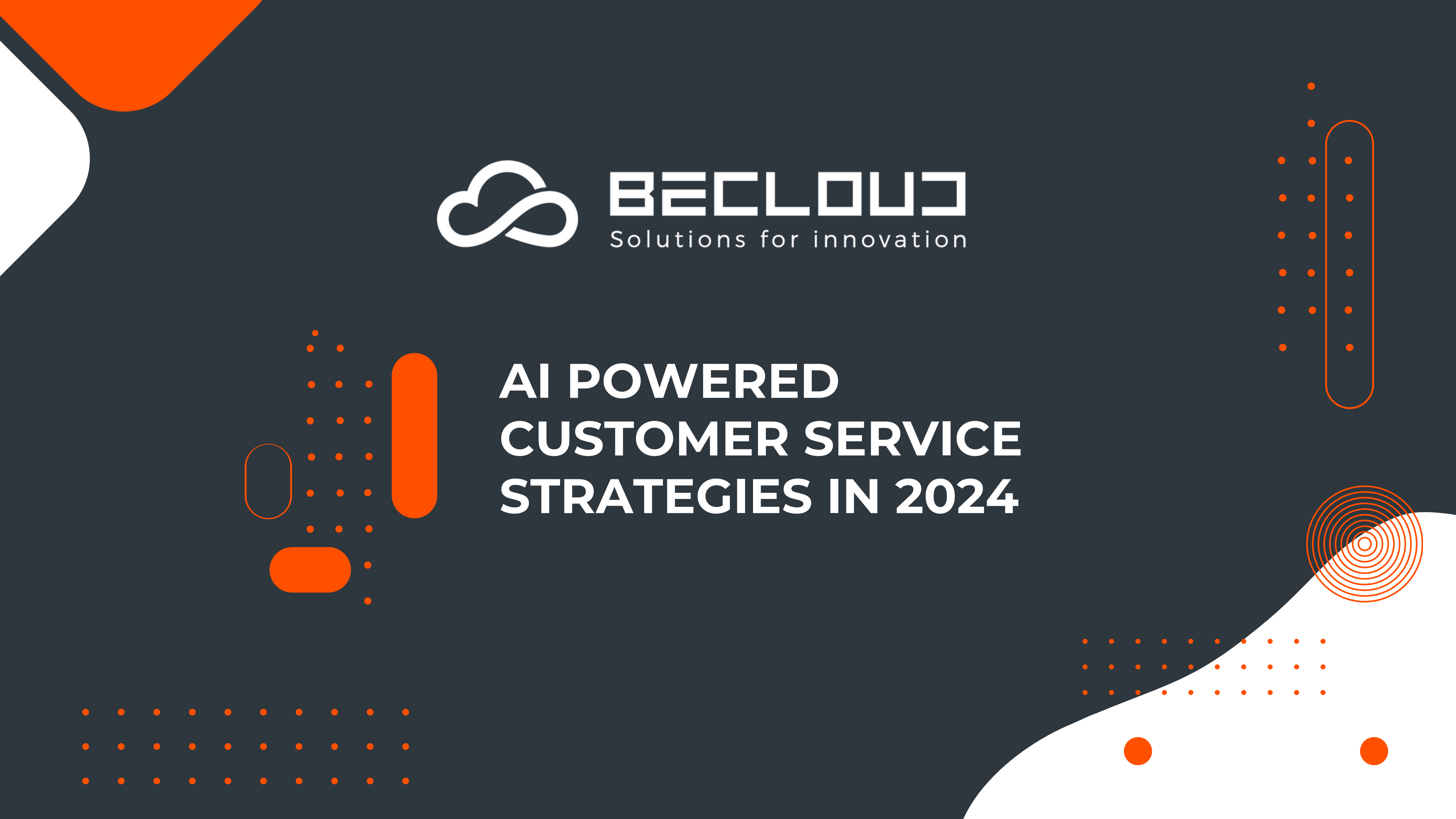




**BE CLOUD**  
Solutions for innovation

# AI POWERED CUSTOMER SERVICE STRATEGIES IN 2024



# Innovation, revolution and a good amount of strategies

AI-Powered Customer Service to an all new level

In today's digitally-driven business landscape, unlocking innovation, leading revolutions, and implementing cutting-edge solutions are paramount for achieving **superior Customer Service**.

Delve into the latest advancements transforming the landscape of Omnichannel Contact Centres. Discover how innovative strategies and AI-driven features are enhancing customer interactions, delivering exceptional service experiences like never before.



# Topics



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# I CHALLENGES & CONCERNES





# Food for thought

**83%** of companies claim that AI to be a top priority in their business plans.

For those organisations that haven't yet adopted conversational AI capabilities:

- **11%** plan to do so within a year.
- **63%** within two years.
- **27%** more than two years from now.





To 83% of businesses, **AI is already a priority.** Others plan its integration in their Contact Centres in the nearest future, underscoring AI's critical role in Customer Service and its necessity in maintaining a competitive edge on the market.

However, the path to full AI integration in Customer Service must account for numerous crucial factors. **Decisions should be made with a balanced perspective,** considering both business objectives and customer needs.

BeCloud's here to guide you through this journey, analysing each scenario, strategy, benefit, and risk to evaluate the impact of AI integration on your business and Contact Centre as well.



# ARTIFICIAL INTELLIGENCE & COMMUNICATION

II



The primary motivation leading businesses to adopt AI in their Omnichannel Contact Centre is Customer Experience improvement, as well as all the services they offer on all their Communication Channels.

AI is easily adopted to simplify processes and reduce agents and operators workloads, allowing them to focus on customers and their individual needs. While the work of agents remains the central and primary focus of the company, **Artificial Intelligence acts as an invaluable tool** to elevate the overall customer experience.

**Voice, SMS, WhatsApp,** but also **Email, Livechat, Webchat** and internal business communication tools such as **Microsoft Teams.** These are but few channels in which AI can be integrated







# Voice Channel

Despite the creation and subsequent adoption of various communication channels, the Voice one remains the primary means of communication between the company and its customers. Artificial Intelligence can only enhance its functionalities with new features and characteristics.

## Speech Recognition

Technology used to **transcribe and analyze customer-agent interactions**, helping in quality assurance, compliance monitoring, and extracting insights from customer conversations.

## Text to Speech

The opposite of Speech Recognition. Allows AI, through the help of a bot, to **read aloud what has been written by the client**.





# Voice Channel

## Natural Language processing

Allows AI systems to understand and process natural language, making it possible to **categorise calls more accurately**. It can also be used to analyse customer sentiment, identify trends, and gain insights from unstructured data in calls and chats.

## Automated Call Routing

AI can **route incoming calls to the most appropriate agent or department** based on customer data, such as their account history or the nature of their inquiry. This ensures customers are connected to the right person more quickly.





## Livechat, webchat

AI-powered chatbots and virtual assistants can handle routine customer inquiries and provide immediate responses.

They can **answer FAQ**, guide customers through **troubleshooting**, assist with tasks like **password resets**, **account balance inquiries**, and **appointment scheduling**.

Able to comprehend their own limits, chatbot will transfer the interaction to human operators should the system be unable to help customers, or on customers' own request.





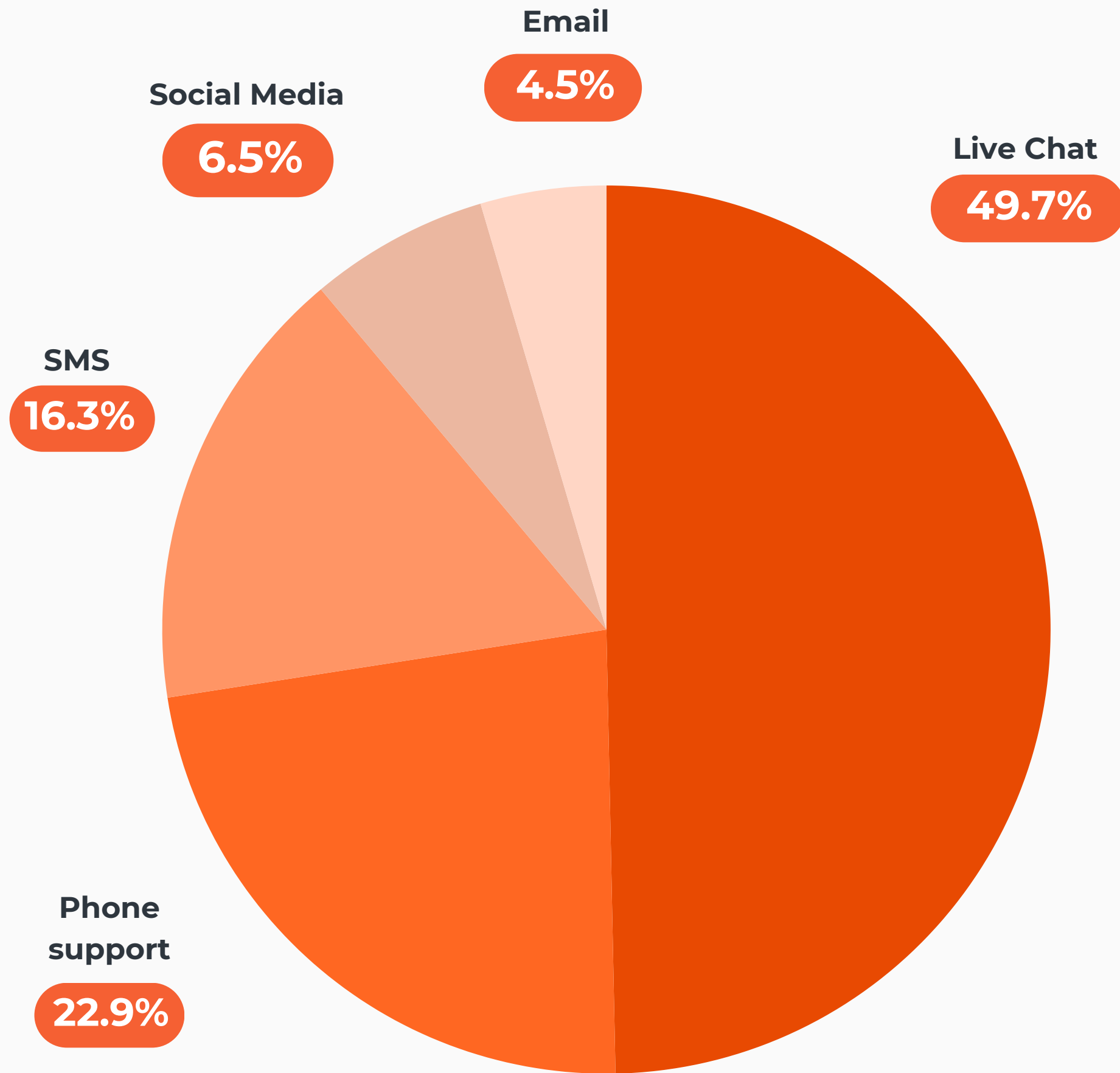
## WhatsApp Business

Through conversation categories, WhatsApp can be used to provide a high-level customer experience.

From sending informational material to response notifications. From promoting products and services to appointment reminders and personalized message flows.

Artificial Intelligence enables **rapid responses to customers 24/7** on their preferred communication channel.

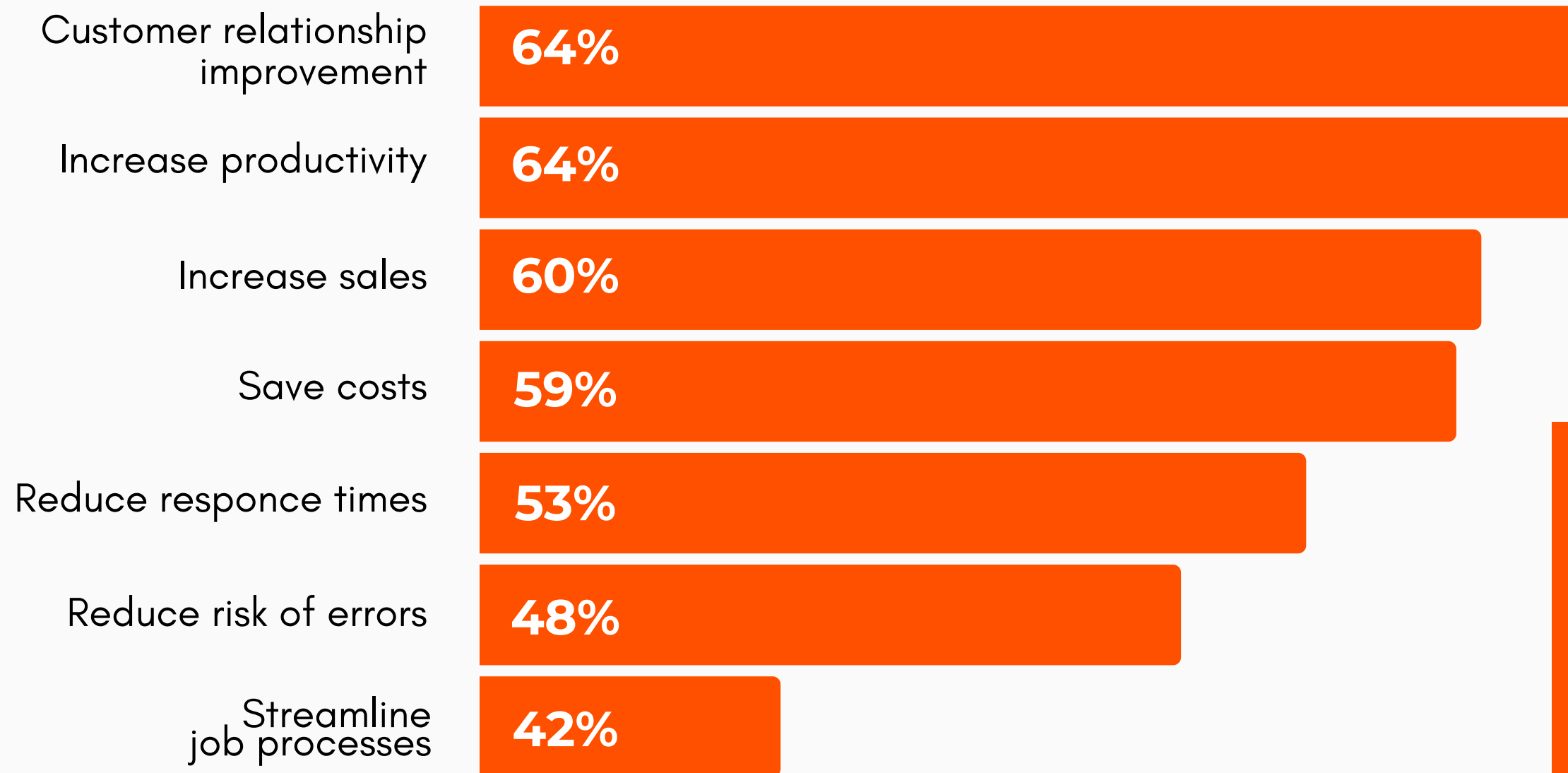




**AI's application percentage in Communication Channels**



## AI's advantages in Omnichannel Contact Centres



### A HISTORY

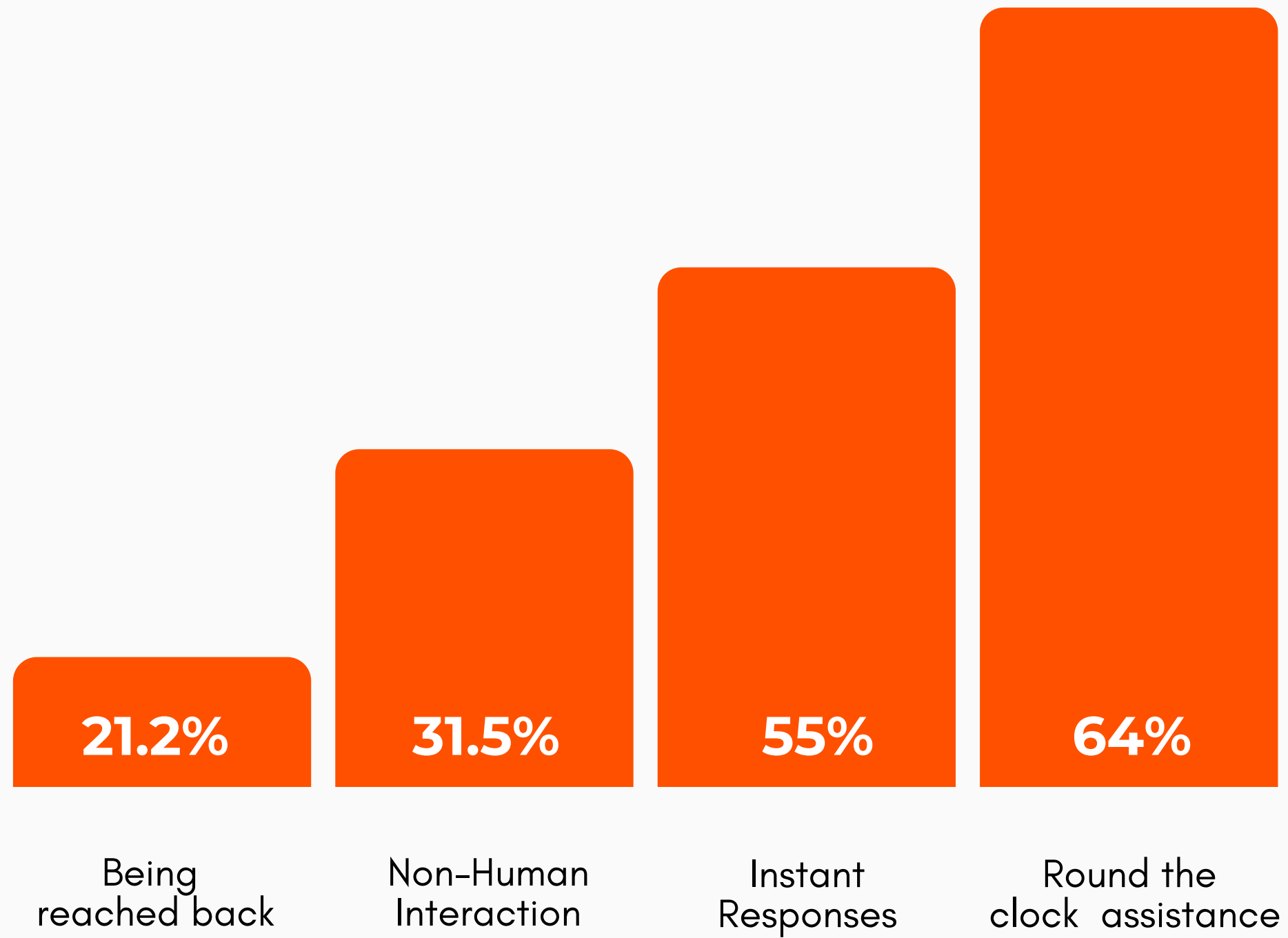


Drawing upon different theories and studies, the concept of Artificial Intelligence dates back to 1956.

Source: forbes.com

# III CUSTOMERS' POINT OF VIEW





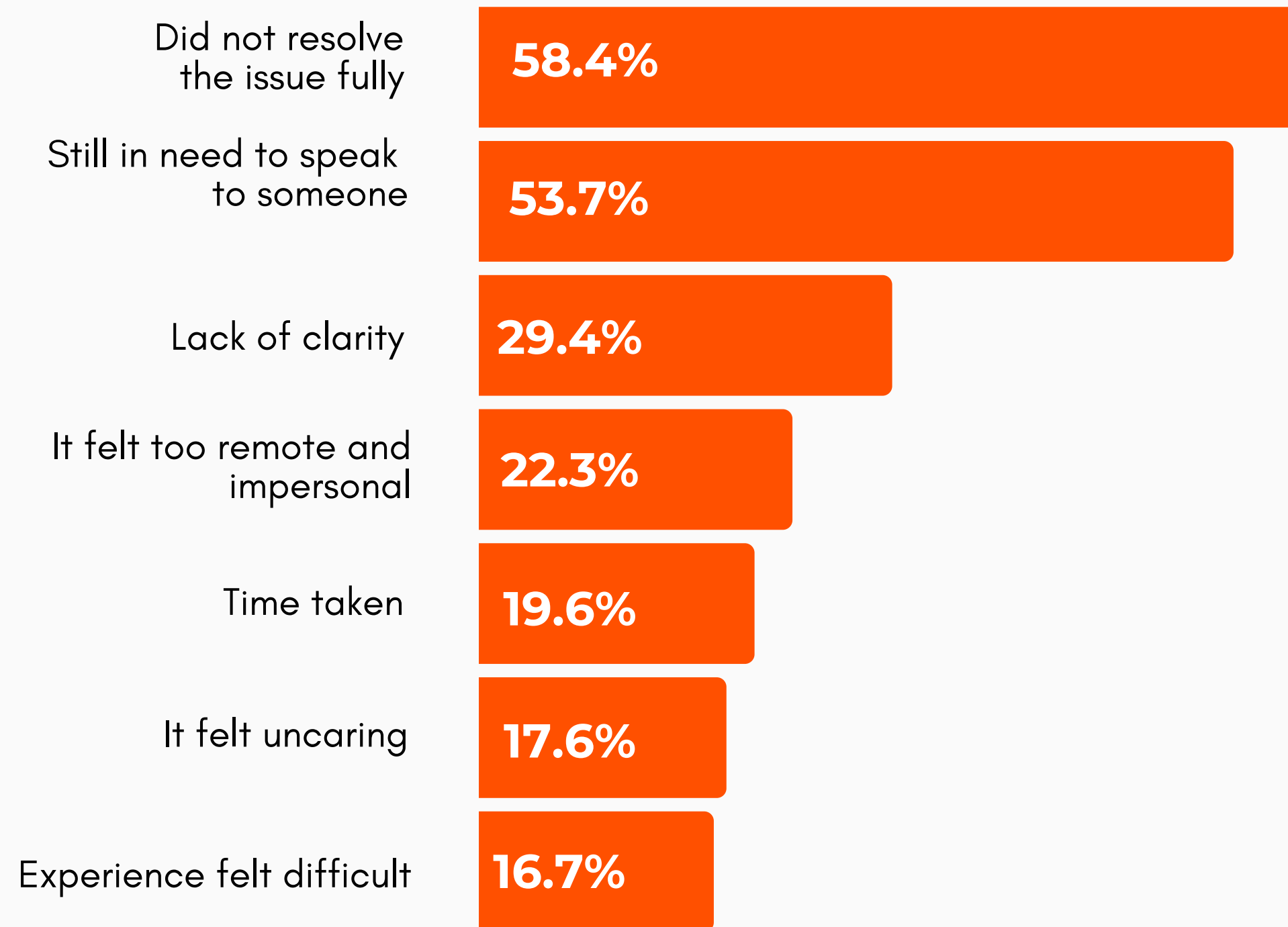
## What the public wants from AI

### DECISIONS



89% of customers say getting a quick response to their customer service questions is important when making decisions about which companies to buy from.





## Why, despite AI, Live Assistance is still key

### HUMAN TOUCH



Over 50% of customers said that it was still necessary to speak to a person after engaging with an organisation through AI



IV

**ONE SINGLE PLATFORM  
ENDLESS INTERACTIONS**



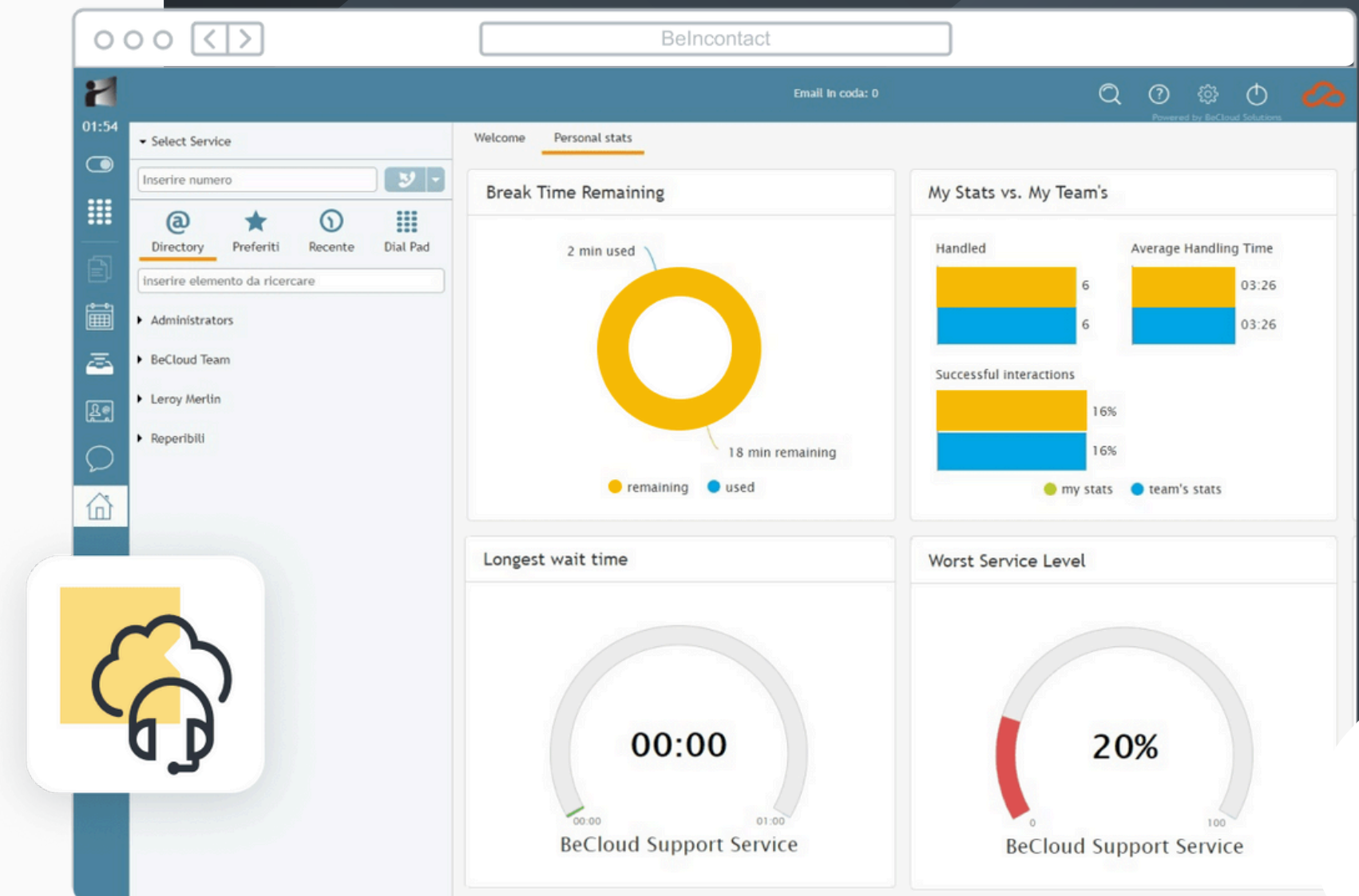


The integration of AI solutions within workflows and communication channels brings with it the need to **manage all customer interactions across multiple channels**, as well as increasingly complex systems and features.

This is where BeCloud steps in with its **100% Cloud Omnichannel solution: BeInContact**.

Through the platform, agents and operators will not only have access to all communication channels and their respective AI solutions, but they will also be able to manage them through **a single web interface**.

## 100% Cloud Omnichannel Contact Centre





Market leading & Custom CRMs/ERP

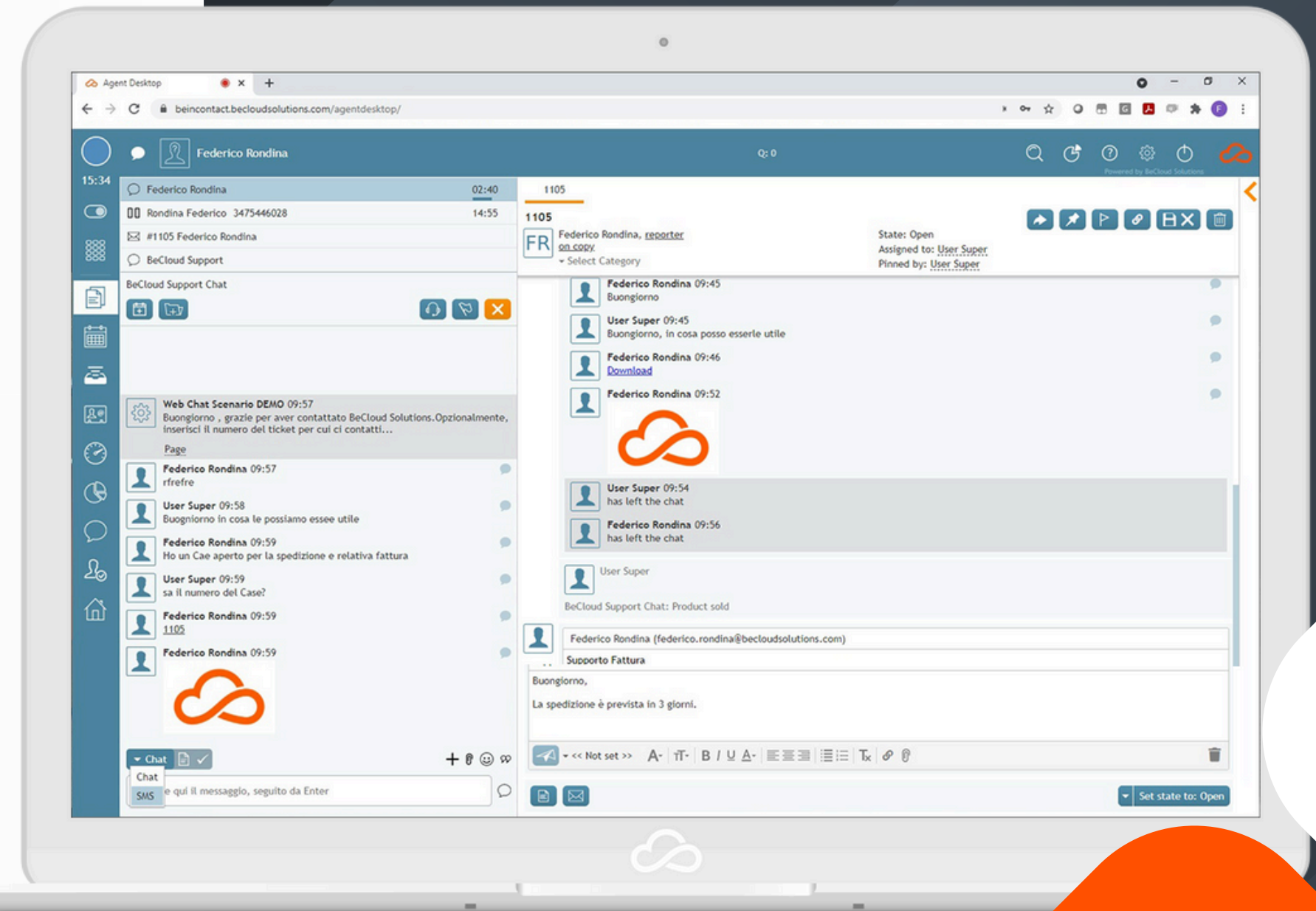
Voice

SMS, email, webchat

WhatsApp for Business

Social Media, Teams

## Communication Channels, CRMs & ERPs





Moreover, BelnContact allows native integration with all **Market leading CRM systems: Salesforce, Oracle Service Cloud, Microsoft Dynamics, Zendesk, SAP, Vtiger, and ServiceNow**, among others.

**Custom CRMs** can also be integrated through APIs as well.

BelnContact's integration with the company's CRM allows agents to access essential information, now displayed on the aforementioned web interface, to consolidate and improve their own work performance.





## AI Powered Contact Centre advantages

### CUSTOMER SATISFACTION SCORE (CSAT)

73.3%

in Businesses  
NOT opting for an AI solution.

85%

in Businesses opting for an AI 100% Cloud  
Omnichannel Contact Centre Solution.

### OCCUPANCY RATE

65%

Percentage of time agents directly deal  
with customers WITHOUT AI's help.

80%

Percentage of time agents directly deal  
with customers in AI Contact Centre.



Facing common questions and apprehensions regarding AI integration in Contact Centre is essential for a smooth transaction and to maximise its benefits. Addressing employees concerns, ensuring **seamless integration**, selecting the right AI solution provider and embracing an **Omnichannel approach**. These are the activities a business needs to keep in mind to enhance Customer Experience.

AI integration in Contact Centre represents a significant opportunity for businesses to **revolutionise Customer Service operations** and stay ahead of customer expectations. Adopting a strategic approach, and leveraging AI effectively. This is the way businesses must follow to unlock AI's full potential and **deliver exceptional Customer Experience**, driving sustainable growth in the digital era.

BelnContact, its Omnichannel approach and features, including AI, helps businesses do just that.





**BECLOUD**  
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