



# AUTOMATED CUSTOMER SERVICE: HOW TO SAVE TIME & DELIGHT CUSTOMERS

Automated customer service isn't a new concept - but it's evolved dramatically in recent years. With automation and AI quickly advancing, these technologies have the potential to transform business operations and the digital customer experience.

It's why [71% of organizations](#) are already using automation and AI, with the remaining 22% expecting to do so within the next 12 months.

That said, it's understandable that there's still a degree of skepticism towards these emerging systems and solutions. Do recent innovations in automation and AI live up to the hype? Are they the best fit for your business or contact center? And how can you leverage these tools in a way that saves time and improves efficiency without sacrificing customer service quality?

In this article, we'll explore these questions and offer a practical guide to getting the most out of customer service automation. We'll cover:

- What is automated customer service?
- The role of AI in automating customer service
- 7 ways to leverage customer service automation



## What is automated customer service?

Automated customer service encompasses a range of technologies designed to enhance the efficiency and effectiveness of customer support.

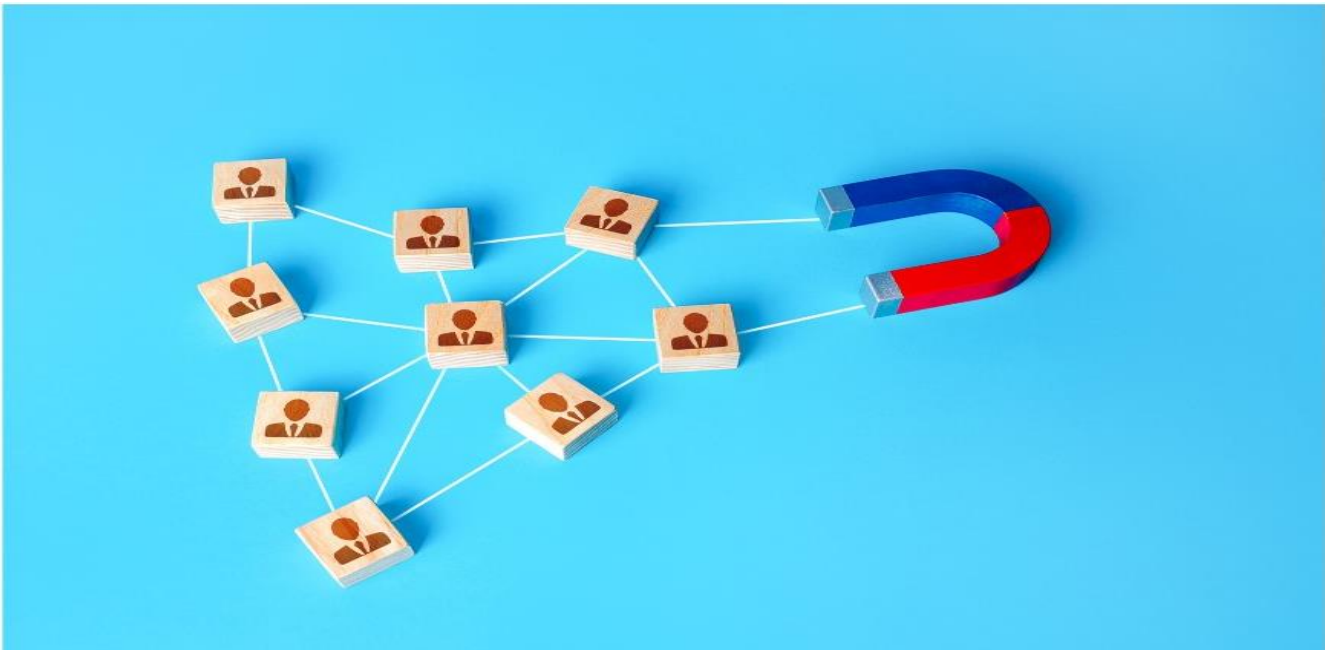
These systems work either by operating independently to resolve customer queries without human intervention (e.g. customer service chatbots) or by assisting agents in real-time during interactions (e.g. AI Agent Assist).

Automation tools incorporate various types of software and artificial intelligence (AI) to help businesses manage customer conversations, streamline support processes, and provide faster, more accurate service.

The key objectives of customer service automation are to maximise operational efficiency and empower human agents to deliver higher-quality service - both of which enrich the customer experience.

The blend of automation/AI with the human touch is essential here.

Although automation can dramatically improve service speed and consistency, a human agent is still necessary for addressing complex, nuanced, or sensitive issues.



# The role of artificial intelligence in customer service automation

The integration of AI in customer service automation has marked a significant leap forward.

While the terms 'automation' and 'AI' are inextricably linked and often used interchangeably, there is some distinction between them.

At its core, automation refers to technology that can execute tasks and processes autonomously, eliminating or reducing the need for human input. This broad concept encompasses everything from simple mechanical devices to software programs.

Artificial Intelligence, however, is a subset of automation characterised by systems designed to mimic human intelligence. The types of AI often used to automate customer service include:

- **Conversational AI:** Conversational AI is an umbrella term for a range of technologies that enable communication between humans and machines. It encompasses various applications of AI, including NLP/NLU, Generative AI, LLMS, and Machine Learning.
- **NLP & NLU:** Natural Language Processing & Natural Language Understanding techniques enable AI systems to analyse and comprehend human language.
- **GenAI & LLMs:** Generative AI (GenAI) and Large Language Models (LLMs) allow AI solutions to produce complex, contextually relevant, and human-like outputs - even in scenarios with limited or ambiguous inputs.
- **Machine Learning:** Machine learning refers to algorithms which enable AI software to learn, make predictions, and improve performance over time.

AI's role in digital customer service transcends mere automation by introducing the ability to understand language, learn, adapt, and offer an automated yet humanised customer service experience.

## 7 ways to leverage customer service automation & AI



In this section, we'll cover 7 ways you can save time with customer service automation tools and still deliver exceptional support.

### 1. Optimise self-service with chatbots & virtual assistants

Virtual assistant chatbots can be deployed across your website, app, and social media channels to provide 24/7 automated support at every digital touchpoint. These systems excel at answering FAQs and handling repetitive tasks. They can even use chatbot fulfilment technology to automate customer-specific queries/tasks such as order status updates and booking appointments. Chatbots can be an automation game-changer, especially if you're looking to improve self-service or reduce the volume of interactions handled via human interaction.

Before the days of AI, chatbots used to operate using decision tree frameworks and pre-defined rules/responses, frequently leading to customer frustration and a poor user experience. Now, advanced AI chatbots can be trained to autonomously handle a huge spectrum of customer service queries, going beyond FAQs to cover more complex tasks and interactions. One of the techniques used to achieve this level of chatbot sophistication is through integration with an AI knowledge base.

## 2. Improve agent performance with automated AI assistance

Contrary to popular belief, automating customer support is not always about removing human agents from the equation. In reality, the true goal of automation is to augment the human experience through higher efficiency, speed, productivity, and performance.

One of the ways it does this is by empowering support agents to communicate faster and more effectively during human interaction. There are several solutions available that achieve this by providing customer service reps with automated help and assistance in real-time, such as AI response recommendations, Knowledge base suggestions, AI rephrases, and Canned messages.

These tools not only facilitate faster responses and resolutions but also guarantee the delivery of precise and uniform information by customer service reps.

**It's for this reason that 81% of contact center leaders are currently investing in assistive automation and AI for agents.**

## 3. Implement real-time translation for diverse demographics

For global brands or those serving a multicultural customer base, automated translation is a game-changer. Real-time translation allows you to provide multilingual customer service during live chat interactions. This empowers your agents to efficiently handle queries in any language without delays or misunderstandings - thereby saving time and creating a seamless experience for all users.

In turn, you can break down language barriers and deliver accessible customer support without outsourcing translators or hiring a multilingual support team. Moreover, automated translation can also boost brand loyalty by showing a commitment to inclusivity, diversity, and customer relations.

## 4. Utilize sentiment analysis

**Sentiment analysis is an AI-powered solution that automatically detects the underlying opinion, emotion, or attitude expressed in written communication.**

In the context of automated customer service software, this enables you to monitor the sentiment expressed by participants during text-based customer service interactions.

Sentiment analysis typically uses Natural Language Processing and other AI techniques to categorize the underlying communicative tone as positive, negative, or neutral. Sentiment analysis offers invaluable insights into customer perceptions, agent communication skills, and the overall quality of your customer service experience.

It also provides a quick and effortless way to automate performance management and the collection of customer feedback.

## **5. Route interactions intelligently**

**Automated routing is the process of transferring incoming customer queries/requests to the most appropriate agent or team using specific rules or criteria.**

The rules for interaction routing can be based on various parameters, such as agent availability, team expertise, department function, customer attributes, and urgency.

This streamlined process means that customers are matched with the right resources from the outset, reducing average handling time and increasing the likelihood of first-contact resolution.

It also bolsters efficiency by minimizing idle time and eliminating the need for manual sorting, ensuring all customer inquiries are addressed swiftly and by the most qualified personnel. Plus, as routing automation is often contingent on agent availability and expertise, it helps prevent overwhelming workloads while protecting agents from being confronted with issues they're not equipped to resolve.

## **6. Automate staff training & quality monitoring**

**The use cases for customer service automation software go beyond assisting customers and streamlining various support processes. Advanced AI models can also be used outside customer comms to automate agent training, onboarding, and performance monitoring.**

Once set up, the AI acts as a customer would in a specified scenario, allowing your agents to interact with it as they would in a real-life live chat conversation. This not only speeds up onboarding new hires but also makes it far easier for existing agents to upskill or improve their abilities. Overall, automated agent training offers an innovative and efficient way to drastically reduce training times and optimize agent performance.

## 7. Leverage automated reporting & analytics

This ability means AI can automate reporting for you, offering useful insights into analytics, customer needs, overall performance, and the productivity of your customer service agents.

Beyond saving considerable time, automated AI reporting also guarantees increased accuracy and consistency. With automated reporting and analytics, you can monitor performance more efficiently and quickly gain insights into the overall effectiveness of your support strategy.

These insights will empower you to make data-driven decisions and targeted improvements - helping you reach your customer service goals.

## **The takeaway: Automate customer service with WCS and Talkative**

Automated customer service and AI are here to stay. With these technologies becoming increasingly advanced, automated contact channels will likely be at the centre of customer service in the coming years. As such, embracing automation isn't just a smart move - it's a necessary one for businesses looking to stay competitive in today's rapidly evolving digital landscape.

With the tools and tactics detailed in this article, you'll be well on your way to making advanced automation a part of your customer service strategy. But if you want to get the most out of automation and AI, you also need the right platform.

And that's where WCS in partnership with Talkative comes in.

Our solutions, powered by Talkative offer a variety of AI and automation tools - from advanced chatbots to AI agent assistance, sentiment analysis, AI-powered reporting/analytics, real-time translation, AI knowledge bases, intelligent routing, and much more. You can gain enterprise-grade AI features at a fraction of the usual cost and scale your usage without any nasty price jumps.

For more information: Visit [WCS Website](#) Today! and [Book your Consultation](#).