Conversational AI: The Future of Customer Service?

There is no doubt that conversational artificial intelligence (AI) has the potential to deliver far more personalized customer service at lower cost by combining historical data with natural language processing that continuously learns from interactions. The impact on customer loyalty and retention is enormous.

Conversational AI can not only identify and resolve service issues quickly and efficiently, but also track customer actions and glean sentiment data to identify customers who are at high risk of leaving. This allows organizations to optimize next-best-action strategies and personalize the end-to-end customer experience.

Tell our readers what is possible with conversational AI today, and how this technology will be used to transform customer service.

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