



The Future of Customer Service is Self-service

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Prologue: A new era of consumer behavior and communications

Today, enterprises are undergoing rapid digital transformation. As the world embraces a post-COVID-19 work scenario, companies are innovating their marketing, sales & customer support strategy to fit the scene. For any business to jump off the books, the adoption of new technologies is imperative. Now more than ever, imagination is important for devising and executing novel ways to bridge the gap of demand and supply. Innovative strategies that are effective are always catalyzed by technology - specifically automation. The power of AI enables organizations to scale and accelerate business functions. This results in efficiency and efficacy. The applications of artificial intelligence are endless. It is on thought leaders and decision-makers to understand and internalize the concept to think of new, innovative ways of decimating business issues, generating additional streams of revenue, and gaining a competitive edge. Enterprises that adapt and adjust their business models to incorporate digital technologies, re-imagine their customer journeys for the current and future needs, and implement AI solutions are the economic Moghuls of tomorrow.



Enterprises that implement AI solutions today, will be the Moghuls of tomorrow.



Why is the future of customer support conversational?

Customer support centre is an enterprise's new stream of revenue

The path to AI can be non-conventional at first; it's difficult. There's much that goes into building the perfect AI solution, and one that fits your business needs. As many rush to automation for answers, it is crucial to understand which conversational AI platform is for you.

This is where we come in. Our meticulous Conversational AI Platform comes with a complete guide that can be used by C-level executives and decision-makers across industries, business functions to better understand how to utilize the capabilities of AI, for optimizing and streamlining business processes. This white paper discusses our utilization of conversational AI for customer support to help you resolve customer issues on a real-time basis and also to turn customer service centres into a revenue centre, without increasing overhead costs. The same reasons that enterprises turn to automation are the same reasons that customers and consumers will — to save time and money.



Two major trends are driving the evolution of customer self-service: Over the next 10 years, customers will increasingly delegate their self-service to bots and cross-source expertise from other customers to reduce their efforts in self-service.

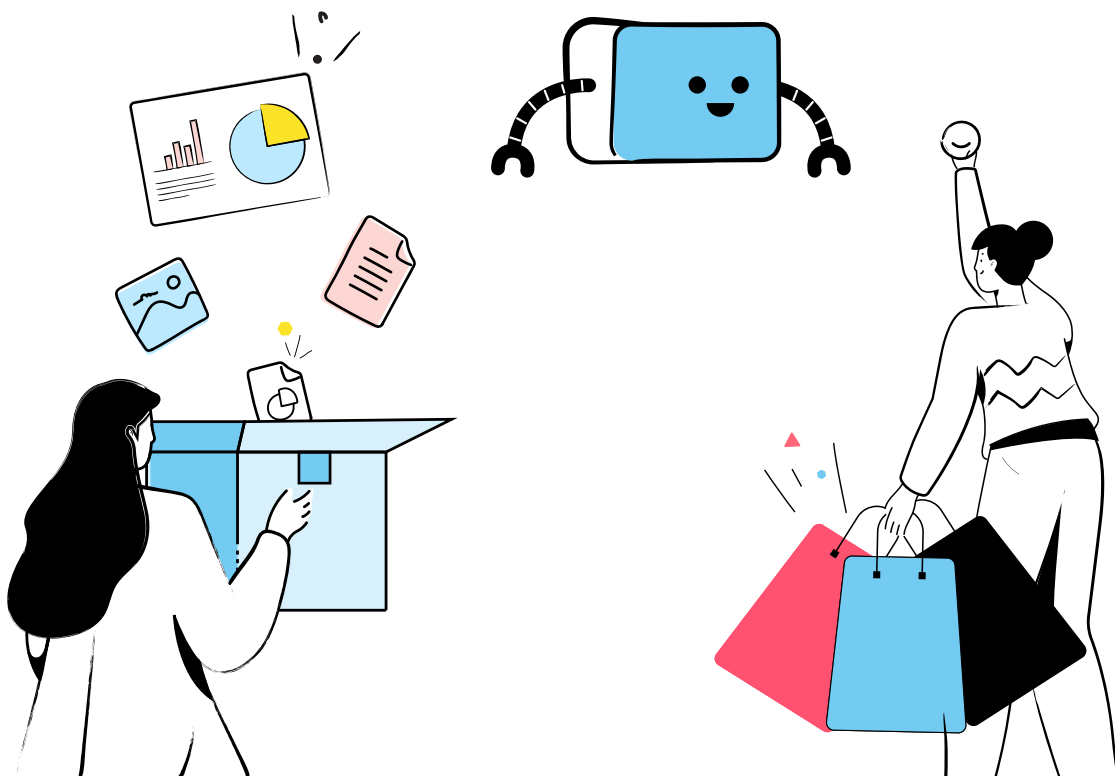


To listen closely and reply well is the highest perfection we are able to attain in the art of conversation

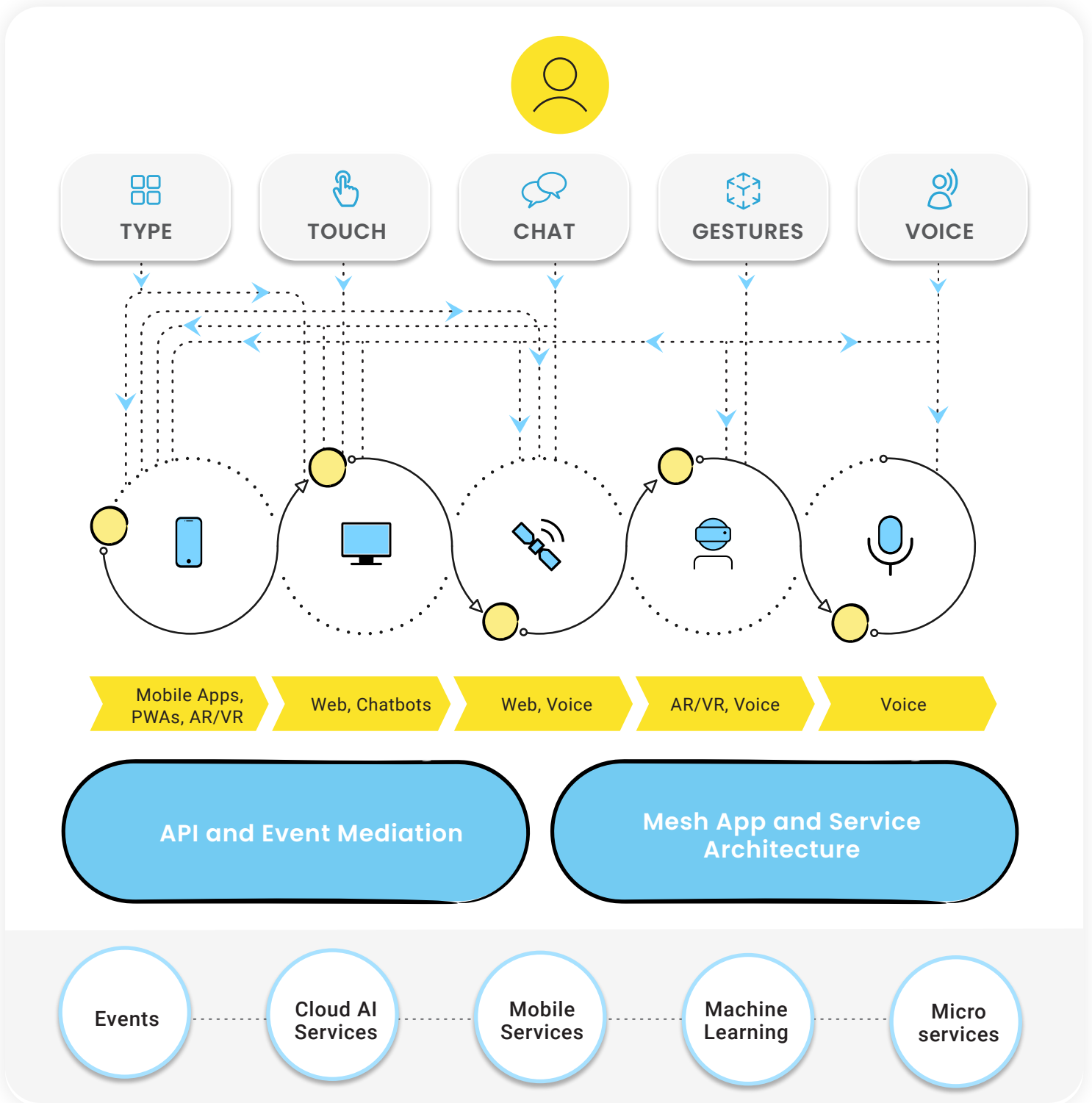
– François de La Rochefoucauld, Essayist

We're all customers. To serve the customers better, we need to pay close attention to what they say, what they do, and where they interact. Therefore, application leaders need to adopt an outside-in mindset starting with the user experience.

Channel thinking is inherently an inside-out approach, demonstrated by a company enforcing its processes on the customer and dictating where and how to engage. Customers don't think about what channel they are in; they just want great UXs to get things done, on whatever digital touchpoint is most convenient, and whatever modality is almost effortless. Gartner advocates a channel-less mindset supported by channel-agnostic design, seamless integration, and CX innovations. Making such transitions successful requires a multi-experience strategy that can seamlessly address



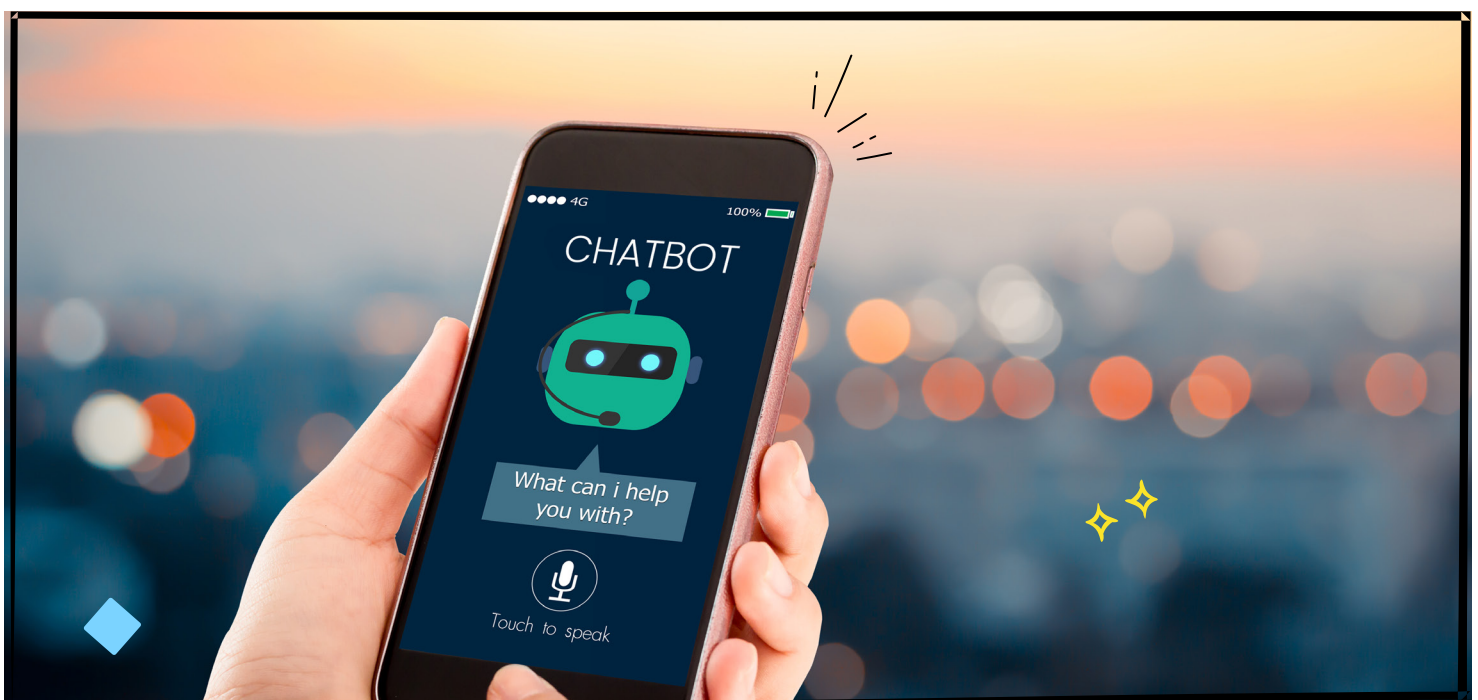
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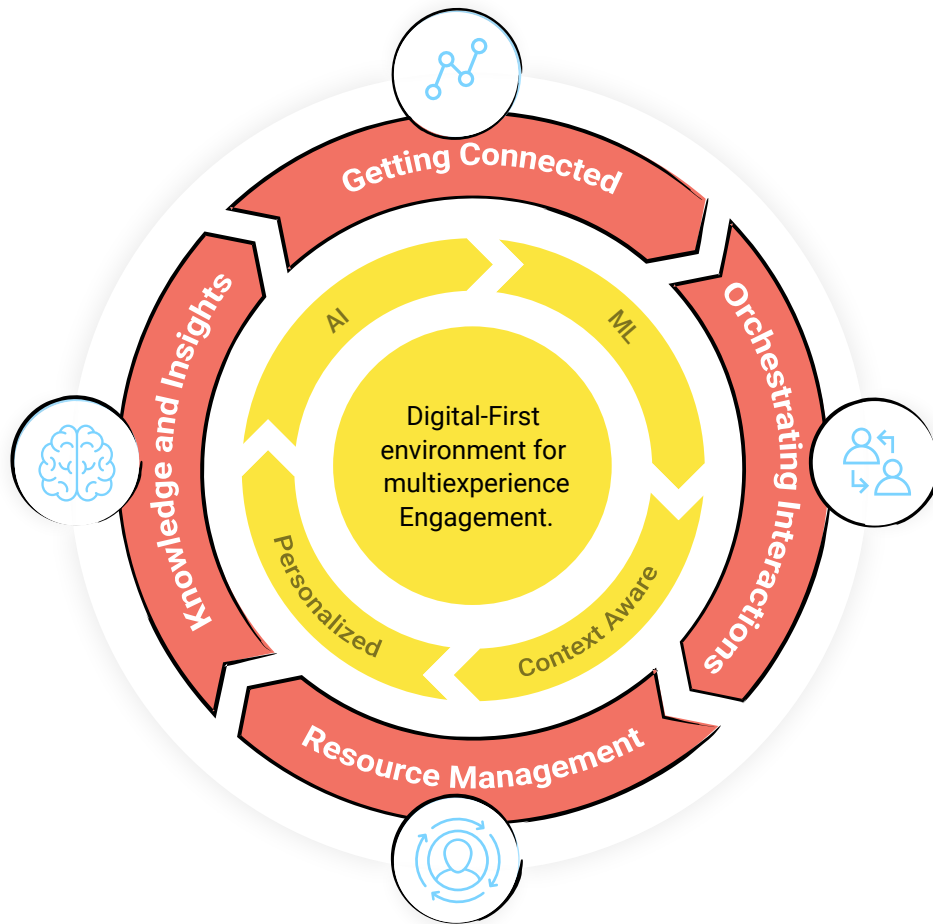
Organizations push the service function to **reduce operating costs** and **rapidly scale operations**. In response to these pressures, most service functions are taking an “add and integrate” approach, with a strategy of increasing the number of channels and self-service options offered to customers. Currently, **56%** of service leaders are adding new channels or features, and **40%** are working on integrating the customer service experience across their existing channels.

- ▶ The proliferation of digital engagement channels has only reinforced customers’ expectations of instantaneous, seamless, and effortless service experiences.
- ▶ By 2025, **40%** of customer service engagements will be handled in the first contact with self-service or assisted service, with no need for opening a ticket or case.

- ▶ By 2022, **50%** of large organizations will have still failed to unify engagement channels, resulting in the continuation of a disjointed and siloed customer experience that lacks context.
- ▶ By 2023, **30%** of customer service organizations will deliver proactive customer service using artificial intelligence, process orchestration, and continuous intelligence.
- ▶ 80% of customers will leave the brand if they have poor customer experience.
- ▶ In a digital survey to check on the sentiment of consumers under COVID-19 conducted by McKinsey&Co, **75%** of people using digital channels for the first time show that they will continue to use them when things return to 'normal'.
- ▶ In a study conducted by MetricNet, they found that customer success is directly related to first contact resolution. Thus, resolving the query on the first call means higher CSAT.
- ▶ Another interesting finding is that their cost per contact is reduced when agent utilization is high but this was when service desk or help desk softwares were used to manage customer grievances. This means that the software isn't reliable & isn't independent of agent involvement.
- ▶ **Help desk softwares don't decrease overhead, quite the contrary.** It requires you to hire resources and then train them to be equipped with such softwares which is an added cost. Once the agent leaves, another talent has to be hired and trained. This becomes a major cost for businesses.
- ▶ In times of the pandemic when employee safety is of utmost importance, these strategies are crumbling to the ground.
- ▶ As per Gartner's customer support survey of March 2020, successful digital customer service implementations take a **self-service** and **automation-first** approach to sustain continuous conversations at scale.



What are the 4 pillars of a Great conversational customer service team?



► **Getting connected**

To customers via voice, chat, web, or other digital channels.

► **Continuous Orchestration**

Enabling customers, both human and bot, to orchestrate the process via both self-service and/or assisted service.

► **Knowledge and Insight**

Having access to relevant information, knowledge, and insights.

► **Resource Management**

Being able to manage the required resources, both human and nonhuman.

Traditionally, these pillars were perceived as separate investments by different business owners and stakeholders leveraging various budgets but a multi-experience digital-first customer experience comes from recognizing the interconnection between them.

What are the core functionalities of a self-serve Customer Service department?

Functional Area	Description
Digital engagement	Support a breadth of synchronous and asynchronous conversations across digital engagement channels. Channels include — but are not limited to — SMS, live chat, video chat, in-app chat and notifications, virtual customer assistant (VCA) and chatbot, co-browsing, and messaging (such as Apple Business Chat, Facebook Messenger, Twitter, WeChat, LINE, WhatsApp).
Conversation orchestration	Support consistency, persistence, and seamless orchestration of customer dialogue across digital engagement channels.
Knowledge management support	Support access and management of relevant knowledge assets — which are made up of the information available to an organization about its best practices, critical business processes, and operating environments. Knowledgebase can be native or accessed from third-party solution(s).
Continuous intelligence	Support real-time analysis and advanced analytics of current and historical data in order to allow for orchestration and personalization of continuous conversations.
Automation of engagement	Support automated and semi-automated conversations using AI techniques to improve engagement (including machine learning, natural language processing, natural language generation, image detection, virtual assistants, and deep neural networks).
Agent desktop	Support contact center agents with stand-alone desktops. The desktop can also be embedded into third-party solution(s) like CRM CEC or CCaaS.
Integration or data ingestion capabilities	Support integration and/or ingestion of data from various data sources to provide context-aware information to service agents and self-service channels.

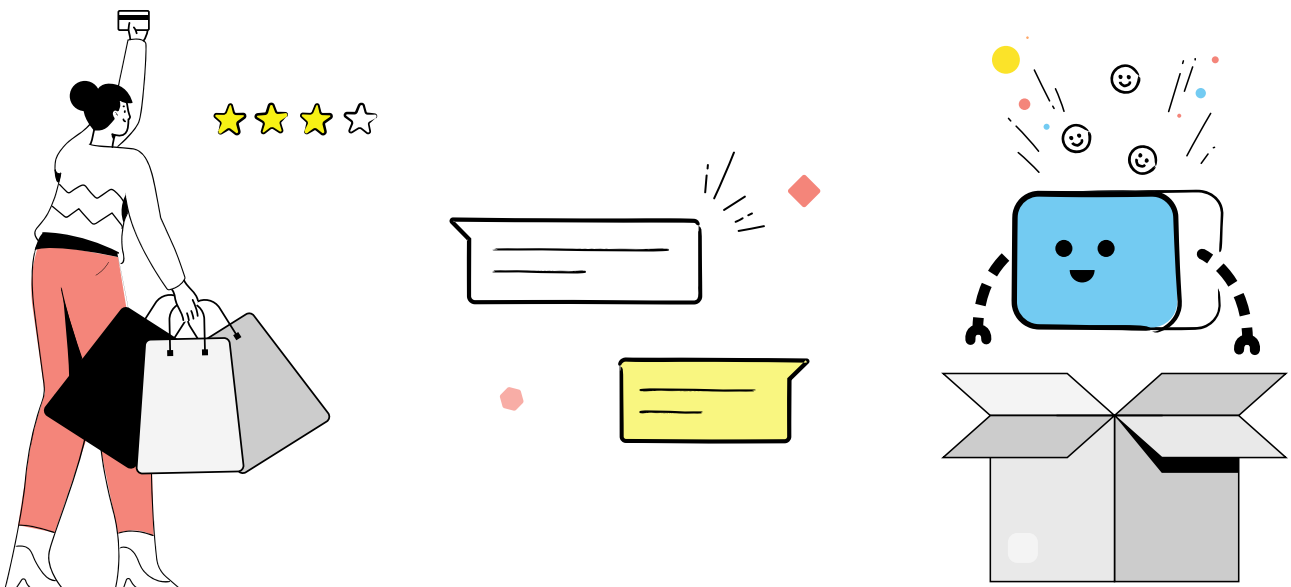
Why move to a self-serve customer service module?

Microsoft reported that **90%** of consumers expect an online portal for customer service. While **one-third** of all customers use their mobile device to initiate contact with customer service. Besides, **67%** of consumers expect to use messaging apps when interacting with a business (Chatbot Magazine).

Today, millennials constitute the major chunk of consumers and they transact with brands that are tech-savvy, use new technologies, have a digital presence, can be reached out to via social media, and have their records at hand before initiating the next conversation. They expect speedy resolutions, most of all. Millennials also tell more people about a good customer experience rather than talking about the bad experiences with a brand which is not a normal practice for other consumers, therefore a good aspect for businesses. Besides, it was noticed that because of the pandemic, other **generations that weren't fully adept with digital tools but were forced to use them under lockdown, intend to stick with these solutions for a long time.**

The pandemic has forced a behavioural change on people everywhere. Due to the need for proactive responses and digitization, we'll discuss how the utilization of help desk systems or ticketing systems lack the end-to-end solution that people across the globe need; now and for future generations.

The utilization of ticketing systems still highly relies on human work. Agents need to be hired and trained for **updating the tickets manually**. With automation, customer support is left on chatbots that provide proactive, accurate resolutions on a real-time basis & use their learnings from each conversation to **profile every customer for smart upselling & cross-selling**, hence generating revenue while saving overhead costs.



The benefits of leveraging self-serve customer service module?

As per [thinkJar](#), **67%** of customer service interactions can be handled by a dedicated community of core customers. That is to create an ecosystem of consumers that can help each other, therefore, the customer queries to the organization drop tremendously. However, to implement an end-to-end solution, we need to account for every edge case. Yellow.ai conversational support is scrupulous and highly flexible.

Benefits of leveraging yellow AI's Customer Support Automation:

Multi-experience customer service via yellow AI's Customer Support System

90% of consumers expect an online portal for customer service while **66%** of consumers have at least 3 different communication channels to connect to a brand's customer support. yellow AI's agent assist dashboard is a unified portal that addresses customers from your website, Facebook Messenger, WhatsApp Business Account or SMS. The multi-channel platform saves time from navigating across multiple tools and tracking those queries under a single roof promises efficiency. No matter where the customer's query is coming from since it is all accessed and taken care of by the chatbot on one dashboard.

Speak in your customer's language

Today, digital transformation has opened new avenues for businesses across the globe. One doesn't have to be bound to hometown but can generate demand anywhere in the world. With 55 language integrations and counting, you can converse with your customers in the languages they are comfortable with.

Customer queries can be responded using images, files, audio/video, or even emojis.

Revenue generating CX team:

Self-serve customer support bots understand your customer's needs and emotions, as well as humans. Apart from being available 24/7, communicating in 120+ languages, and being able to resolve a customer's query in a jiffy; there are psychological benefits of having a bot. The customers feel less obligated to reply positively to a bot or an offer made by the bot, knowing that no hard-feelings will be caused, and ironically that is the reason for which a bot upsells, the human doesn't mind and listens in and ends up making a purchase.

Customer support bots can increase your revenue by intelligent upselling and cross-selling.

Automated ticketing workflows for first contact resolution & high CSAT

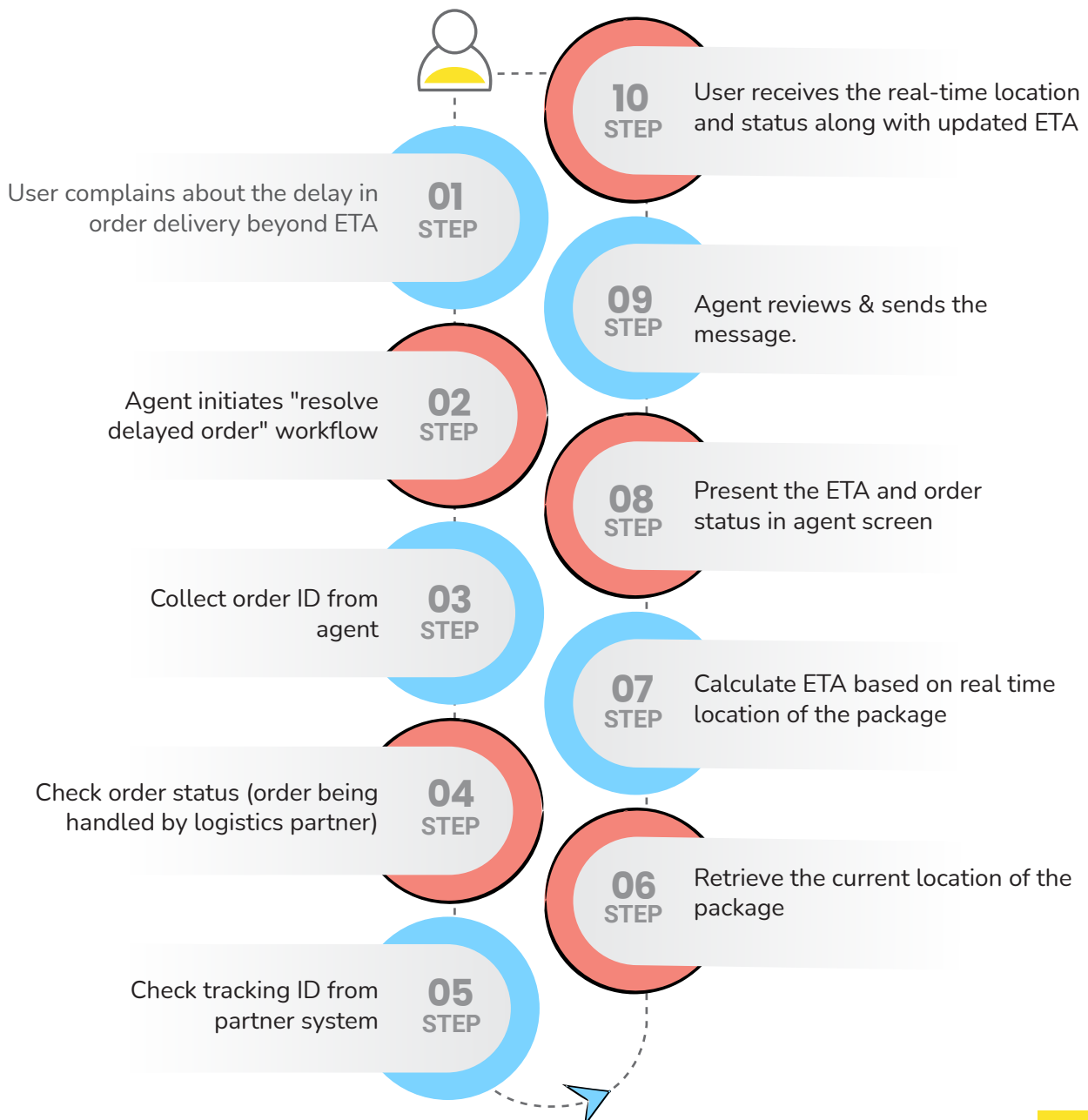
Our flexible and easy to use customer support dashboard tracks millions of conversations and seamlessly integrates tools like Shopify, WooCommerce, Magento, (Zenoti), Zoho Commerce, SAP Hybris and legacy systems like SAP, Oracle, etc. This support system powered by chatbots that use deep learning to understand consumer patterns has the potential to resolve 8 out of 10 common customer inquiries. That means human agents can be

freed up to address more complex questions and challenging tasks – thereby increasing call center efficiency and cutting costs. Besides, there is no need for the creation of tickets because each query is resolved on a real-time basis.

Searching the excel sheets of data to provide responses to the customers or searching the database to track the order status is very time-consuming for agents and each time consumers contact a business, every agent spends the initial few minutes of the conversation to pull out records.

Chatbots take over these issues and cut-down average response time to almost half. After the responses are sent to the customers, the automated workflow is back to the control of the agents with less effort and he can continue responding to customers further as well. yellow.ai platform has capabilities to switch between automated and manual workflow with ease and effectiveness.

*One of our deployments for a multinational healthcare company resulted in agent query resolution time slashed by about **50%**. Furthermore, **15%** fewer ITSM tickets were raised when used by end-users.*



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New Customer Support Channels

Existing platforms where an enterprise's customers are most likely to flock to is the lowest hanging fruit to capture in terms of offering customer support. A Nielsen survey found that people find messaging to be the second-best way to talk to a business. People exchange **2 billion** messages with businesses over Facebook Messenger every month, alone. Compare this to the rest of the mobile app market, where **71%** of users delete an app within 90 days.

Benefits of leveraging yellow AI's Customer Support Automation:



Web, App, and IVR

Enterprises are automating their customer support handling on legacy platforms such as website, mobile application and IVR. Deploy AI-powered voice bots to handle customer queries and reduce call volumes to your agents by **60%** plus improve first contact resolution thereby improving CSAT. The chat and voice bots can be implemented in 120+ languages like English, Spanish, Portuguese, Bahasa, Malay and more.



Google's Business Messages

Business Messages is a conversational channel that combines entry points on Google Maps, Search, and brand websites to create rich, asynchronous messaging experiences. With our chatbot deployed on this channel, anyone who searches for a product/ service that you offer can directly converse with your chatbot on business messages and complete a transaction. From discovery to sales; all in a matter of a few minutes.



Google's RCS Messaging

Provide rich conversational experience on traditional messaging platforms. RCS messaging upgrades SMS to provide branded messaging rich with media, interactivity, and branding.



Apple Business Chat

Apple Business Chat is a way for customers to connect with businesses via Safari, Maps, and Messages. Apple Business Chat supports rich media like images, videos, and documents. People can easily get assistance, schedule appointments, and complete purchases with Apple Pay, right from within Messages.



Facebook Messenger

- ▶ By 2021, there will be about **3.1 billion** Facebook Messenger users globally.
- ▶ Over **20 billion** messages are exchanged between business and users monthly on Facebook Messenger.
- ▶ Facebook Messenger is one of the leading messaging platforms in the US with over 2 million monthly downloads.
- ▶ Messenger marketing leads to **70%** better open rate than email marketing.
- ▶ While Facebook has 6 million advertisers, there are only 300,000 active chatbots. This is a lot less competition.



WhatsApp For Business

- ▶ WhatsApp is the world's most popular mobile messaging app with **1 billion** daily active WhatsApp users.
- ▶ India is the biggest WhatsApp market in the world, with **200 million** users (it's estimated in some quarters that this has increased to **300 million**)
- ▶ Next is Brazil with **120 million** WhatsApp users.
- ▶ **450 million** users of WhatsApp Status, eclipsing Snapchat Stories.
- ▶ We are official partners with WhatsApp and are the first in the world to provide businesses with WhatsApp's latest interactive features including buttons along with providing verified accounts.
- ▶ Businesses around the globe are rushing to take their businesses to WhatsApp for a **direct-to-consumer** selling. Your leads can land on your WhatsApp page from promotions, make a purchase, payment and get into the funnel, in a matter of minutes.
- ▶ It cuts overhead costs and connects brands with global consumers, effortlessly.



WeChat

- ▶ WeChat has **1.17 billion** users as of first quarter, this year.
- ▶ Over **45 billion** messages exchanged daily.
- ▶ It's the 5th most used social app in the world.
- ▶ A whopping 46TB of data is consumed on WeChat over 1 minute of the morning rush hour.
- ▶ **400 million** monthly players of WeChat mini games.
- ▶ As of mid-March, **300 million** WeChat users used WeChat Health to access pandemic updates, online consultation, and AI-powered self-assessment related to the coronavirus outbreak.
- ▶ **1 billion** WeChat Pay commercial transactions per day in Q4 2019.
- ▶ 72 million businesses registered to WeChat Pay in 2019.
- ▶ 50 million monthly active merchants on WeChat Pay in Q4 2019.

- ▶ 100 million users of credit rating system WeChat Payments Score within a year of launch.
- ▶ **820 million** users sent or received a Chinese New Year red package over WeChat in 2019.
- ▶ WeChat drove **\$50 billion** into the Chinese economy in 2017.



Viber

- ▶ Over **1 billion** users as of 2020.
- ▶ Viber users regularly interact with products and brands on the network. According to official Viber statistics, an average user views **28** products in a month.
- ▶ **7 million** interactions happen every minute on Viber.
- ▶ 1 in 4 customers tap the buy button.
- ▶ **260 million** monthly active users as of January 2019.
- ▶ **668 million** sticker packs were downloaded in 2017.
- ▶ 13 different product “Likes” per month per customer.
- ▶ Companies using Viber’s messaging technology can send rich content with images, buttons, and up to 1000 text characters in any language.
- ▶ **59%** of Southeast Asia's smartphone users have Viber installed.
- ▶ Viber is available in **32** languages.
- ▶ Coca-Cola was able to drive more than 680,000 users to chatbot interactions on Viber, 29,000 “under-the-cap” code redemptions, and a **30%** conversion rate.



KakaoTalk

- ▶ People in their 40s are the biggest users of Kakao Talk, spending **97%** of their time on their phones using the app.
- ▶ Interestingly, the age group with the lowest usage was aged 10-19 with 90%, while Facebook usage was much higher than other demographics at 8%.
- ▶ The firm says that a survey showed that 95% of smartphone users had KakaoTalk installed on their phones.
- ▶ This compared to Facebook messenger at 2% and Telegram, Line and WeChat at 1%.
- ▶ Koreans spend the most time on their phones using KakaoTalk than any other app, according to app data company Wiseapps.



Line


- ▶ According to We Are Social and Hootsuite's Digital 2019 LINE stats, LINE counted 194 million global users as of the beginning of 2019.
 - ▶ The total population of Japan is 126.8 million. With **80 million** LINE MAU in Japan LINE has an extremely high level of penetration in Japan.
 - ▶ LINE Pay users numbered **7.4 million** in Q2 2019 – a 118% year-on-year increase.
 - ▶ LINE Starbucks Card, a prepaid digital card for use in the coffee chain attracted **2.5 million** users within one month of its launch in April 2019. Users can also sign up for Starbucks Rewards.
 - ▶ 78.8% growth in shopping transaction volume year-on-year, with LINE SHOPPING GO, allowing offline shopping.
 - ▶ Food transaction volume has increased **76.3%** year-on-year, with LINE Pockeo (a non-delivery takeaway service) released in April 2019.
 - ▶ Delivery business LINE Delima reported 118.7% year-on-year growth in Q4 2018.
 - ▶ Of the revenue generated in Q2 2019, 55% came from advertising, 32% from communication/content/other, and the remaining 13% from strategic business.
-



Zalo

- ▶ Industry wise usage of the app includes - News & Media - **6.53%**
 - ▶ Computers Electronics & Technology - **5.34%**
 - ▶ E-commerce & Shopping - **3.80%**
 - ▶ Science & Education - **3.72%**
 - ▶ Others - **80.61%**
 - ▶ Together with other super apps like Go-Viet and Grab, Zalo is the biggest player on the local market, and its global outreach is also expanding.
 - ▶ It is the highest used app in Vietnam. USA is next.
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