

6 Easy Ways to Use Artificial Intelligence in Your Customer Service Strategy

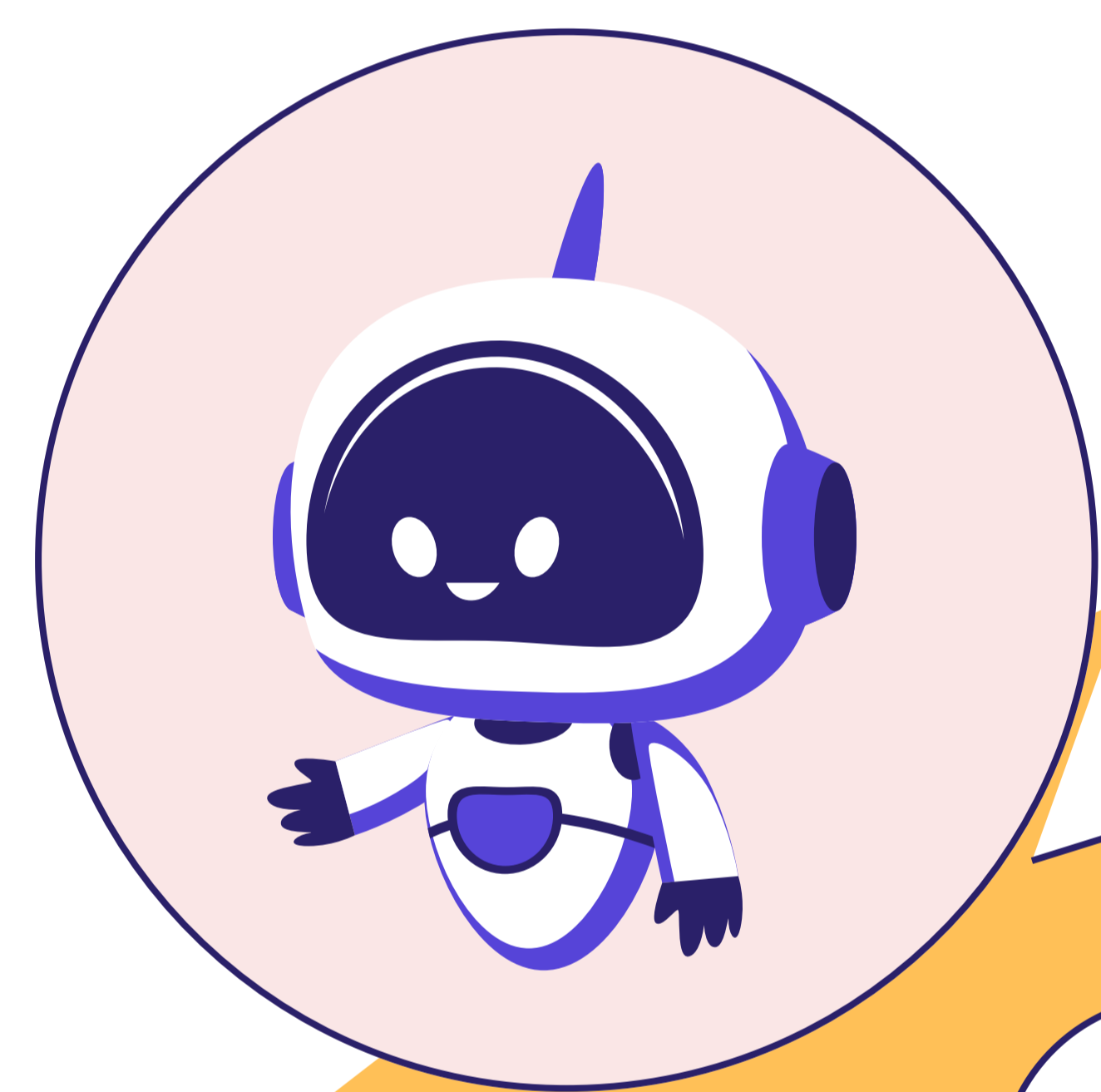
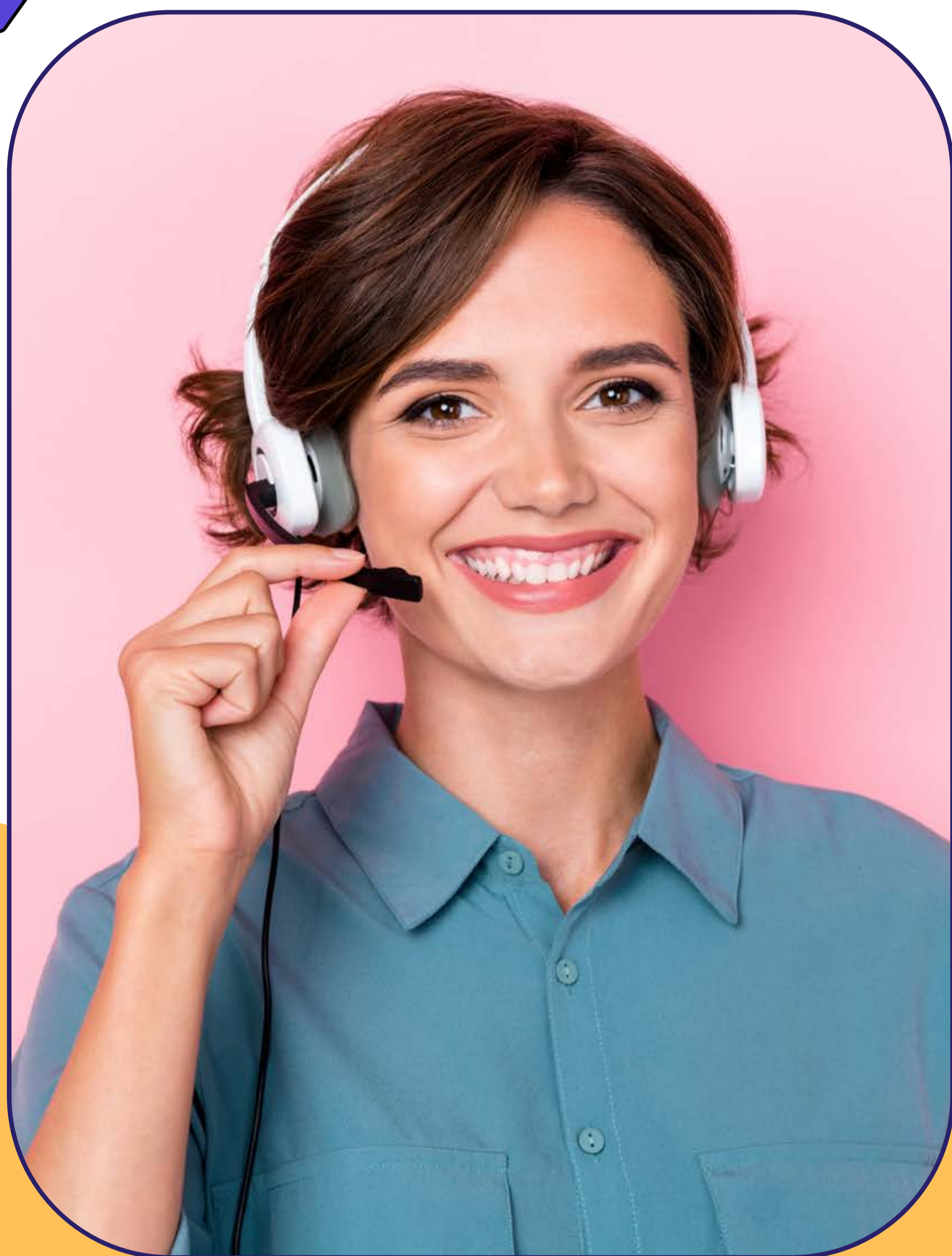
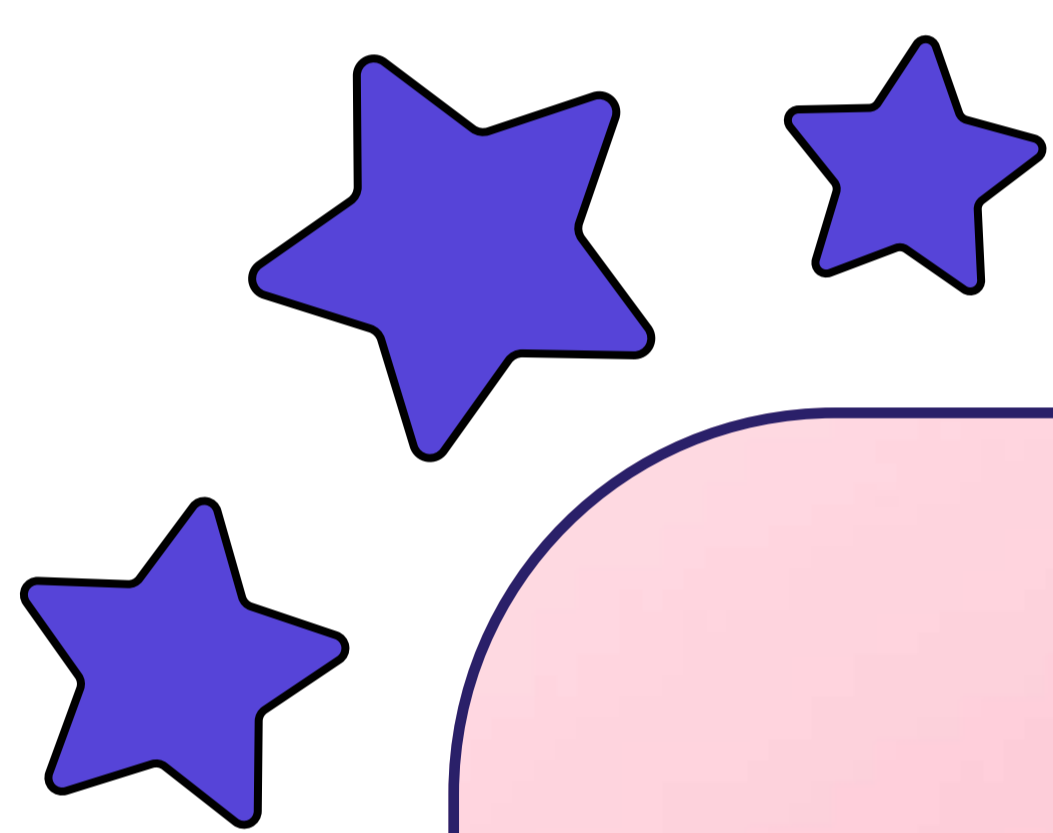


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The state of customer service

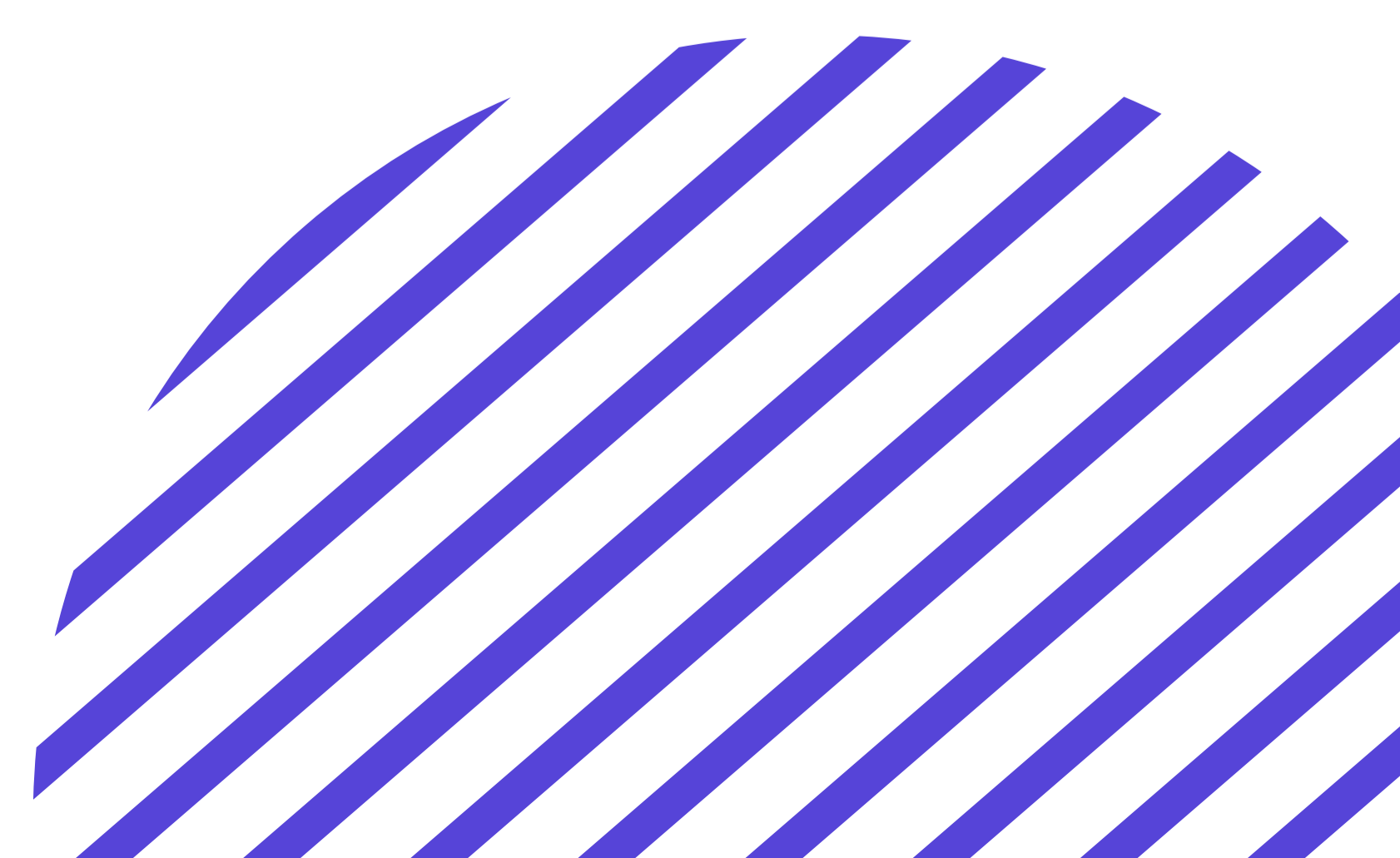


The economy is still tight, and savvy businesses are looking to make savings. From [technology](#) to human resources, chances are you're looking for ways to tighten the belt.

When you're focused on how to delight your customers while also worrying about operational efficiency and cost, artificial intelligence (AI) can feel like an added complication. Is it going to save the world of business? Or end it? You can easily find arguments for both outcomes.

We'd like to reassure you that AI could be exactly what you need right now. AI means it's never been easier to provide exceptional customer experiences at scale, and on budget.

And we promise, you won't have to compromise on the human touch.



What are the benefits of using AI in customer service?



Think of AI as a fast-learning team member that takes the pressure off your human agents. With 92.1% of companies saying they're achieving [returns](#) on their data and AI investments, there's never been a better time to get started.

AI can help you:

- ✔ Provide personalized service at scale. Give your agents the context they need for every conversation by scanning and summarizing a customer's support history at lightning speed.
- ✔ Make thoughtful recommendations to customers. Analyze trends and suggest highly relevant knowledge base articles and FAQs to customers.
- ✔ Free up your agents' time. Your agents will love being able to say goodbye to repetitive, time-sucking tasks. AI can handle common issues, giving your agents more time to handle complex queries. Your customers get faster service, and you don't have to take on extra team members.
- ✔ Get accurate customer service reports. AI can analyze large amounts of information to help you pinpoint customers' key needs and concerns.

AI can feel like a big step — but it could be just the step you need to improve your CS processes, empower your agents, and create even happier customers.

Where should you start with AI for customer service?



With so many vendors offering AI as part of their service now, how do you know where to start? Where should you implement AI first?

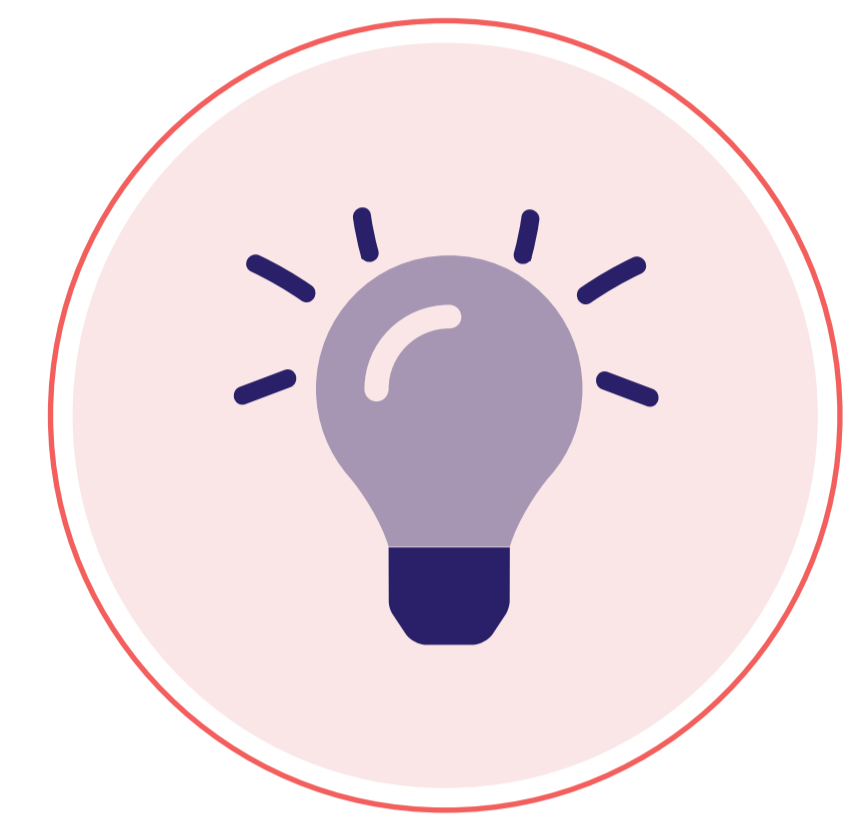
If you're feeling overwhelmed or not sure where to begin, we've got you covered. Here's an easy quick-start guide to harnessing the power of AI for customer service. Let's dive right in.



6 easy ways to use AI in your customer service strategy



01

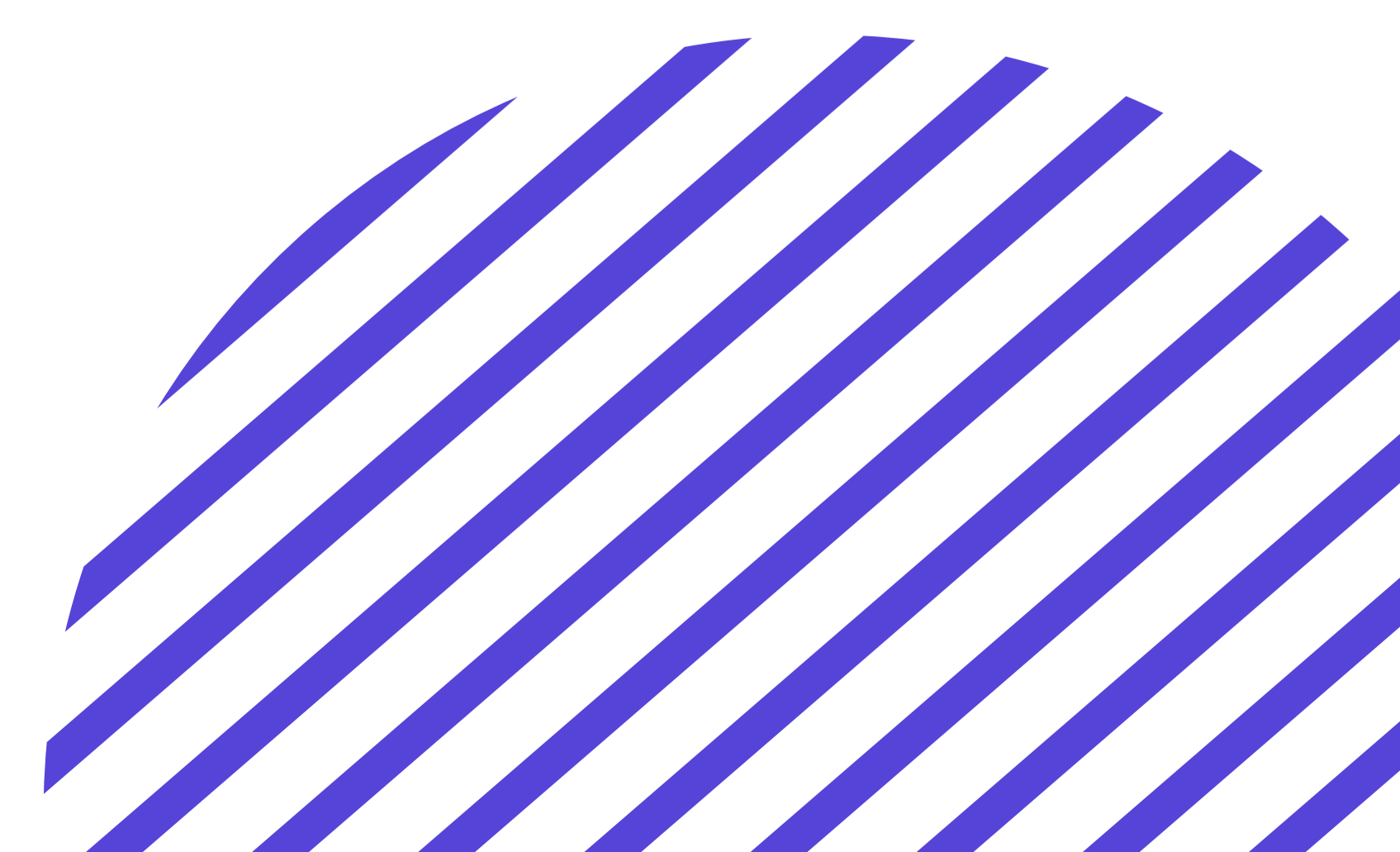


Build an AI-powered knowledge base

A robust knowledge base gives agents and chatbots alike access to one powerful source of truth. AI can pull information from your [knowledge base](#) to answer customer queries and give agents the resources they need.

But to do its job well, AI needs the right information, just as a human would! Start with an accurate knowledge base, written and verified by humans. Now your AI has a reliable source for its answers.

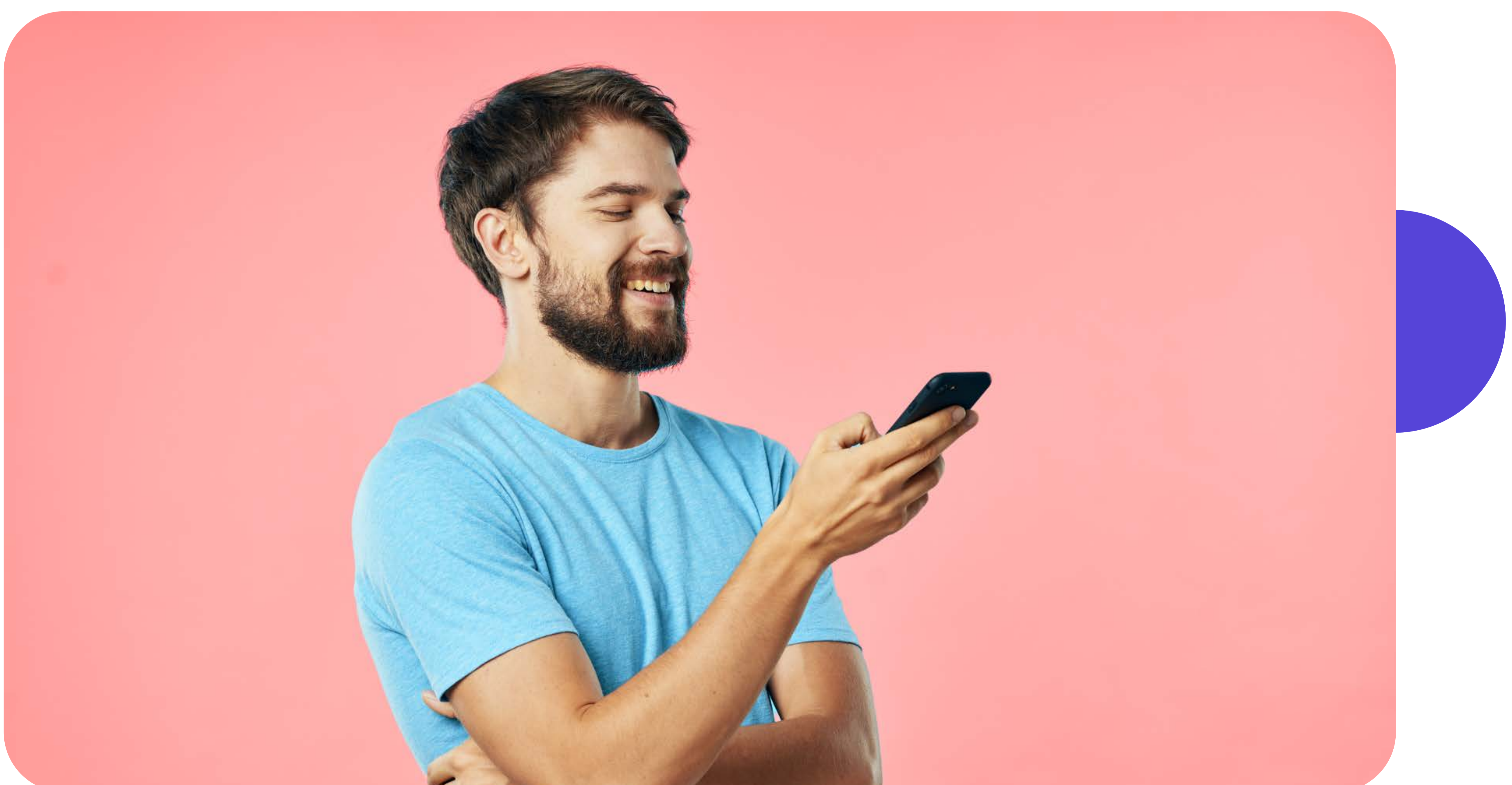
Giving agents access to fast, accurate answers increases service speed and reduces the need for escalating to colleagues or managers.



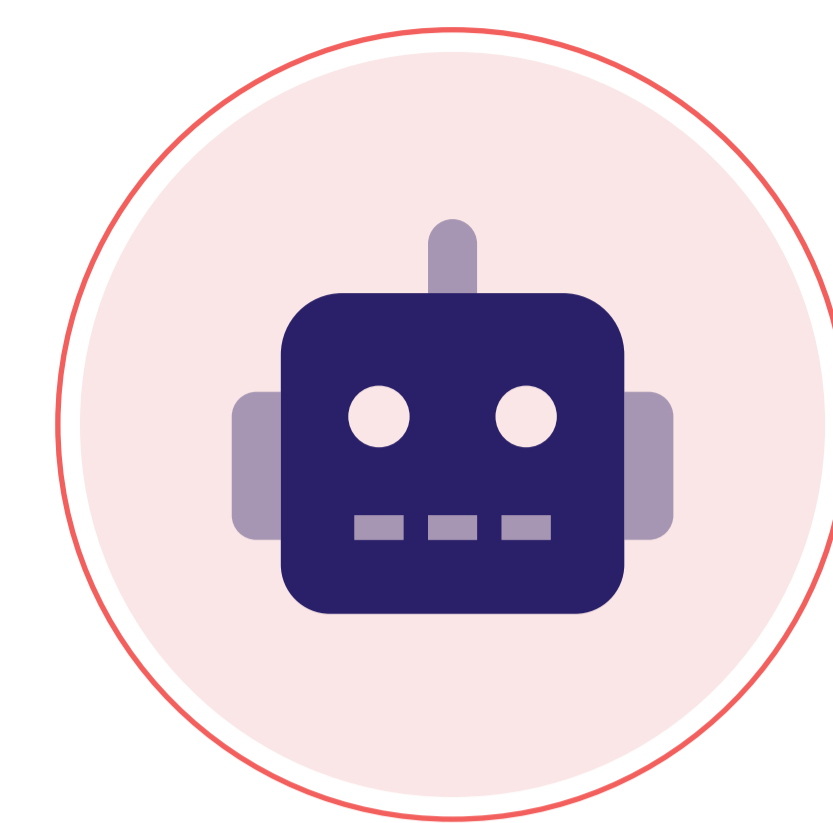
Give your customers a self-service option they can trust

Your customers want reliable answers. 76% are [concerned](#) about misinformation from AI — while up to 74% of companies are not taking [steps](#) to ensure AI is trustworthy. That's a terrible combination when it comes to building customer trust.

Starting with a human-built and verified knowledge base puts customer trust at the center of your AI implementation. It's a strong first move, but why not go a step further? Harness AI's ability to analyze data and spot trends, and your AI assistant will be able to give your customers the answers they need, before they even know they need them. Need help setting up your knowledge base? Check out our [step-by-step guide](#) to building a self-service knowledge base.



02



Boost self-service with an AI-powered chatbot that connects to your knowledge base

Stories of AI hallucinations make for good headline fodder. But these scare stories are enough to frighten any CS department. You can't risk your reputation by letting AI give your customers the wrong information!

Customers are feeling spooked too. According to the Forbes Advisor survey, 27% are very [worried](#) and 31% are somewhat worried about chatbots answering questions.

[AI-powered chatbots](#) that are connected to your own knowledge base, thus training-free, are a quick and easy way to reduce AI hallucinations, and keep your customers happy. Because they [get their answers from your knowledge base](#), you can control their source of information and keep it up to date.

An AI chatbot that connects directly to your knowledge base means no set up for you, and instant wisdom at your customers' fingertips. Add in seamless handovers, and your customers can transition to talking with a human whenever they need to.

03



Accelerate your team's response times with AI assistance

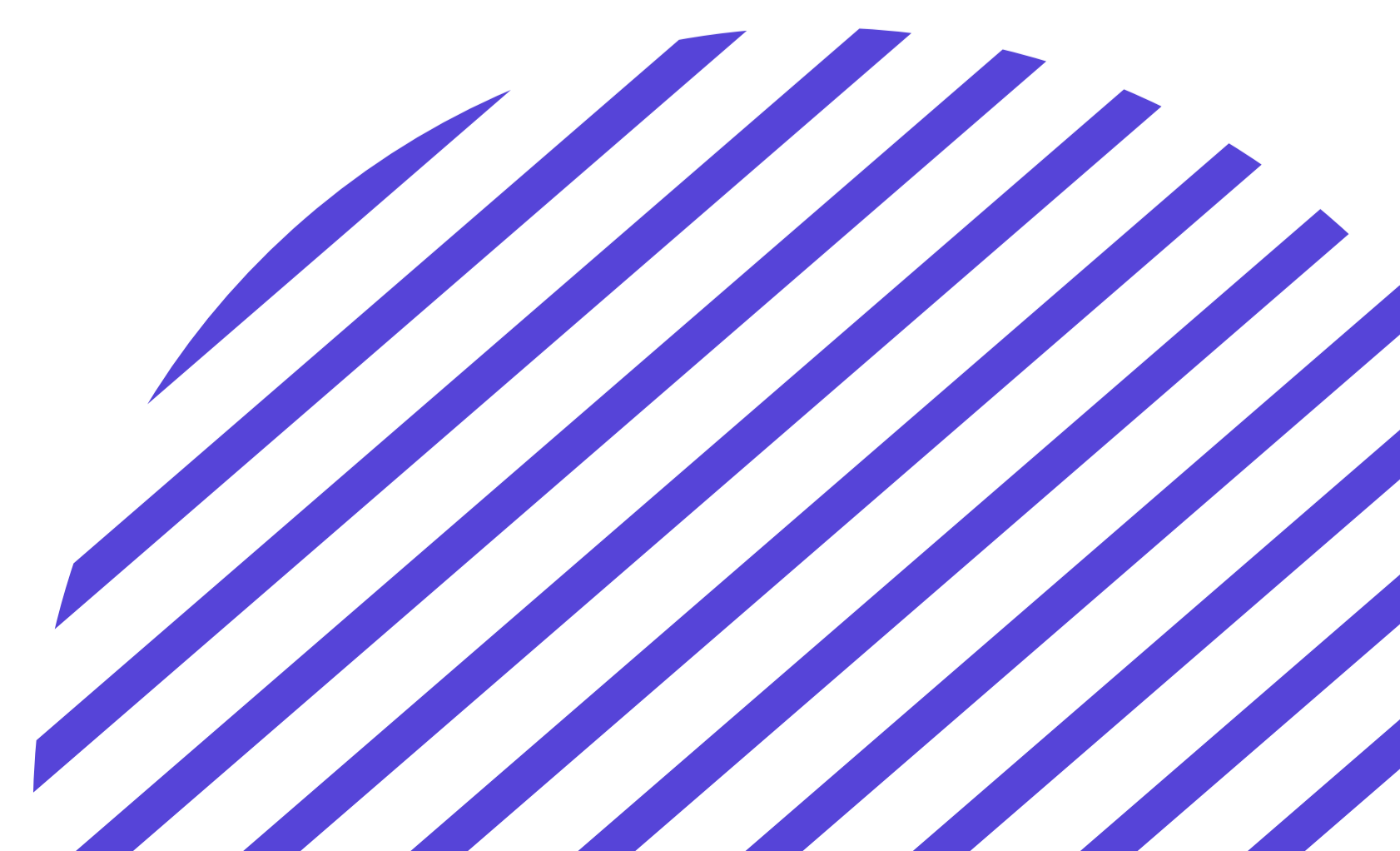
Your customers want fast and accurate responses. Your agents want to do their best work without getting weighed down hunting for answers.

AI can help you achieve both those aims!

Use AI to draft answers to common queries. And if your agent needs a summary for context? AI can write a concise run-down so your agents can jump into the conversation with all the information to hand.

All your agents need to do is check the answers, tweak if needed, and send. AI can also [improve](#) on and expand messages, check spelling and punctuation, and create translations. It's like an editor in your agent's pocket.

AI can even predict future support needs and deliver relevant information to agents before they need it. You can't give your agents a crystal ball to predict what customers are going to ask, but you can give them the next best thing.



04



Offer hyper-personalization at scale

We've all suffered the frustration of getting a customer support answer that feels like the agent didn't even read your question. Customers want and deserve answers that are relevant to them.

Personalization builds deeper relationships and establishes trust.

Customers who feel looked after are more likely to stick with your brand — and tell other people about you.

Personalization starts with accurate answers, but it's so much more. It takes into account your customers' feelings, expectations, and how satisfied they are with the service they're getting from you. This can be challenging as your business grows — how can you make each customer feel valued at scale?

The leading reason that up to 90% of people still prefer humans over chatbots, is that humans are more likely to understand their needs. AI can scan each customer's history and recommend highly personalized answers. Analyze customer's behavior, preferences, history, feedback and demographics and get personalized responses based on context, and tone.

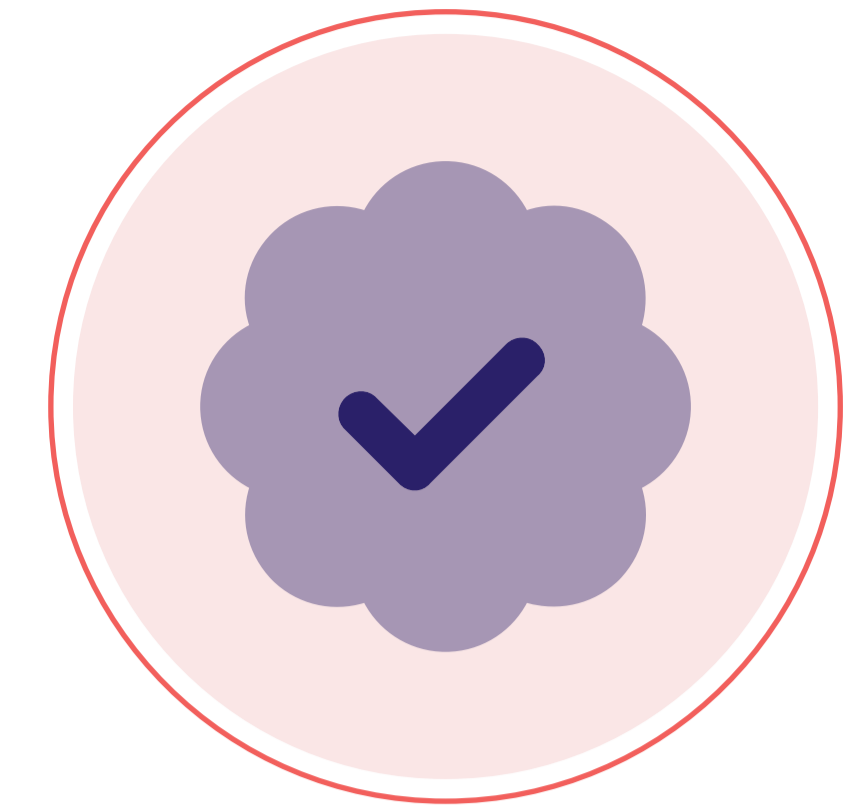
Make the most of AI's personalization abilities by making sure:

- ✓ Your CS platform shows all [customer background information](#) so AI can draw on it. Your AI needs to know the customer's support interaction history, order status, and lifetime value.
- ✓ Your [knowledge base](#) is accurate and up to date. As customers interact with your knowledge base, AI can gather valuable data that will allow you to improve your personalization efforts.
- ✓ You're set up for [omnichannel](#). AI can help you understand your customers' behavior across channels, and personalize your messaging on each.

AI makes it easy to personalize at scale, and across channels.



05

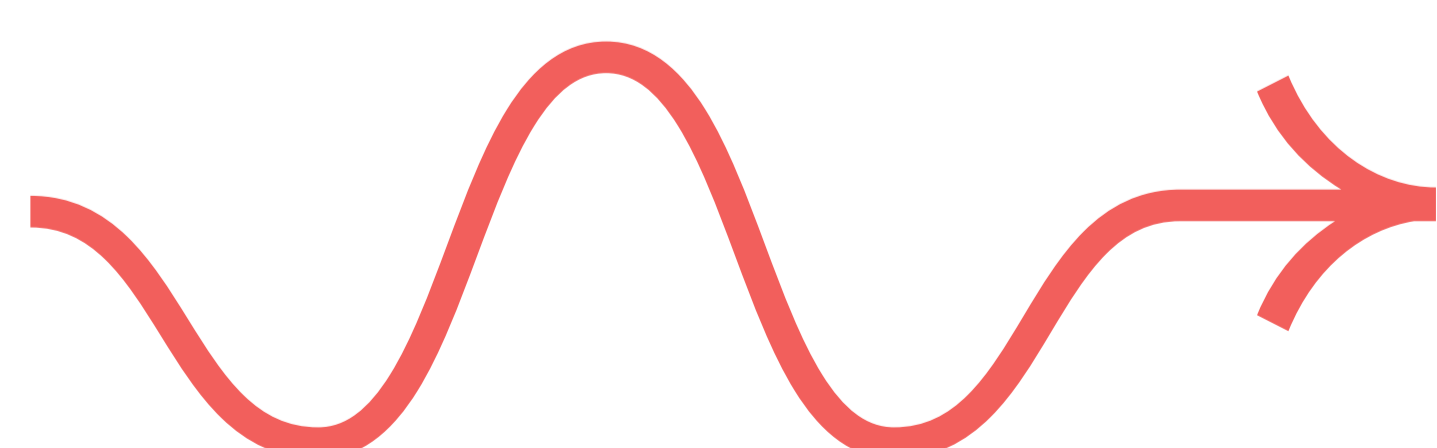


Level up your quality assurance with AI

If you want to keep customer satisfaction high, [quality assurance](#) (QA) is your secret weapon. QA eliminates guesswork and tells you what's working in your CS efforts, and what isn't.

The key to effective QA is knowing what you need to audit. Cherry-picking what to review is time-consuming, but AI can [speed up the process](#). Set rules that let AI know the kind of interactions you want to audit, and it will choose the right interactions for review.

Use AI to zero in on the instances that matter most, and use the data to give your agents timely feedback on areas for improvement. You can also see what's boosting customer happiness, so you can give your agents recognition for a job well done.



06



Get the most out of AI-driven customer service insights

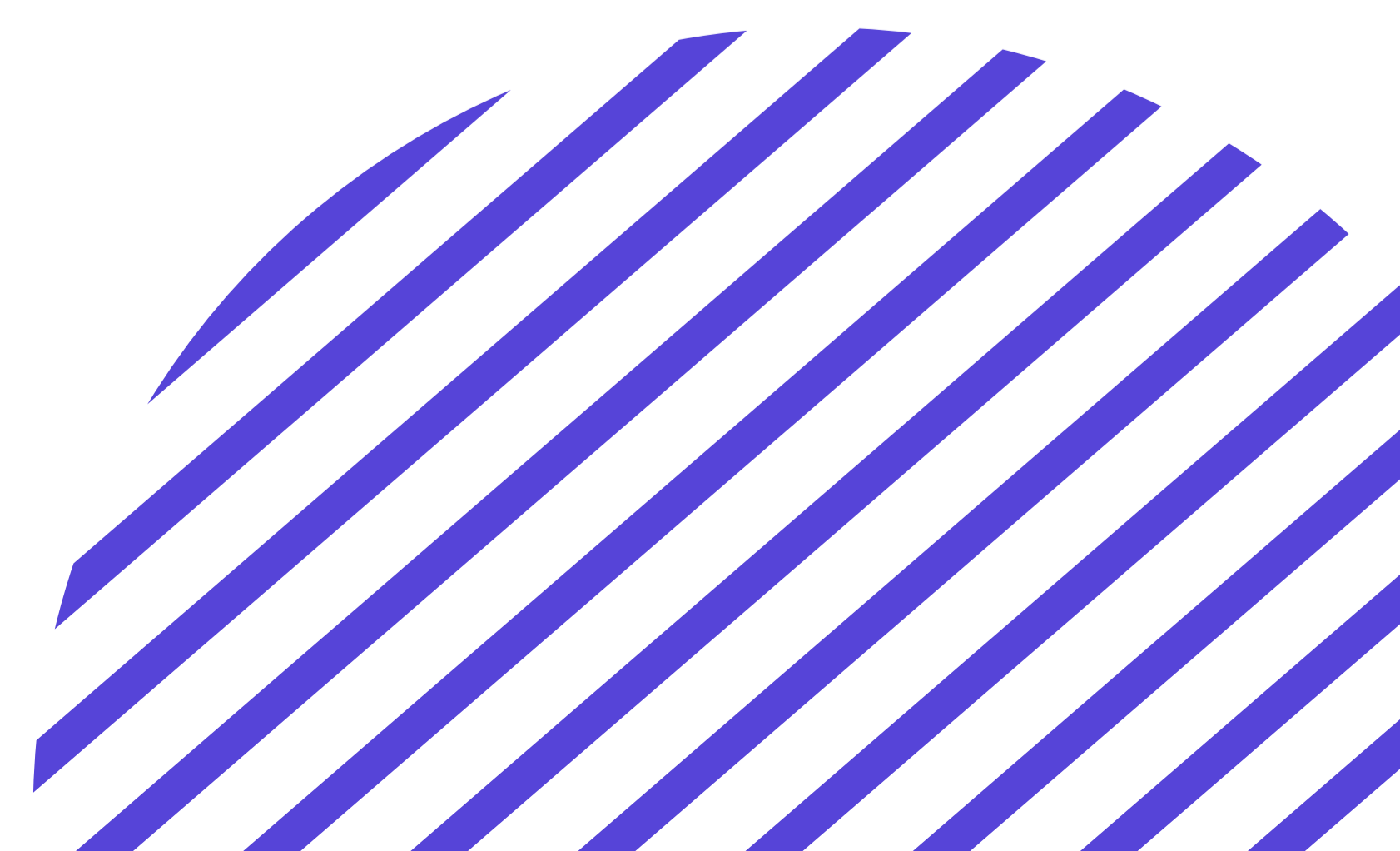
Imagine being able to turn customer satisfaction data into valuable [insights](#) with one click?

AI can gather information quickly and serve it in relevant, easy-to-digest chunks. Think of it like a virtual data scientist that analyzes the numbers to help you understand what your customers are [feeling](#), and wanting.

Because AI works super fast, you get actionable insights more quickly, so you can stay more responsive to the changing needs of your customers.

AI helps you focus on [the data](#) and insights that matter most to you, so you can build a data strategy that works for your business. With AI insights you'll be able to identify the strengths and challenges of your CS team on a larger scale than before.

With insights on problems and predictions at your fingertips, you can plan for CX improvements that matter to your customers.



Embrace AI to power your customer service results and improve CX



Around half (54%) of organizations using AI are seeing cost [savings](#) and better efficiency, while 48% are seeing better customer experiences.

The power of AI helps smart customer service leaders improve their teams and their results.

AI helps you create a proactive and responsive customer service environment that drives [customer loyalty](#). Faster and more efficient operations mean happy business, happy customers, and happy agents.

We hope you feel confident to go out, armed with these tips, and create your own plan to reap the benefits of AI.

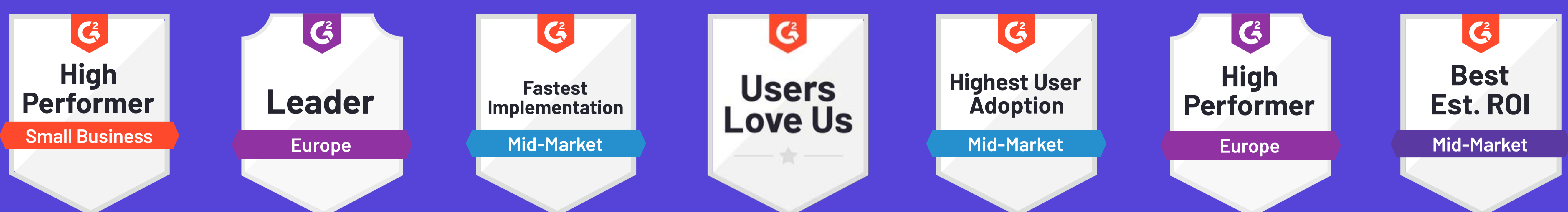
Still feeling overwhelmed or wanting more personalized guidance? Don't worry - It's not as scary as you think and Dixa is here to help you! [Dixa's HAI is human + AI](#). Get in touch today to chat about how we can help you get the most from artificial intelligence for your business.



Dixa enables companies to deliver customer service as it is meant to be. We help customer service leaders to create effortless experiences for customers and teams that unlock loyalty. Dixa's Conversational Customer Service Platform combines powerful AI with a human touch to deliver a highly-personalized service experience that scales as your business grows.

Teams and their customers benefit from greater satisfaction while automation helps increase service efficiency and effectiveness, which ultimately delivers real business value.

Our dedicated customer success team ensures you are up and running quickly and partners with you on your journey to achieving what we call Customer Friendship™. Dixa powers more than 30 million conversations a year and is trusted by leading brands such as Interflora, On, Wise, Deezer, Rapha, Too Good to Go, Hello Print, and Wistia. Learn more by visiting dixa.com.



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