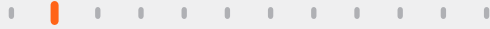


EBOOK

ELEVATING CONNECTIONS:

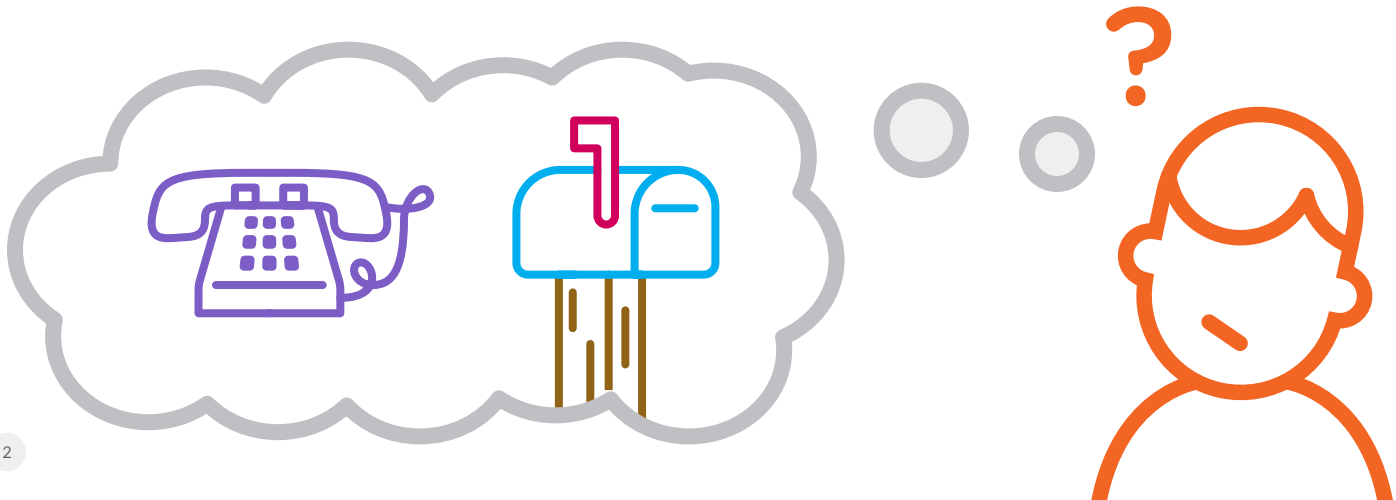
Conversational AI in the Digital Age

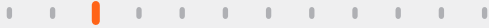




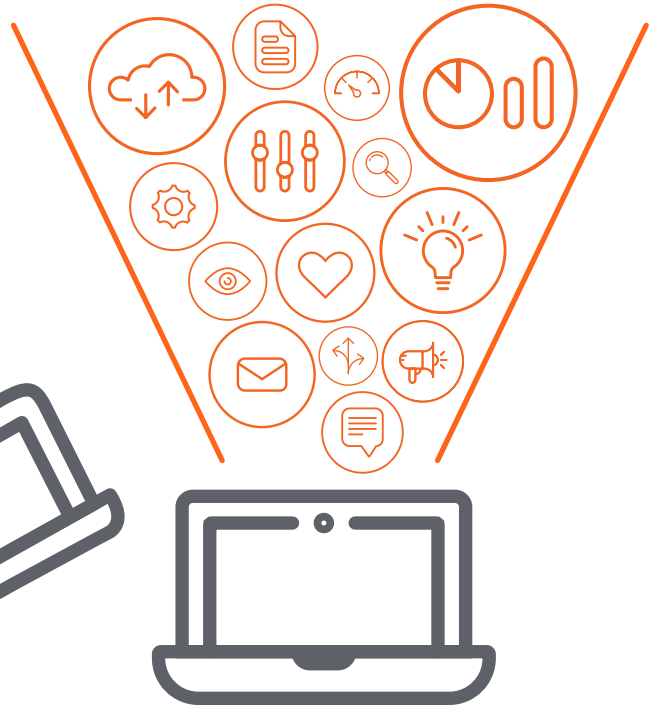
INTRODUCTION

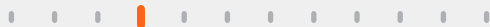
Think back on how you used to communicate with your favorite businesses and take care of typical tasks. Maybe it was calling a store to find out the hours of operation, mailing a payment to a service provider, or going in person to deposit a check. Imagine if someone asked you to do things this way today—you would probably find it to be inefficient and might even consider it a waste of time.





Today's consumers are busier and more connected than ever before. With a mobile phone in one hand and smartwatch on the other—kids and dogs in tow—they are masters of multi-tasking. So, how can your business keep up with these connected and busy consumers, especially the fast growing digital native generation? You need to make digital transformation a priority.

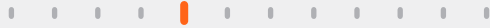




WHY SHOULD DIGITAL TRANSFORMATION BE A PRIORITY?

We live in the age of the customer and they dictate how, when, and why to engage with a brand—and what channel (or channels) to use when they are doing so. In fact, when it comes to customer experience, customers demand a certain ‘obsession.’ A Forbes study¹ found that customer experience is the number one factor impacting customer loyalty going into 2024. Brands are actively engaging in digital transformation, placing the highest priority on enhancing the customer experience.

Businesses who don’t embrace digital transformation, will risk falling behind, losing customers, and possibly becoming irrelevant. Some well known businesses have already disappeared because they were too late to the game—and surpassed by competitors who were already thinking about and putting digital transformation initiatives in place.



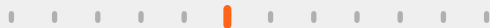
WHERE DO I START?

Whether you are skeptical or completely sold on the idea, it's important to remember that digital transformation is not a one and done type of project. It's a journey and your challenges and decisions vary based on where you are on that journey. Therefore, it is important to review the history of digital first initiatives in order to understand the drivers and challenges associated with each stage.

Let's look at the evolution of digital first initiatives from the customer experience lens.



The number one goal of digital transformation initiatives should always be "to build a competitive advantage by continuously deploying tech at scale to improve customer experience and lower costs."²

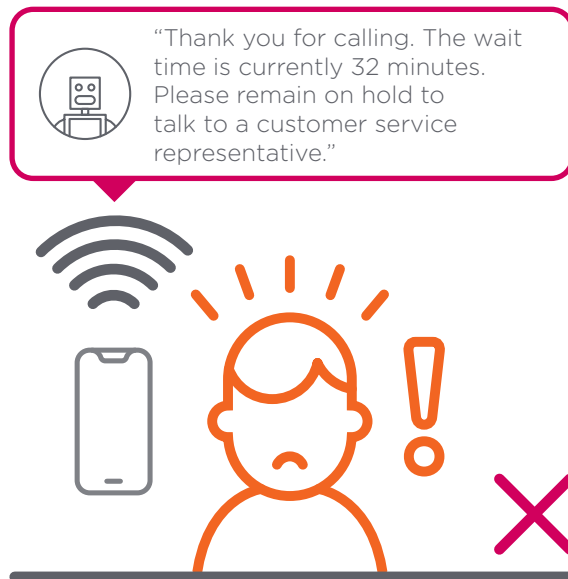


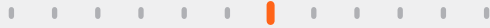
THE EVOLUTION OF DIGITAL TRANSFORMATION FOR CUSTOMER EXPERIENCE

The Old Days

When a question arose or a problem couldn't be solved, customers contacted a 1-800 number to talk to a customer service representative, often with extensive hold times. Being put on hold was fine 10 or 20 years ago, but not anymore.

47% of customers say speaking with customer service is frustrating.³

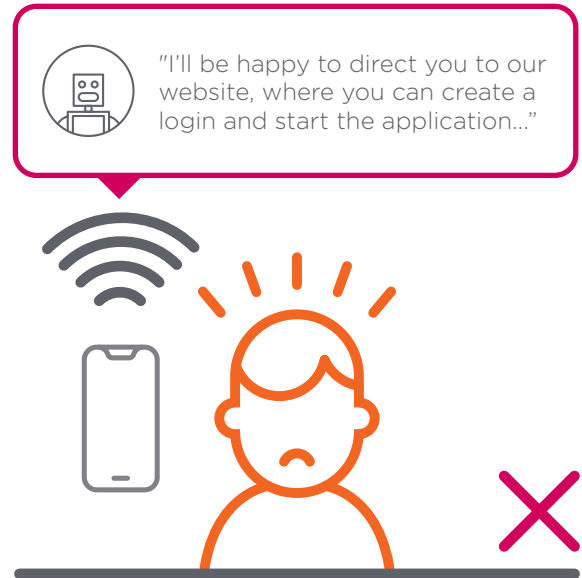


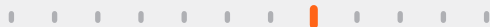


The Status Quo

Though improvements have been made and more customer service channel options are available, the experience is disjointed. When customers switch channels, they are pushed back to the start line, costing customers time and effort.

38% of people would rather get a cavity filled than speak to customer service.⁴





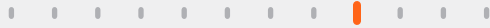
Utopia

In an ideal state, the customer seamlessly moves through various channels without losing the context of the conversation and gets a personalized experience every time, everywhere.

Now that's digital transformation.

B2B customers say they are now interacting with suppliers via ten or more channels, up from five in 2016.⁵





THE IMPACT OF CONVERSATIONAL AI

Digital transformation is achievable and is already being successfully incorporated by many businesses today. Artificial Intelligence plays a large part in digital transformation initiatives— with the number one use case being the customer experience.

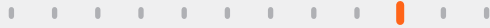
Conversational AI applications, like Intelligent Virtual Assistants, can help you provide an omnichannel customer experience that is not only personalized, but also maintains context as customers move across channels. If at any time the conversation needs to be transferred to a customer service representative, the entire context of the conversation moves with the customer so the agent can easily pick up and continue to resolve the issue in an efficient manner.

With Conversational AI, customers can also speak naturally and be understood, despite typical challenges faced by

customer service automation including background noises, exchange of alphanumeric information, multiple speakers, different languages, and even accents.

One of the biggest benefits of implementing Conversational AI is the ability to blend artificial and human intelligence. With continuous and supportive customer service, Conversational AI assists consumers directly when it's able and learns from its human counterparts when it needs help, creating an experience that is both efficient and authentic.

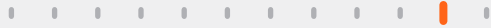
For digital transformation, Conversational AI applications can offer customer control, effortless interactions, and personalized conversations. The result is automated experiences that are indistinguishable from what could have been delivered by your best agent. This type of customer care at scale promotes loyalty and keeps people coming back.



CONCLUSION

Digital transformation is taking the world by storm and the key takeaway is don't be left behind. If your business wants to stay relevant in its industry, you need to roll up your sleeves and implement digital transformation. But before you do, there are a few important things to remember. Simply starting the digital initiative isn't enough—it's crucial that you start at

the right stage. Focus on customer experience and find the right partner who can support and grow with you through your journey. Lastly, improving customer experience is not just revolutionary, but evolutionary. Brands who do it right will excel and those who stay status quo will become obsolete.

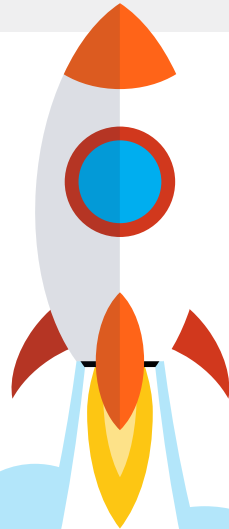


Digital transformation is not revolutionary...

IT'S EVOLUTIONARY

Interested in learning more?

Get a **FREE** Demo



About Interactions

Interactions provides Intelligent Virtual Assistants that seamlessly assimilate conversational AI and human understanding to enable businesses to engage with their customers in highly productive and satisfying conversations. With flexible products and solutions designed to meet the growing demand for unified, omnichannel customer care, Interactions is delivering unprecedented improvements in the customer experience and significant cost savings for some of the largest brands in the world. Founded in 2004, Interactions is headquartered in Franklin, Massachusetts with additional offices worldwide.

For more information about Interactions, contact us:

866.637.9049

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