

CONTACT DEFLECTION

CHATBOTS

Digital assistants in chat and messenger apps

The triumph of social messenger apps has radically changed the world of communication. Especially younger customers use the platforms not only to communicate with each other but also to access products and services. The popularity of text-based communication is growing sharply, causing chat volume in many service centers to explode. With the help of chatbots, you can respond to customer requests automatically. And you can always reach your customers – from any place, at any time and with no limits on scalability.

Chatbots are more than just a gimmick for fans of technology. These digital assistants provide customers with a universal gateway to their data as well as to products and services offered by companies. By standardizing text input, chatbots can be integrated into any chat interface – on your own website, in WhatsApp or in Facebook Messenger. The higher the range of functions, the greater the proportion of customer inquiries that can be processed self-sufficiently. This reduces costs in the service organization in the long run and fascinates your customers with less time spent on handling their requests. ➤

CHATBOTS

- ◎ Scalable solution to reduce manual chat volume
- ◎ Increase the range of your self-service offering
- ◎ Consistent customer experience across all channels
- ◎ Advice for optimizing your entry into this new field of technology
- ◎ Complete monitoring of the design process and implementation
- ◎ Ongoing maintenance of content and continuous machine training
- ◎ Benchmarking of existing chatbots

A chatbot custom-tailored for your use case

As a leading customer service provider, Arvato CRM Solutions will help you transform a purely manual chat service into an AI-based communications approach. From selecting the right pilot process to regular operation, we support you with state-of-the-art technology, teams of experts ranging from computer linguists to knowledge engineers and with 20 years of experience in designing customer-focused dialogue structures. Our technology platform Arvato Conversational AI is the foundation for developing your new chatbot. With the help of this platform, we give you access to all channels of your choice – from Facebook Messenger to an online chat window and individual implementation according to your wishes. Although all channels use the same dialogue modelling, we can incorporate the special features and functionalities of individual channels. This way we achieve an optimized but entirely consistent customer experience.

Our knowledge engineering team brings your use case for the chatbot to life – whether this involves a travel booking, FAQs, purchase recommendations or address changes. The modelling of the dialogue via chatbot is based on best practices from customer communications. We know precisely where an open question achieves the best results or if a “yes/no” selection, an answer by button or natural text is more suitable. In collaboration with our computer linguists and machine learning experts, the language algorithms are subsequently trained for your individual application.

Interaction between technology and humans as a success factor

Human beings remain a central factor not only in the creation of systems using artificial intelligence but also in difficult dialogue situations where the targeted intervention of a customer service representative can lead to a positive outcome. In these cases, Arvato Conversational AI ensures that the customer service representative not only sees the chat history but also receives a clear summary of the dialogue, including next steps. This allows the agent to seamlessly continue the conversation. Chatbots can unleash their full potential and improve customer experience only through the right interplay between technology and humans.

OUR EXPERTISE, YOUR BENEFITS

- © 20 years of experience in designing and executing customer-oriented dialogue structures
- © Our technology platform Arvato Conversational AI brings together all necessary components for a chatbot – channel connections, natural speech comprehension, dialogue modelling, integration of customer service representatives and reporting
- © An interdisciplinary team of experts from knowledge engineers and machine learning specialists to computer linguists
- © Best practices in process design for chatbots and targeted training of natural language processing components

Any further questions? Please get in touch with us.

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We build on technology and profound experience to create a differentiated experience for your customers and greater trust for you. But most important for your success are our 45,000 employees, who make sure that customers are satisfied at more than 100 sites in 27 countries and in 35 languages.

Driven by technology. Differentiated by experience. Powered by people.