Self-Service for Higher Customer Satisfaction

Most people don’t want to speak to customer service representatives, especially for minor questions or possibly major questions that may be better answered with a link to an instructional video. Certainly intelligent chatbots, new self-learning technologies like artificial intelligence and robotic process automation, and knowledgebases can help customers get their inquiries answered swiftly and accurately without escalation to a human agent. These automated processes can also be proactive, as with service outage alerts, canceled airline bookings, and known issue notifications. All of these tools help customers resolve their problems in a way they prefer, and without making that dreaded call to the contact center.

Contribute to this Best Practices installment and help our audience find out what options are available to deliver world-class self-service that will improve your customer experience, cut costs, and insulate your customer care team from mundane repetitive tasks, allowing them to concentrate on higher-level issues.

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