converse360

E-BOOK

Assist-Me™

Reshaping customer experiences in 2024 and beyond

The customer experience landscape is undergoing rapid change driven by emerging AI technologies and evolving consumer habits.

Today, customers expect hyper-personalised engagements across channels, automated and instant interactions, and connected cross-channel experiences. With increased reliance on mobile, social, and web experiences, companies need to deliver seamless joined-up customer journeys that blend physical and digital touchpoints.

This eBook outlines how Cloud, omni-channel integration, AI chatbots and data analytics have influenced the last few years and how next-generation AI such as ChatGPT will reshape what is possible through 2024 and beyond.

About this eBook

Welcome,

As someone who has spent over two decades in the customer experience industry, I've witnessed firsthand the incredible changes that technology, Artificial Intelligence (AI), and messaging applications have brought to the way businesses interact with their customers.

What makes this revolution even more fascinating is the profound impact it has had on consumer behaviour. Customers now expect immediate responses, 24/7 availability, and personalised recommendations. They appreciate self-service options that empower them to find answers independently, and they value businesses that understand their preferences and proactively anticipate their needs.

> *90% of consumers rated an "immediate" response from businesses as 'important' or 'very important' when they have a customer service question*
>
> ***Hubspot***

In this eBook, I want to share my insights and experiences, providing a personalized account that aims to be jargon-free and accessible to non-technical readers. When demonstrating this technology, I am often asked where this is heading, how will technology change things, will humans be replaced by bots and can you use AI like ChatGPT to serve customers.

Probably the only thing that can be said with certainty is that the rate of development and innovation is phenomenal. Just in the time spent writing this eBook it has been difficult to reflect the constant progress being made in the industry, and no doubt that will continue.

So, grab a cup of coffee and let's embark on this journey together as we uncover the fascinating ways technology is transforming the customer experience landscape. Whether you're a business owner, a customer service professional, or simply someone interested in understanding where things are going, this E-Book aims to provide you with some valuable insights and thoughts to take away. And if you want to find out the very latest developments then please do get in touch.

Richard Brown, Co-Founder & Managing Director
converse360

Introduction

Customer service and the Customer Experience (CX) has undergone a remarkable evolution in recent years, driven by advancements in technology and changing consumer expectations. From the traditional call centre approach to the era of AI-driven digital virtual assistants and omni-channel support, the customer service landscape has undergone a revolutionary transformation.

The proliferation of digital channels, such as social media, email, webchat, and mobile apps, is changing consumer behaviour in our “mobile first” world. Businesses can now interact with customers through their preferred platforms, allowing for faster response times, personalised experiences and greater convenience. Customers, in turn, have the flexibility to reach out to businesses at any time, from anywhere, reshaping the notion of traditional office hours.

Big Change is Coming

However, the customer service landscape is on the cusp of an even greater metamorphosis, as generative AI and large language models (LLMs) are poised to shape the industry in unprecedented ways over the next few years. Looking ahead, this new wave of AI, multi-modal customer interfaces and the emergence of new data storage and retrieval technologies hold the potential to significantly reshape customer service and the overall customer experience.

> *CEOs cite AI as the top disruptive technology impacting industries*
>
> **Gartner**

Businesses need to be aware of how these technologies will fundamentally change interactions with prospects, customers and employees. As with any new game changing technology it is a journey and not something you install and leave to run itself. You need to start planning what challenges to address first and how you will introduce new services. Companies that don’t dip their toe in the water early risk falling behind when new entrants or more advanced competitors start stealing market share with new services.

Consumer demand continues to drive changes in 2024

The Changing Face of Customer Service

Cloud based applications have been the headline story over the past few years both for communications, contact centres, CRM and analysis. The shift has been from the on-premise systems and single tenant solutions to cloud based multi-tenant offerings. This change allows businesses to subscribe to all the standard telephony and contact centre functionality they are familiar with whilst introducing new channels and trialling new features to broaden the service offering and serve customers in new ways. Cloud vendors meanwhile are busy either acquiring companies to bring in new functionality or developing products in-house to enhance their offerings.

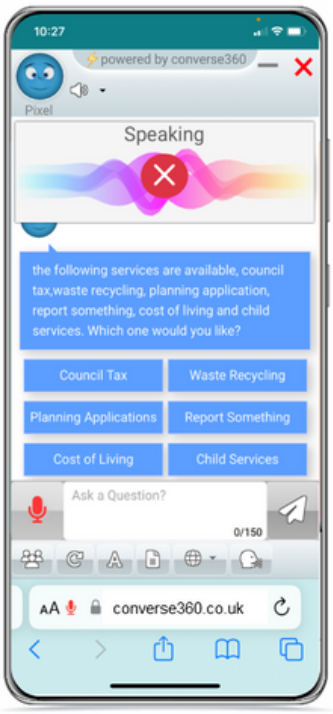
The move to cloud allows organisation to centralise what has become a siloed approach, and to address customer engagements with newer digital channels.

Messaging apps have become an integral part of consumers' daily lives. Platforms like WhatsApp, Facebook Messenger, Apple Business Chat, and others have billions of active users worldwide. Many consumers now prefer using these messaging apps as their primary mode of communication, and this trend is beginning to seep into customer engagement with businesses for customer service enquiries. This shift is driven by the convenience and familiarity of messaging, allowing customers to initiate and continue conversations at their own pace and with the expectation of prompt and real-time support. Customers time is their most valuable resource, and they no longer wish to wait on hold or endure lengthy response times.

Consumer demand continues to drive changes in 2024

Self-service options have become an integral part of modern customer service. Customers now have access to comprehensive knowledge bases, FAQs, and interactive tutorials that empower them to find answers and resolve issues independently. Whether presented on a website, within a portal, in a mobile app, on a kiosk or through other means, if it is simple to use and provides the desired outcome then customers will engage. This shift towards self-service has not only reduced customer effort but has also freed up support agents to focus on more complex and value-added tasks.

> *Generative AI is not just a technology or a business trend. It is a profound shift in how humans and machines interact*
>
> **Gartner**



The emergence of AI-powered virtual assistants is also a game-changer in customer service.

Virtual assistants leverage natural language processing (NLP) and machine learning (ML) to understand customer queries and provide accurate, personalised responses. They offer 24/7 support, reduce wait times, and provide consistent experiences across multiple channels. Virtual assistants have become increasingly sophisticated, incorporating voice recognition, sentiment analysis, and context awareness to deliver seamless interactions.

Consumer demand continues to drive changes in 2024

The introduction of no-code and low-code platforms is also set to have an impact on customer service by enabling individuals without technical backgrounds to create and customize customer journeys. Businesses can build interactive self-service portals, chatbots, and voice assistants with little to no coding. With intuitive visual interfaces and drag-and-drop functionality, users can build custom solutions and automate processes. These platforms enable customer service teams to design personalised experiences, streamline workflows, and improve response times.

A focus on the voice of the customer.
The digital transformation of customer service has generated vast amounts of data. Businesses can now harness the power of analytics to gain valuable insights into customer behaviour, preferences, and pain points.

By analysing this data, companies can identify trends, optimise processes, and begin to personalise customer interactions. Data-driven insights enable businesses to enhance the overall customer experience and tailor their offerings accordingly.

> *95% of UK executives agree advancements in generative AI are ushering in a new era of enterprise intelligence*
>
> ***Accenture***

Consumer demand continues to drive changes in 2024

The Rise of Automation and AI in Customer Services

Conversational AI a type of artificial intelligence that understands human language, has already proven its worth in customer service.

Virtual assistants and chatbots enable businesses to handle a wide array of customer queries efficiently and offer immediate assistance. These AI-powered entities are capable of understanding natural language, making them adept at comprehending customer intent and providing relevant responses. They typically require large amounts of conversational data, including dialogues, user queries, and corresponding responses to be ingested. Specialist individuals then label the data as part of a supervised training model to reinforce the correct data use.

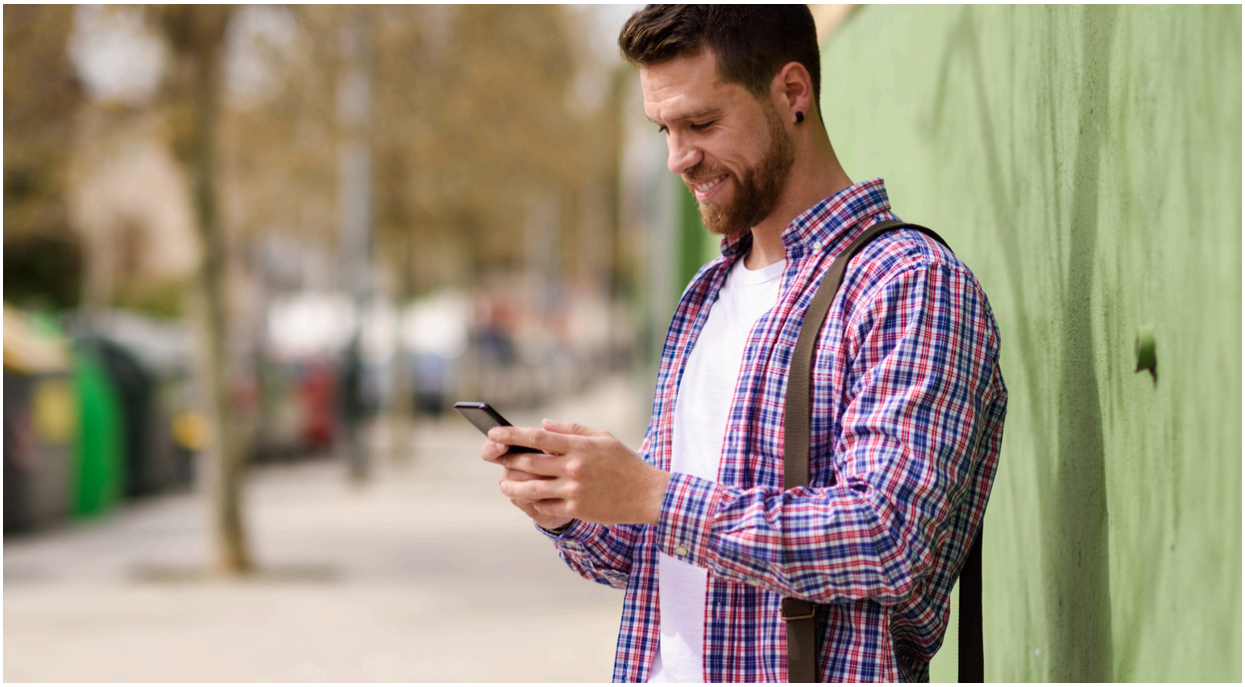
Conversational AI

Conversational AI enables machines to interact with humans in a natural and human-like manner through natural language processing (NLP) and natural language understanding (NLU). It utilises artificial intelligence (AI) and machine learning (ML) algorithms to comprehend and respond to user inputs, whether spoken or written, by simulating human-like conversations. By analysing the context, intent, and sentiment of user queries, conversational AI systems provide relevant and contextually appropriate responses.

The Decline of IVR and more Support for Live Agents

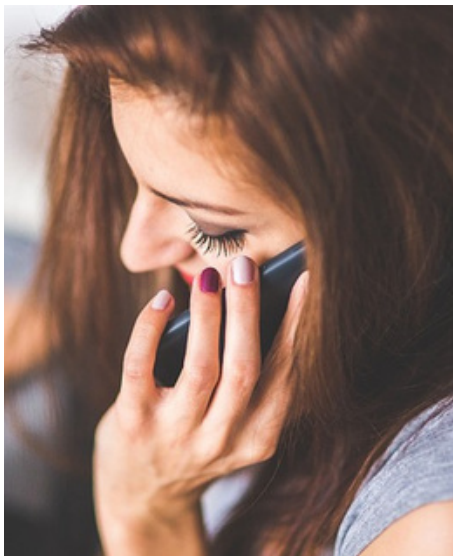
Conversational AI, as its name suggests is much more conversational than previous self-serve systems and has drastically reduced the need for customers to navigate complex Interactive Voice Response (IVR) systems or wait for human agents to address their concerns.

With conversational AI, customer support has evolved into a 24/7 service, ensuring round-the-clock availability with a more engaging interaction. Moreover, the vast amount of data generated from these interactions helps improve the AI's understanding and responsiveness, continually refining the customer experience.



Speech Technology

The phone continues to be the channel of choice for customers wanting to get in touch with a business and this hasn't changed over recent years. Although a growing number of channels are becoming available voice is still the most popular way to get a resolution. And having a poor digital experience will drive customers back to a voice-based interaction!

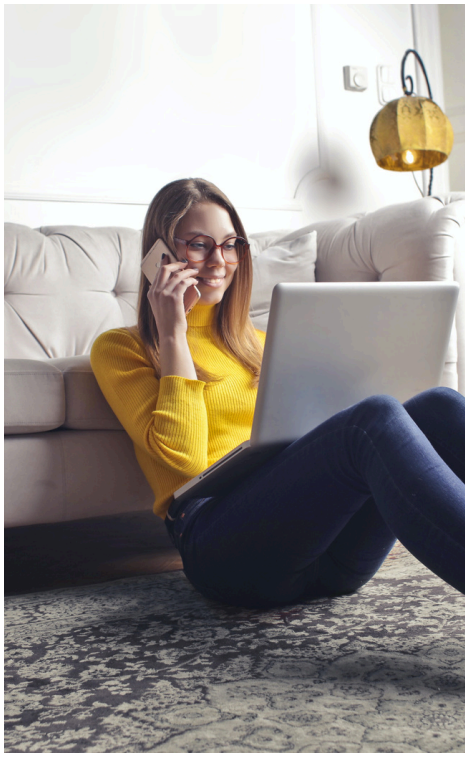


For many years traditional IVR systems were the only option for voice automation and although they served a purpose they were never loved by customers. You could only offer a narrow choice of options and the conversation was very stilted.

The Integration of AI into Speech Technology

Speech technology has experienced a remarkable evolution in recent years, primarily due to the integration of AI. These advancements have significantly improved the accuracy, naturalness, and usability of speech technology, transforming how we interact with devices and applications.

The latest voice technology provides higher transcription accuracy, more natural and human-like synthesised speech. Infact, some of the latest next generation voices being introduced sound incredible and you would be hard pushed to differentiate them from a human. IVR systems are now being replaced with conversational AI, enabling much more natural and interactive voice-based interactions to take place.



Is AI Speech Technology too good?

The ability to create and replicate natural voice is now so good it has now given rise to security concerns based on its ability to mimic a real person.

As good as the new technology is however there are limitations to how far you can automate using speech alone. Whilst the technology can recognise general conversation and even understand alpha numeric characters there will still be challenges. However, even when speaking with a human agent, a customer will often be asked to spell their name or email address as there are so many variations of spelling. If the caller is in your database and you can match their phone number you have a chance of identifying them through voice but if the caller is unknown then using automation to request the spelling is still not a great experience. This is where *multi-modal interactions* will help to transform the experience; more on that later.

The Future for Customer Service in 2024 and Beyond

Next-Generation AI

While conversational AI has already made a significant impact, the true transformation will occur as businesses adopt generative AI and Large Language Models (LLMs).

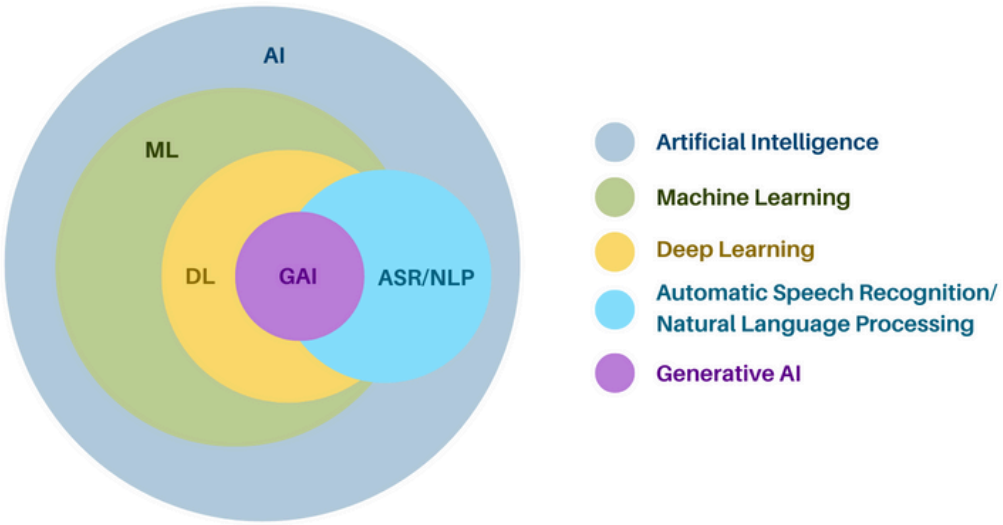
> *Conversational AI, enabled by generative AI, is the second top emerging technology that will deliver the fastest ROI*
>
> **Forrester**

Generative AI models such as ChatGPT present an advancement in artificial intelligence that use LLMs to produce human-like text, enhancing the depth and quality of AI-generated responses. This will enable virtual assistants to provide more personalised, context-aware, and empathetic interactions with customers.

Generative AI

Generative AI refers to a class of artificial intelligence that aims to create new content or data that resembles real-world examples. It learns patterns and structures from data, such as images, text, or audio, and then generates new instances that share similar characteristics.

Where does Generative AI fit in?

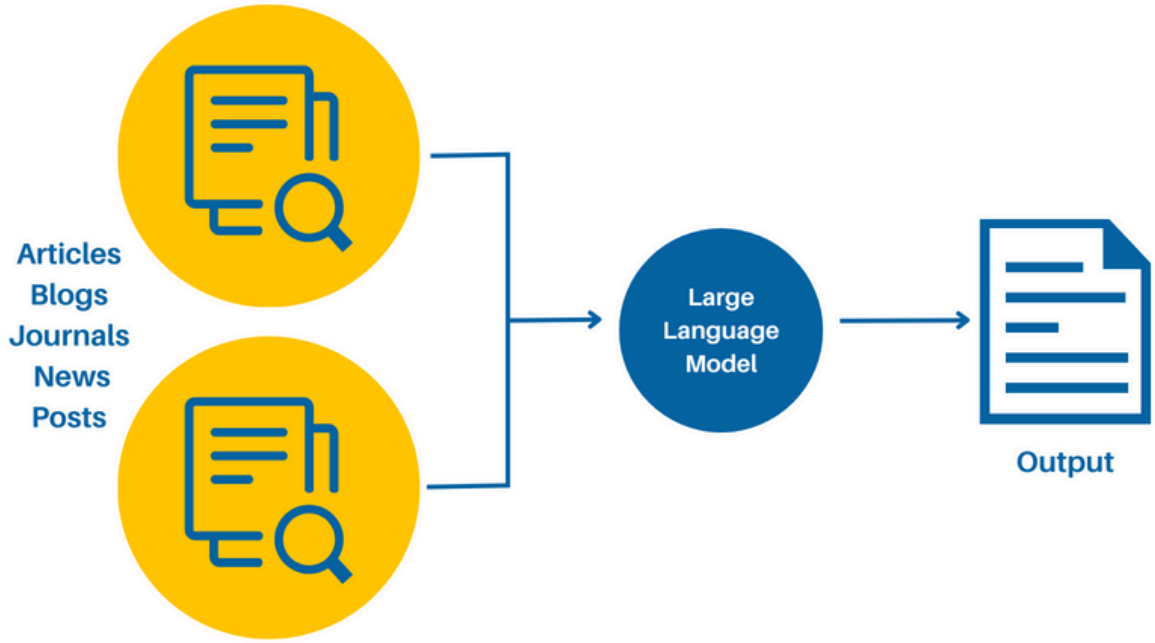


Large Language Models (LLMs)

Large language models are advanced AI systems designed to understand and generate human language. Trained on vast amounts of text data, enabling them to grasp the underlying patterns and structures of language. This allows them to understand and generate human-like text.

Large Language Models use a deep learning architecture with numerous layers of interconnected neurons to process and interpret textual input. As well as general knowledge from the Internet they can be trained on your company specific information and domain expertise. LLMs can use the information on your website, in PDF's, Word docs, Excel spreadsheets and many other formats and store the information in an ordered way in Vector databases. Requests that include context and clear instructions can retrieve and present precision responses.

How Large Language Models Work



With generative AI, businesses can create personalised customer experiences at scale. By referencing the broader context of what the customer is trying to achieve, analysing customer interactions, preferences, and historical data, AI systems can generate tailored recommendations and responses. By leveraging vast language databases, generative AI will not only recognize patterns in language but also mimic human thinking and communication styles.

Consequently, the customer experience will become more conversational and natural, fostering a stronger emotional connection between customers and businesses, ultimately leading to improved customer satisfaction and loyalty.

Beyond ChatGPT

Although ChatGPT has grabbed all the headlines, there are a number of other companies that are making waves in this space. The size of recent funding rounds reflects skyrocketing investor enthusiasm for start-ups pioneering generative AI, particularly those creating the underlying large language models that are at the heart of the current AI boom.

ChatGPT

ChatGPT (chat generative pre-trained transformer) is a highly advanced natural language processing model developed by OpenAI. ChatGPT is built on top of Open AI's family of large language models (LLMs).

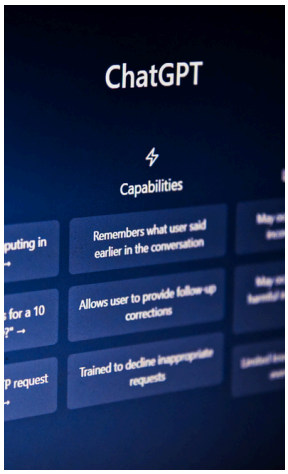
A number of the leading venture capitalists and many very well-known tech entrepreneurs have predicted the integration of AI personal assistants into daily life and these same technologies will power business versions that assist customers with any of their needs.

> *A recent survey of CEOs and senior executives revealed that artificial intelligence was the top technology that CEOs believe will significantly impact their industry over the next three years*
>
> **Gartner**

In recent months, startups such as Inflection, Cohere, Anthropic, and Hugging Face have announced funding rounds in the hundreds of millions and even billions of dollars to offer competition with ChatGPT albeit with various different aims for their technologies. Add to these Google's latest iteration of LLM "Gemini", which was originally created at a similar time to GPT-1, and the investment by Microsoft in OpenAI (creator of ChatGPT to progress its capabilities, you can expect rapid improvements to come across the board. One downside to note is that we are seeing legal issues around who owns the intellectual property that LLMs use to produce the content.

Access To Data

The versions of ChatGPT and Gemini that everyone has become familiar with are trained on huge amounts of publicly available information from a variety of sources. Gemini and Perplexity have real-time connections to the internet to retrieve up to date content and ChatGPT is accessing more recent data, but whilst they may be able to answer some questions about your organisation they are not connected to your business applications, knowledgebases or documents. The key to using these models will be how you can use them as part of your customer service offering, to provide controlled and secure access to your company data, without spiralling costs. You will need to plan carefully the best approach to accessing and presenting your data and it will require a blending of technologies.



The Importance of Data

Along with new AI models technologies are evolving which enhance the whole offering. However, in order to unlock all the information required to serve your customer they will need to access your structured and unstructured data.

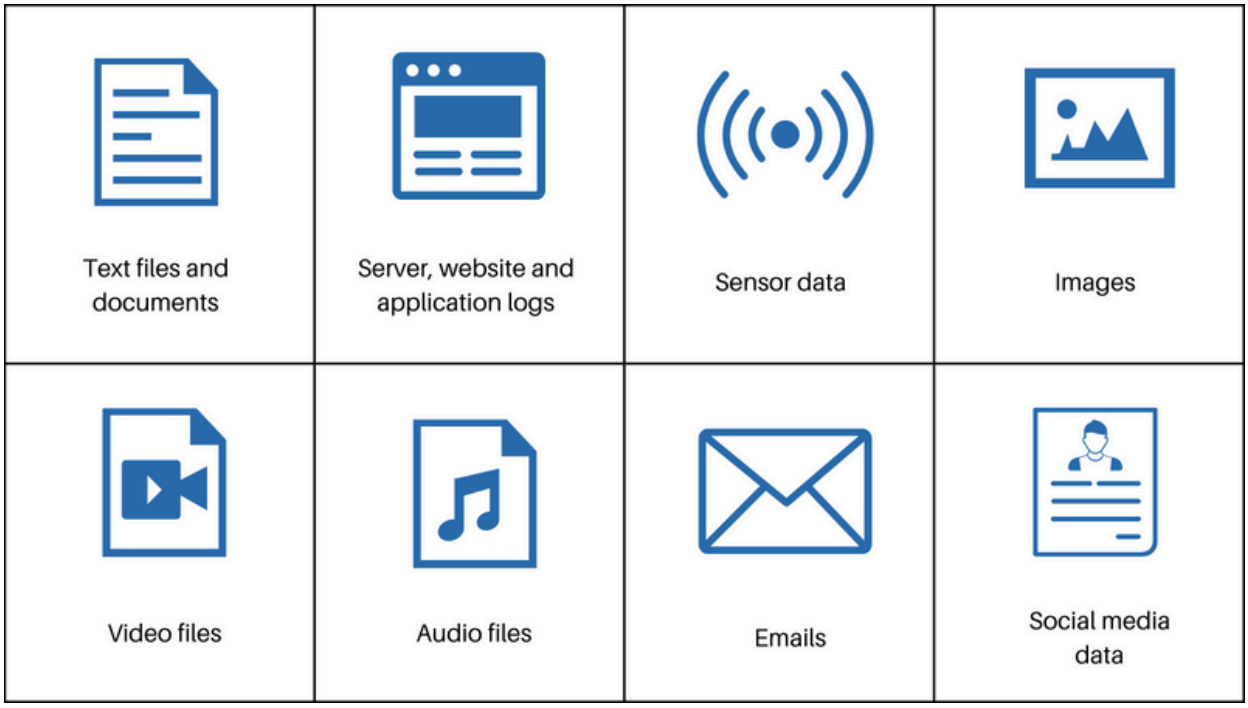
Structured Data

Structured data refers to organized and formatted information that is easily categorised, understood, and processed by machines or software systems. For example, customer information kept in a spreadsheet and categorised by phone numbers, addresses or other criteria. Structured data is stored in a relational database that provides access to data points that are related to one another via columns and tables.

Unstructured Data

Unstructured data is information saved in many different forms, that don't follow conventional data models, making it difficult to store and manage in mainstream relational databases.

Examples of Unstructured Data

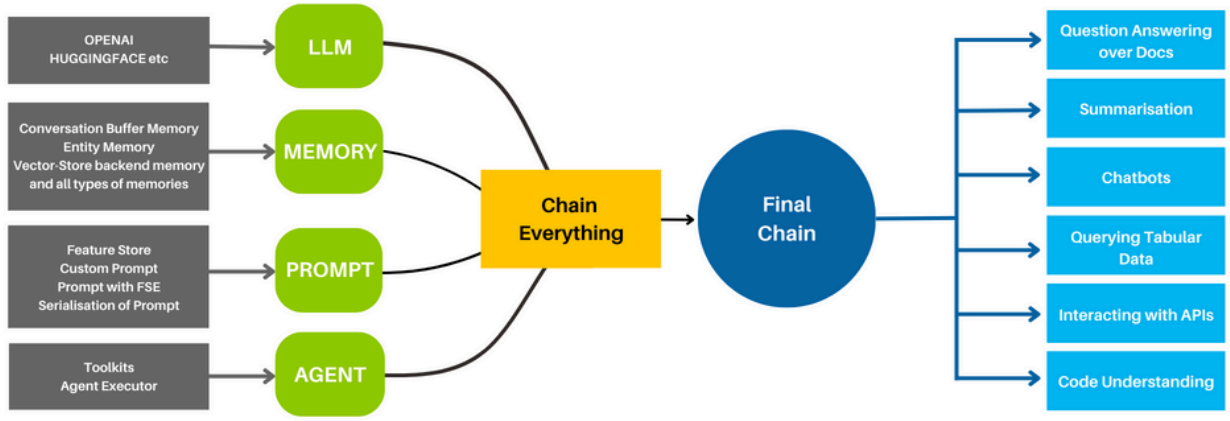


The vast majority of new data being generated today is unstructured, it can be textual or non-textual, human-generated or machine-generated. One of the most common types of unstructured data is text. Unstructured text is generated and collected in a wide range of forms, including Word documents, email messages, survey responses, transcripts of call center interactions and posts from blogs and social media sites. This data can offer huge value to the customer service department but in order to consume and make use of this information other new technologies are being introduced.

LLM companion Technology

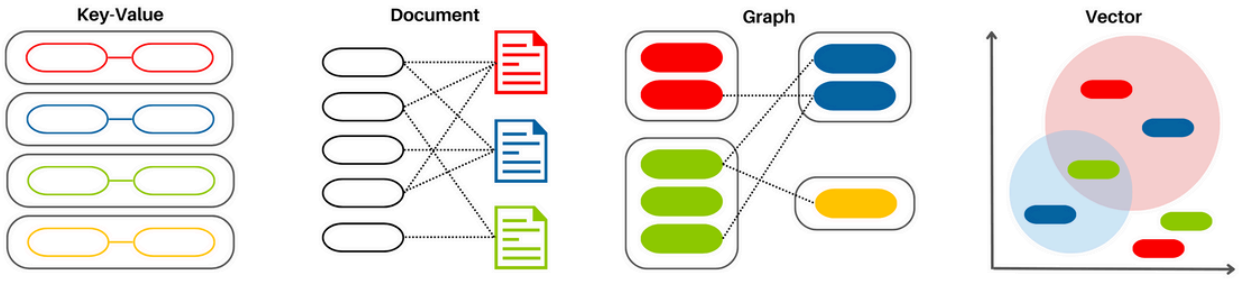
To provide useful output from LLMs there are a number of other technologies that must be used. Examples include LangChain, a framework designed to simplify the creation of applications using LLMs. It provides a set of tools and libraries that make it easy to connect LLMs to other data sources, interact with their environment, and build more complex applications. It can be used to help create digital assistants that are powered by LLMs. This allows them to have better context and memory, as they can understand and respond to a wider range of prompts and questions.

The LangChain Framework



Vector databases, on the other hand, represent a significant leap in how we will store the data and enable the AI to gain understanding and maintain a memory when executing complex tasks. Instead of relying solely on text-based data, vector databases encompass multiple data formats, including images, audio, and video. This multi-modal approach will enable customer service agents to access a richer set of information, leading to more accurate and comprehensive support.

Vectors Need a Different Kind of Database



LangChain, LLMs and vector databases will also be used to analyse data, customer interactions and feedback. They will enable applications to extract insights from data that would be difficult or impossible to extract using traditional methods. Using vector databases you can identify patterns, sentiments, and preferences, enabling businesses to gain valuable insights into customer needs and expectations. This deeper understanding empowers organisations to offer more targeted and relevant customer experiences.

Redefining Self-Service Interfaces

There is a common saying “Meet the customer in their channel of choice” but there is no one channel that will serve all customers in the perfect way! Some things are best handled over voice, some where you can show information, other times it will be down to the device the customer is using at the time, the connectivity, or even the profile of the customer (ie age, language, disabilities or location) that determine the most appropriate channel.

> *75% of customers desire a consistent experience, regardless of how they engage a company (through social media, in person, by phone, etc)*
>
> **Salesforce**

Choosing The Right Channel

Whilst you may provide numerous different channels for the customer to engage through, after triaging the initial enquiry there is often a channel that is the most appropriate for the topic being raised. How you handle the enquiry may also be determined by the time of day/day of week, availability of advisors with the correct skills etc.

Once you understand the full context you can decide if self-service / automation is the route to take or if it requires a human advisor. By understanding the customer need, the urgency of the enquiry, the level of priority and amount of customer effort to resolve the query you can design and build a workflow that offers the best customer journey.

The resulting journey may start with automation on one channel, but once triaged it seamlessly shifts to a non-automated channel, sign-posts to information or engages an advisor. Advisors can also take advantage of AI assistance where suggestions are presented to them based on the monitoring of the conversation and the customers' aims.

An evolution towards Multi-modal Interfaces

The most likely scenario for the future is that multi-modal interfaces will become more prevalent, these combine text, voice, and visual elements, and are set to redefine how customers interact with businesses. By integrating generative AI with multi-modal interfaces, businesses can provide a seamless and immersive customer experience. Customers will be able to engage with digital assistants through voice commands, visual cues, or a combination of both, enhancing accessibility and convenience. Imagine a “Siri” for your business, where customers speak or type their requests, or show it an object and the digital assistant responds though speech whilst presenting valuable information visually on the phone screen. Responses can be enriched by company data from your knowledgebases, documents, webpages and applications.

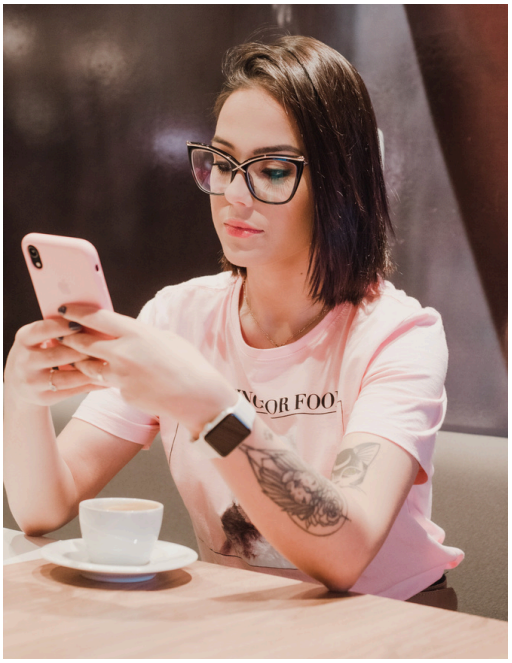
> *As digital’s role grows, omnichannel capabilities become more crucial to provide a satisfying, unified customer experience*
>
> **Forrester**

By connecting voice, text and visual, customers can pose questions via speech or messaging and receive a spoken reply whilst presenting visual information such as button options, text, images, videos, maps, a calendar, a form, or almost any media you can think of whilst the voice assistant feeds back information or explains what is being shown. During the session the customer can rant or rave through speech or click an emoji. If the digital voice assistant can’t complete the journey then it can offer a transfer to a live advisor.

How Multi-Modal can add value

Case Study 1 - Voice to Text

A customer phones in and the self-service triages the call, answers various questions but then the next enquiry has multiple response options and would be a better experience through a text interface. Recognising that the caller is on a mobile device the Voice Assistant offers to send a text with a link to continue the conversation via text. The customer opens the SMS and clicks the link which opens up the digital assistant in their browser. The conversation continues where it left off as the digital assistant knows history / context and it presents the options on the screen; the interaction can then proceed to answer questions, capture personal details, take a payment, or anything else better transacted without speech.



Case Study 2 - Providing customer choice

A customer seeking assistance with a technical issue goes to a company's website to get support. Whether on a mobile device or desktop there are buttons and links that pop a multi-modal digital assistant. The customer can use either voice commands or type their request and the assistant asks a number of questions to clarify the issue before displaying several options including a step-by-step visual guide, a "how to" video or an instruction manual download on their smartphone screen. This multi-modal approach not only improves problem-solving but also caters to diverse customer preferences, leading to heightened satisfaction and engagement.

The Future of Customer Experience

Over the coming months and years we can expect customer service to become increasingly efficient, personalised, and engaging. With the integration of new conversational AI technologies, businesses will be well-equipped to meet the ever-changing needs and expectations of their customers, fostering stronger relationships and driving long-term success.

Omni-channel

We have seen many businesses take the first steps and introduce omni-channel contact centres that support interactions across different channels. As businesses expand customer service provision beyond the voice and phone to include email, web, SMS and social channels the next phase involves adding some level of automation across these channels.

Automation

Automation offers instant responses through a conversational interface and can resolve a growing number of enquiries. It can support customers outside of normal business or opening hours, during peak demand, and will triage initial enquiries to determine how to best action an enquiry. With careful design automated workflows can determine the ideal channel to get the best outcome and will switch to that channel to better serve the customer. Where human handling is needed it will route the interaction to the most suitable advisor and provide the context and history for the conversation to continue without any repetition.

Next-generation AI will better understand the requests made by customers even when they stray off topic. It will direct the flow down the appropriate route and capture all the information required to best resolve that query. Generative AI and LLMs will rapidly improve, and we can expect to see domain specific versions emerging that have a deep levels of understanding of specialised topics to provide amazingly knowledgeable responses.

> *By 2024, 40% of enterprise applications will have embedded conversational AI, up from less than 5% in 2020*
>
> **Gartner**

Conversational interfaces accessed through a website, within apps and via the phone will improve to become multi-modal, and enable interactions through touch, typing and speech. New and improved journeys will be updated regularly as the workflows will be created by the customer service team using no-code GUI interfaces. IT will support the team using low-code interfaces for the integrations to back-end applications.

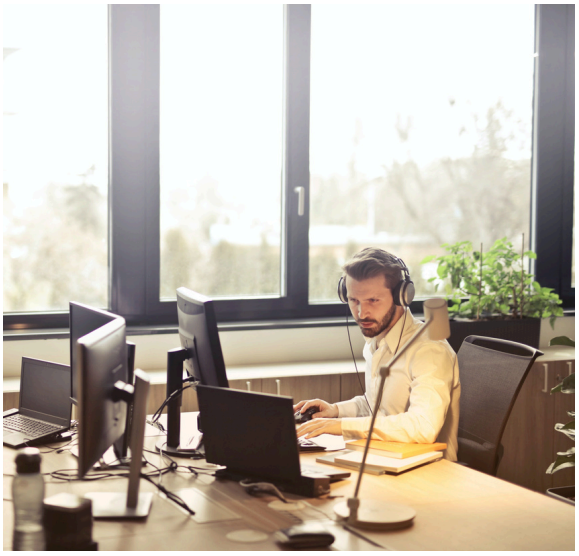
Customer sentiment will be captured through in-depth analysis of the interactions. Data from customer feedback and surveys will still be assessed but AI based tools will get deeper insights and understanding from conversation analysis, including transcript summaries, sentiment tracking, speech cues and other analytic tools.

How to Reshape Your Customer Experience

Orchestrating the Customer Journey

Starting to use these new technologies and beginning to understand what is possible is key for success. Whether you begin with one use case to address a specific enquiry or to manage the top 10 or 50 most common requests or FAQs, you must involve team members who understand the customer needs, the processes and know where the information is to respond and transact.

Responding with FAQs and sign-posting to relevant articles is an initial quick win and will add significant value with little effort. More complex customer journeys need to be thought through and planned carefully.



Whilst automating existing workflows may be a good route to take, many businesses are re-imagining the experience from the customers viewpoint and creating new customer-led experiences. This involves experts from the digital, business transformation, IT, marketing and customer service teams to design the best possible customer experience.

Wherever you decide to begin, you'll need to choose an open platform that delivers full end-to-end journey orchestration. Point solutions that only address a specific function will only create new silos that will need resolving in the future. The ideal platform will have several key components:

- **Customisable Chat Interface** - A choice of simple-to-use customer interfaces that can be tailored to follow your brand, website theme, your mobile app design or other key customer-facing touchpoints. They should be simple to design without needing web or coding skills such as HTML or CSS.

- **Voice Integrations** - It should offer voice interfaces that can connect into your existing Unified Communications/PBX platform, contact centre or Auto-Attendant/IVR so that phone call automation can be introduced.

- **Flexible Voice interfaces** - Voice interfaces should also operate in a web browser, within an app and on a choice of mobile or desktop devices so that customers can use voice prompts or messaging to communicate.

- **Easy-To-Use Portal** - The portal for creating the journeys should be simple to use; whether for simple small-talk and FAQs or for complex end-to-end workflows.

- **Intuitive GUI -** The graphical user interface (GUI) should be intuitive to use so that the Customer Service team can build the flows without needing IT input or coding skills.

- **Mixed Media Format** - It should incorporate mixed media formats beyond just text. This may include buttons, images, videos, forms, maps, schedulers, payment screens, surveys, and support any other form of custom component. For ease-of-use you should be able drag and drop these components into your journey, preferably through a no-code GUI.

- **Integral Integration** - An integral integration platform / framework for connecting to your databases, business applications, knowledgebases or documents whether located on-premise or in the cloud. Pre-built connectors or a Low-Code/No-Code framework with templates will greatly simplify integrations.

- **Communication Tools** - It should integrate communications tools for including emails and SMS messages into workflows. Additionally it needs tools for connecting to IoT devices, Robotic Process Automation (RPA) systems and other third-party systems you want to include within flows.

- **Low-code Connectors and APIs** - Connectors and APIs should be available for all the leading telephony/UC systems and Contact centres. For a seamless hand-off, all customer data and conversation transcripts should be passed to the agent to avoid repeated conversations. Hand-off should be to your existing systems and not a separate chat system to reduce silos.

- **Open Architecture** - The platform must have an open architecture that enables the introduction of relevant and emerging technologies so that you don't get stuck with old technology. New technologies that you want to incorporate should be easy to integrate, this should include AI providers, speech engines and communications channels in this rapidly changing digital environment.

- **Reporting and Dashboards** - Detailed end-to-end reporting capability and dashboards that show successful and unsuccessful journeys. Analytics that show heatmaps, transcripts, understanding levels, customer sentiment, journey routes, and where agent hand-off was needed.

Choosing the Right Technology

We are still in the early stages of next-generation digital self-service, AI and Process Automation and as the technology becomes more capable it will reduce the strain on customer service teams. Whilst CRM providers, contact centre vendors, AI companies and software companies such as Microsoft will introduce some of the functionality mentioned, they cannot scale the knowledge and expertise to service customers of every size across all sectors. Their channel and service delivery partners will begin to deliver these solutions but have a huge learning curve themselves to understand all the different technologies.

The vendors that make it possible for customers to deliver much of the solution themselves and have a team of experts to support them through any/every stage will have an advantage. The decision on which company to work with will depend on a number of factors:

- The size of your organisation and the scale of the investment you are looking to make
- The sector you are in, any data constraints and who has domain expertise and knowledge of the environment and the core applications in use
- The business applications in use that you may want to connect to (ie CRM, ERP, Service Desk, Finance, HR) and where the data is located
- The customer service applications in place and how customer enquiries are handled (contact centre, UC systems, social media aggregators)
- What channels you would like to offer and the interface of choice for your customer demographic
- Where you are located and what expertise is on-hand to assist you in developing your proposition

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How converse360 can help you to re-imagine customer experience

The team at converse360 have operated with customer experience, self-service, automation, contact centre and communications technology for over 25 years, and have built an in-depth knowledge of when, how and where technology can be most effective.

If you get it wrong and don't offer a great digital experience your customers will resort to traditional contact methods that are expensive to support and don't meet their demands. converse360 have a history of delivering technology and services in the customer experience area to organisations of all shapes and sizes both simple and complex.

converse360's Assist-Me platform has been designed from the ground up to address all of these challenges.

Assist-Me delivers everything you need to provide outstanding customer service, including:

- A range of customisable interfaces for customers to engage on their device of choice across multiple channels. Users can type, tap or speak their requests & responses are beautifully presented visually and, or spoken to clearly address the enquiry.
- Powerful functionality for triaging enquiries on multiple channels and can either automate responses or pass to an advisor based on a range of criteria that you choose.
- An easy-to-use platform that makes it simple for the end-user and extremely intuitive for the customer service team to design and build everything in one consolidated platform; from chat client, end-to-end workflows, integrations, communications and contact centre hand-off.
- An open architecture that orchestrates multiple different technologies and enables it to be integrated into any other systems through an integral integration framework.

converse360 has a team of specialists, and a growing number of expert channel partners that have delivered customer experience projects for decades. The team and partners have the knowledge and expertise of delivering solutions to different sectors, profiles, industries and locations.

Let us show you just how easy it is to re-imagine your customer experience for 2024 and beyond!

Next Steps

If you are ready to start on your Customer Service Automation project, or would just like to get some advice we can help:

See our Virtual Assistant in action in a housing environment. Follow example FAQ's, simple and complex workflows and see how transactions can use your data to retrieve personalised information.

Request a personalised live demo where we can show you the most relevant features and functionalities. How you can seamlessly blend automated responses, with live agent hand-off including context and transcripts.

Read our blogs on a range of topics related to conversational AI, generative AI, Customer Service Automation, Chatbots, Virtual and Digital AI-powered Assistants, and Digital Humans.

Get in touch with our team to learn how next-gen AI can grow your business.

Website: **www.converse360.co.uk**
Email: **info@converse360.co.uk**
Tel: **0203 9005 360**

converse360 Assist-Me™
Customer Service Automation Platform

converse360's powerful Assist-Me™ Service Automation Platform uses Conversational AI and also Generative AI to makes it simple for you to automate complex customer service interactions. It makes delivering personlised services quick and effortless, leaving your customers feeling heard, seen and valued.

Assist-Me™ easily connects with existing applications enabling a seamless customer experience, and the benefits of automation and flexibility across channels.

About converse360

converse360 helps organisations deliver digital customer engagement across any channel that is instant, effortless and personalised. Its Conversational Service Automation platform intelligently blends self-service, assisted service and live service to enable businesses to serve their customers faster and easier, 24/7 at scale.

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