



GUIDE

10 reasons to hire a customer-led voice assistant

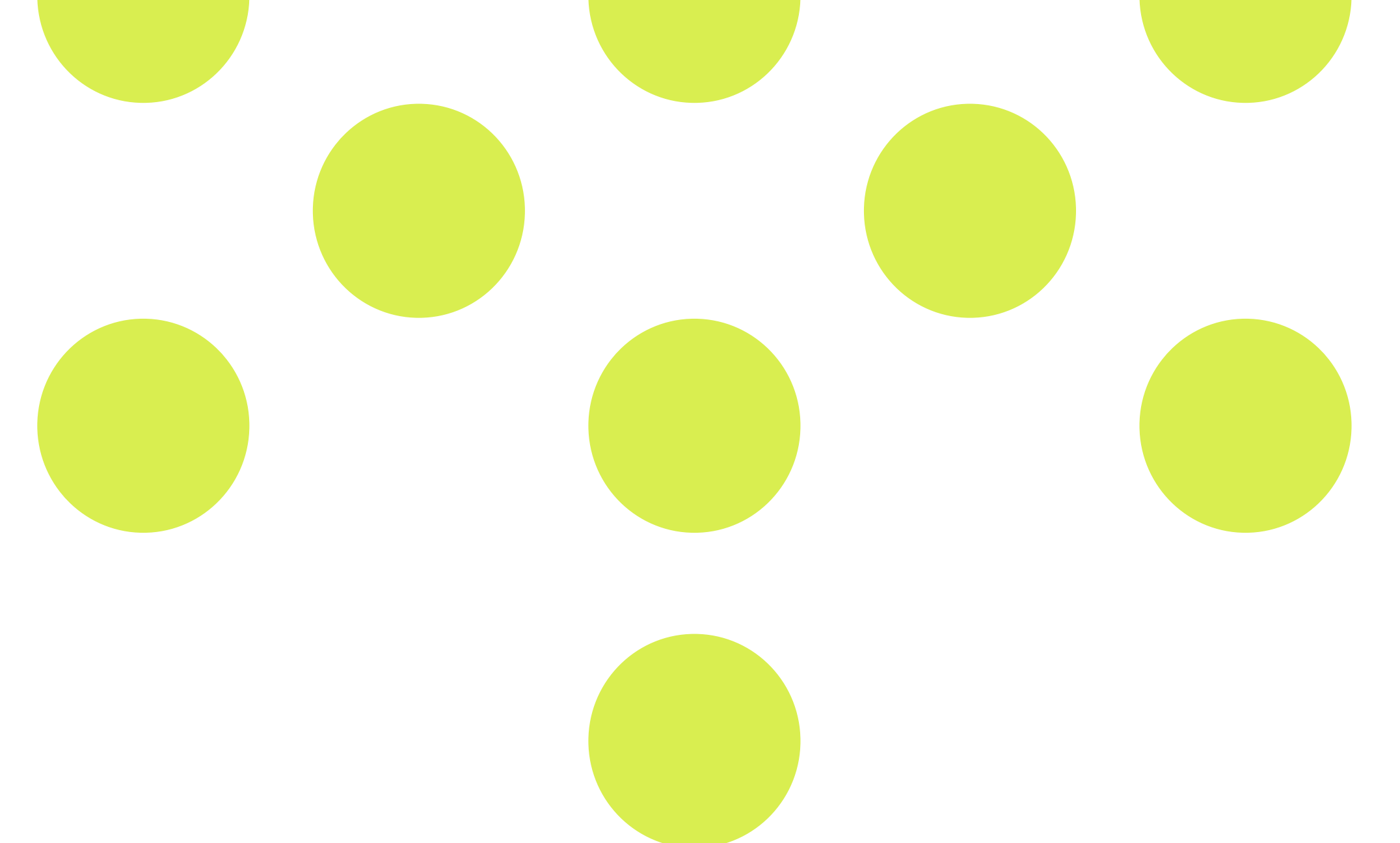


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In an effort to create frictionless customer experiences, companies have invested significantly in digital transformation for customer self-service. These investments include FAQ web pages, chatbots, online forms, and mobile apps, all designed to enable customers to solve their own queries and complete transactions without assistance from live agents.

Companies that want to offer robust customer support without compromising on profits are now investing in voice self-service in their contact centers.

Here's why.





1. Your customers still want to call

If you want to be where your customers are, invest in phone support.

Deploying chatbots, livechat and self-serve support portals has only made a small dent in call volumes.

Despite the abundance of self-service options available to customers, only 9% of queries are fully-resolved in digital self-service channels, according to Gartner. In fact 71% of customers still call.

Pushing customers through webchat is akin to saying you don't want to talk. Not a good look.



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2. Repetitive calls waste time

How long do your agents waste on repetitive tasks that simply do not require human work?

Answering FAQs, identification and verification, updating customers' account details, taking bookings or reservations... All of these tasks are perfect for automation.

You've set up online accounts, mobile apps, webchat, but your customers are still eating into agent time with queries that could be sorted just as well with AI.



3. Long wait times reduce customer satisfaction

Nobody likes to wait on hold. But having enough staff on the front line to answer every call immediately is mostly impossible.

Voice assistants pick up every call immediately, and they can easily route high-value, high-emotion calls directly to the agents when needed.

Go on, give your customers the support that they deserve.





4. Your customers need you 24/7

Offering support only during business hours is a great way to show your customers you care, but only during business hours.

But staffing for 24/7 customer service is expensive, not to mention the additional infrastructure and operational costs incurred by keeping offices and lines open round-the-clock.

Voice assistants don't sleep. They can answer every single call, day or night, resolving queries or taking down information to pass to your agents when they're back in.





5. Consistent brands build better relationships

You write the scripts, train the agents and run QA on calls, but you can't guarantee consistency in all conversations across your customer service estate.

Voice assistants deliver consistent experiences every time. They don't even sound robotic. A voice assistant can have any voice you choose. Accent, tone and pronunciation can be customized to create a true brand voice to represent your company in its best light, every single time.

6. Voice assistants are more robust than chatbots (and have 4X ROI!)



Voice assistants don't need you to click buttons to select options. Built right, they don't even require users to say specific keywords. Just speak naturally, in your own words, and get an issue resolved!



Automating voice interactions is four times more effective in reducing agent minutes than automating chat interactions.



7. Your call efficiency metrics will improve significantly

Voice assistants answer every call immediately, no matter what time or day of the week, resulting in reduced call abandon rate.

By automating time consuming, repetitive tasks they slash average handling time. And first call resolution is boosted by routing calls to the right place, every time. Voice assistants even do their own after-call work so your agents don't have to!





8. You won't need to overstaff to meet demand in peak times

Being prepared for high demand often means you have agents waiting for the phone to ring. In times of peak demand, you may even hire seasonal staff to be on hand should they be needed.

Voice assistants are able to handle thousands of calls simultaneously, making them a great solution for peak times. But they can also sit quietly and wait for calls to come in, without costing you a penny.

9. You'll get access to detailed conversational data



Imagine if your agents took detailed notes on each call, marked them all up consistently and stored them in an easily browsable dashboard. The stuff of dreams, right? Well dream no more.



Voice assistants are able to record almost any data you want them to, and give this data back to you in any format you like.



This detailed conversational data can help organizations identify areas for improvement, track increases in specific topics to identify potential issues, and even pinpoint what training needs to be delivered to live agents to make them better at responding to customers.

10. Your team will thank you

Let's face it, your people don't enjoy doing the same repetitive tasks day in, day out.

Your best agents love helping people. They want to solve real problems for customers. You want them to create value for the company.

Automating repetitive tasks that are low value to the company, but high value to the customer will make your agents' jobs significantly better. And happy agents means happy customers.





11.

BONUS REASON!

Customer-led voice assistants are finally here

If you've ever been stuck talking to a conversational IVR, it's understandable that you're not convinced about using voice self-service.

You're sick of hearing, "Please tell me in a few words why you're calling," and "I'm sorry, I didn't get that."

But that is the technology of the past.

Customer-led voice assistants are able to hold natural conversations, understanding customers regardless of accent or background noise, with the short term memory to handle as much back-and forth as it takes to get the job done. Long story short, the technology is ready. Are you?



PolyAI is the inventor of customer-led voice assistants.

Don't wait to consistently deliver your best brand experience, achieve accurate resolution and uncover data-driven business opportunities

Talk to us about how PolyAI can help your company launch new customer experiences at scale, improving loyalty and retention, reducing call center costs and proving ROI within months.

Schedule a demo with our team

Find out more and hear our voice assistant for yourself at poly.ai

