP)** and **artificial intelligence** can **respond in real-time to recurring customer requests** and improve customer satisfaction while **optimizing their resources and operational costs.**

*70% of customers* *say that the expect companies to provide a* *portal or self-service resources*
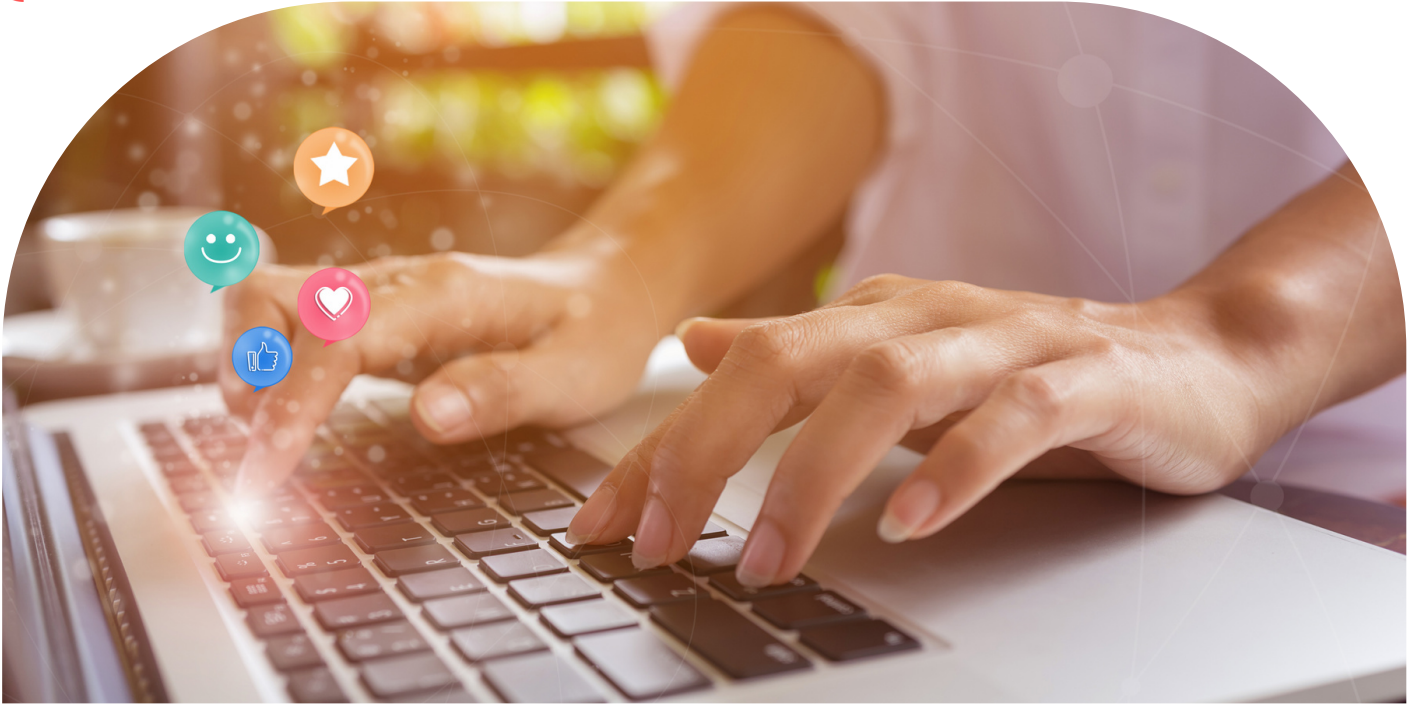
HOW CONVERSATIONAL AI IS TRANSFORMING THE CUSTOMER EXPERIENCE?

A Reassuring, Continual Presence

Conversational agents are **available immediately, at any time of day.** Their **continuous presence is reassuring** and reflects modern consumer practices and communication habits. Customers **don't need to worry** about opening hours or how to reach customer services. Instead, they can call on a conversational agent and get their answer in less than a few milliseconds, before continuing their journey with peace of mind.
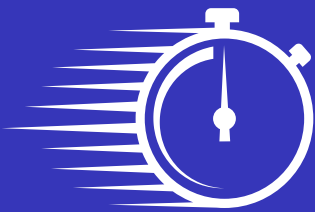
69% *of customers say that the main benefit of a* ***chatbot*** *is its* ***speed of response***

As a **multichannel solution**, a conversational agent can be deployed anywhere: on a **website, mobile app, customer account page, instant messenger, social network platforms,** etc. Customers can find answers on any channel.

High-Quality and Personalized Supported Support

Conversational agents draw on a **knowledge base compiled by business experts** that covers a wide range of topics. They centralize information, ensuring that customers are given **consistent answers.**

But before the bot taps into this knowledge base, it needs to fully understand the request, so as to provide a relevant answer. Conversational agents equipped with a robust **natural language processing algorithm** can easily distinguish between similar requests, such as "I want to cancel my order" and "I want to return my order".

> **97%:** *the average Dydu chatbot comprehension rate*

Conversational AI solutions can also **interface with a company's customer relation management tools,** to provide users with **personalized responses**. If the bot is connected to the brand's **CRM**, for example, it can provide users with information about the total amount on their last bill, or when they can expect a refund for a returned order.

A Seamless Customer Journey

Customers don't need to exert much effort to get information from a conversational agent.
Instead of searching through pages that don't always meet their needs (e.g., help pages or customer FAQs), they can **ask questions in their own words.**

It doesn't matter how the request is phrased, or if there are spelling mistakes, **typos, and syntax errors**, they will always get a t**argeted reply.**

Bots can also handle such a wide range of topics, that they can cover **every stage of the customer lifecycle** and provide support throughout the customer journey, from pre-sales to post-sales, including key moments such as the purchase itself. With the help of a bot, customers can solve tier-one problems **independently** and perform **several actions themselves.**

When human intervention is required, the conversational agent can hand over to a **livechat** operator, in a completely transparent manner.

74% of customers say that they would spend more or be more loyal after a positive customer experience

THE BENEFITS OF CONVERSATIONAL AI FOR COMPANIES

Optimized Costs and Resources

Conversational agents automate the processing of recurring requests, which frees up communication channels and up communication channels and **relieves the support teams of repetitive tasks** with little added value.

With **less than 40% incoming inquiries on average**[8] customer services can absorb the flow of requests more easily, especially during peak periods. Advisors can spend more time focusing on **complex situations**, where they have a strong impact.

Before handing it off to an agent, **the bot also pre-qualifies the request which saves time and ensures quality customer conversations.** The advisor can thus provide better targeted support, that values his or her expertise.

As for the company, it benefits from greater operational efficiency and better agent productivity, while **preserving its resources and reducing costs in the long term.**

*65% of customer support leaders observed a **decrease in the number of incoming contacts** after implementing a **selfcare tool***

8. *FEVAD: E-commerce key figures 2022*

Boosted Sales

Conversational agents are available at every step of the customer journey and can r**emove a lot of sticking points to facilitate conversions.**

Just like a sales assistant, they can be proactive with customers, without waiting for them to ask for help: they can offer **targeted assistance** if they detect any hesitation, such as a user who has been inactive for a long time, and hand over to an operator when a sensitive subject is raised. They can also **highlight information about products, services, or special offers** at key moments of the buying process to **upsell.**

This could be a reminder of the minimum order value for free shipping, for example, **to try and limit the number of abandoned carts.**

1 out of 4 companies will use a chatbot solution as their main customer service channel by 2027

If a user asks questions about terminating a contract, the customer relations bot can **automatically transfer the conversation to a livechat agent,** who can analyze the request and suggest alternative solutions.

Enriched Customer Knowledge

As an unbiased interface, available at any time, conversational agents are an **excellent tool to collect consumer insights.** They handle a large number of dialogues every day and can quickly identify any sticking points and **areas for improvement.** With a better understanding of customer needs and preferences, companies can make **changes to certain policies or processes, adapt their communication strategies** or even **finetune their marketing campaigns.**

Better Customer Satisfaction

Conversational AI selfcare tools help to **convey the image of a responsive brand that listens to its customers.**

Conversational agents are available 24/7 and dedicated to **helping, supporting, and reassuring customers, as well as preventing feelings of frustration**: the customer's problem is resolved instantly and they don't have to waste time repeating their request on different channels to get a quicker answer.

This level of **responsiveness to customer needs improves customer satisfaction** and helps companies anticipate dissatisfaction. This enables businesses to build **loyalty and reduce the risk of churn.**

> *Companies could **reduce churn by 67%** by **solving customer problems** and **meeting expectations** during their first interaction.*

USE CASES &
KEYS TO SUCCESS

Use Cases by Sector

BANKING

Bank statements, changing card limit, banking procedures, technical issues, etc.

INSURANCE

Procedures, making a claim, claim follow-up, billing, etc.

HEALTH

Healthcare, private insurance, medical exams, bloodwork, booking an appointment, etc.

E-COMMERCE

Order management, payment, order tracking, after-sales, returns and refunds, complaints, etc.

REAL ESTATE

Rental management, property purchase, rights and obligations, procedures, legislation, taxes, etc.

TOURISM & TRANSPORT

Booking management, ancillary services, billing, cancellations and refunds, etc.

5 Keys to a Successful Conversational AI Project

1. Define **clear goals** and **KPIs** at the beginning of the project

2. Connect the bot to your company software **for a personalized experience**

3. **Deploy** your bot on your **users' channels**

4. **Develop** your bot through **supervised learning**

5. Regularly **monitor your bot's performance**

Would you like to find out more about conversational AI? We'd be happy to show you our solutions, **contact us now for a demo!**

Contact us !

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