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CONVERSATIONAL AI IN CUSTOMER EXPERIENCE

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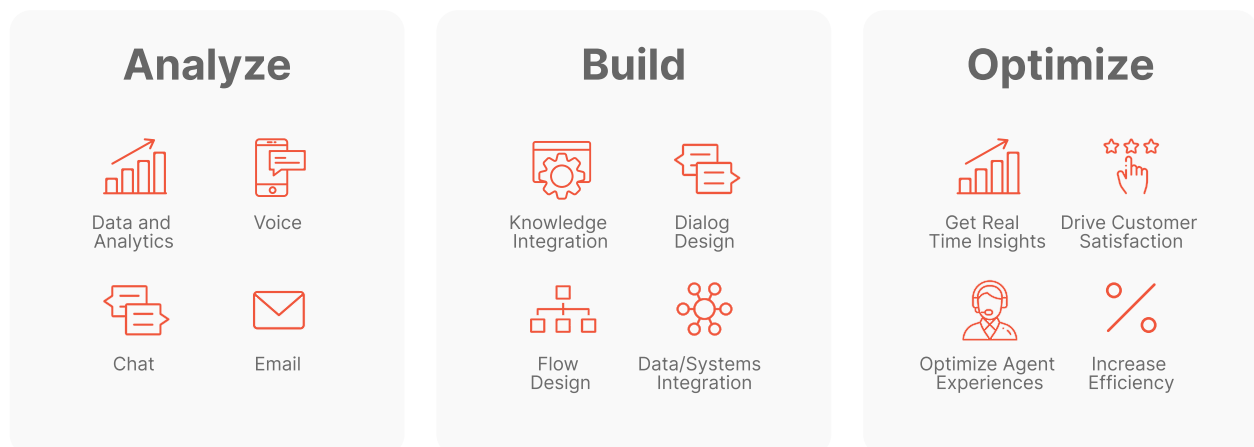
WHAT IS CONVERSATIONAL AI

Conversational AI is a type of artificial intelligence that enables consumers to interact with software applications in a way they would with a human. This technology has created chatbots, virtual assistants, and voice assistants that can solve real user problems, drive automation, and create stronger, more efficient brand experiences.

This space has come a long way over the last few years. Organizations worldwide are increasing their Conversational AI investments in response to the trend of communication over messaging channels.

Together with Conversation Design, Conversational AI is transforming customer experience, customer support, and digital customer services for an onscreen world to deliver frictionless customer experiences across a multitude of channels.

CONVERSATIONAL AI APPROACH



Customers' expectations have matured due to the ubiquity of conversational interfaces and virtual assistants. They now demand easy, effective interactions that are personal and contextual to their current needs.

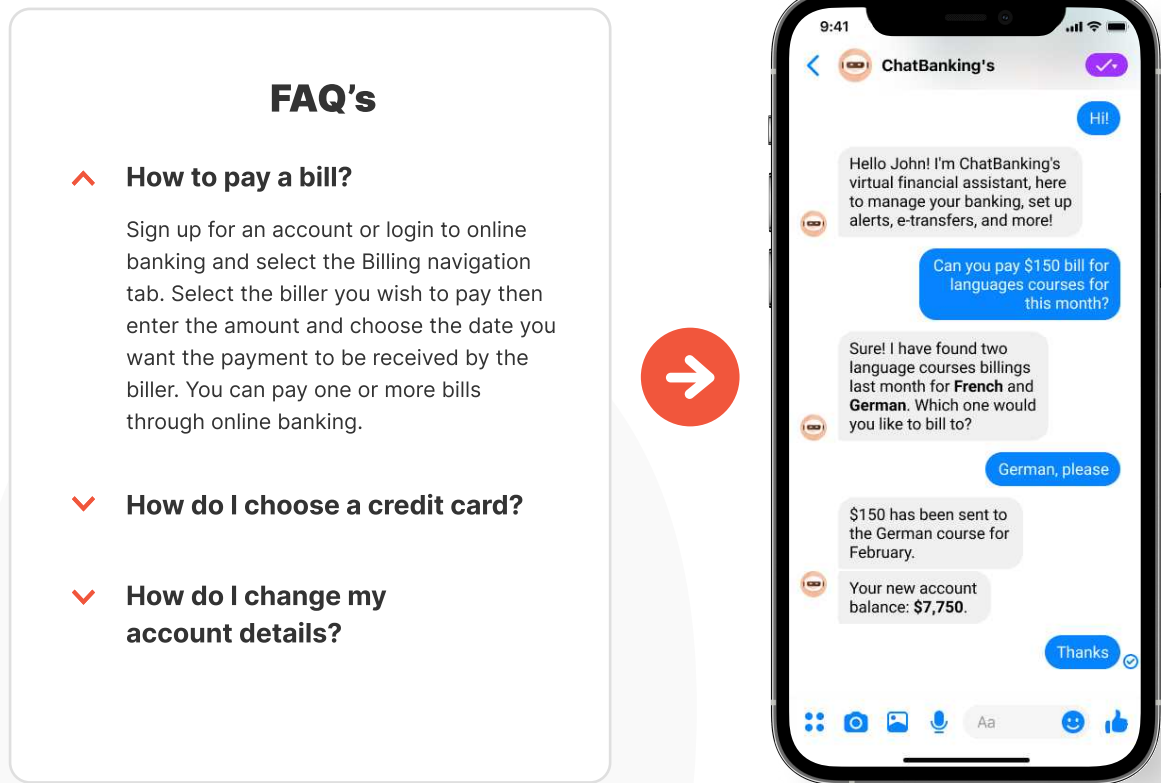
This is where Conversational AI can come into the game to truly elevate mundane conversations, improve engagement, and add value to their customers and beyond. And this is how Conversational AI can improve Customer Experience.



FAQ PAGE AUTOMATIZATION VIA AI CHATBOT

Today, the traditional approach to FAQ page design on a website doesn't fit the expectation level of the customer's experience. Instead of searching for the right answer to a question through the webpage, an AI-powered FAQ chatbot will lead you directly to the correct response, just by simply asking the chatbot. In case of unpredictable questions, the chatbot can connect the user to live agent support. This approach covers call center automation use cases with the help of Conversational AI solution.

Today's advanced Conversational AI systems utilize natural language understanding (NLU) and can automate many complex transactions to make life easier for customers and internal teams. For example, banks could enable bill payments via virtual assistants instead of advising users on how to navigate to a 'how to pay' webpage.



From FAQs to embeddable conversational solutions



IMMEDIATE PROBLEM SOLVING

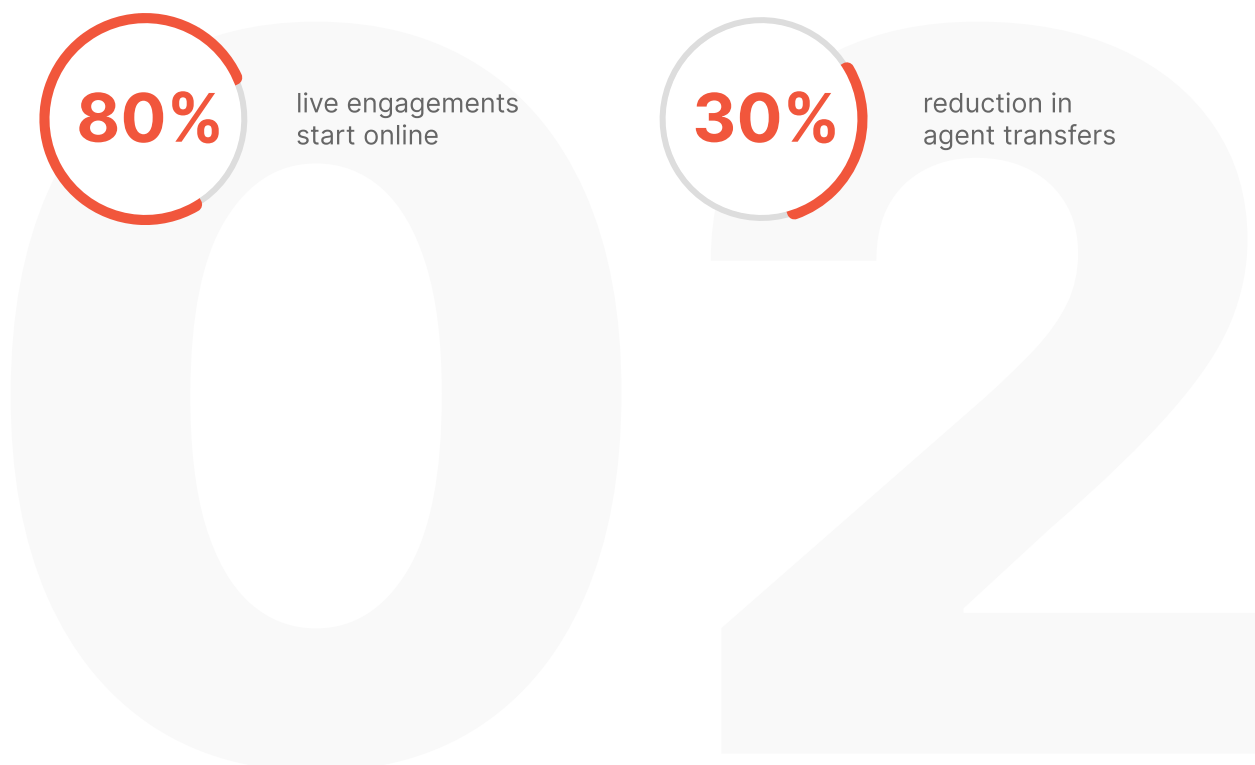
Another large benefit of virtual assistants is their ability to provide answers in seconds, to an exponential amount of users, all simultaneously. Human agents are often restricted to handling anywhere from 5-8 customers at once, where conversational AIs are not limited. This means your brand can offer more support at a faster rate to your customers, 24/7, reducing wait times and increasing customer satisfaction.

Let's take a look at an experience Master of Code developed for a brand, where we were able to create a live agent handoff system. The financial services chatbot was built by Master of Code on a partner platform. The client serves financial institutions, financial planners, and broker-dealers.

Use Case | Web

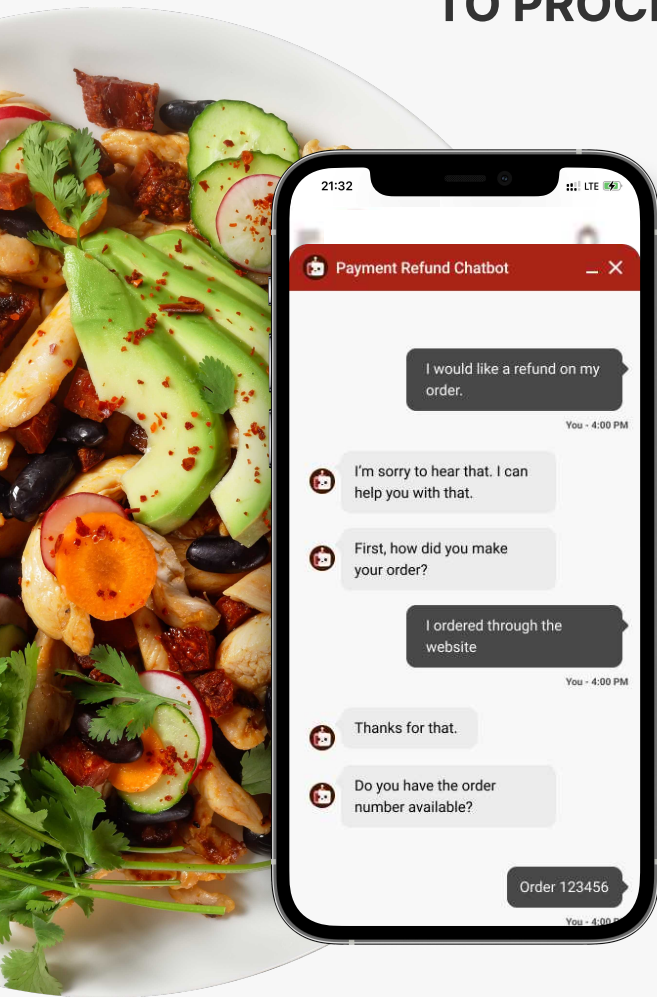
Financial Services Firm Chatbot

Master of Code's solution brought a 30% reduction in transfers to live agents. This is both with the Conversational AI in finance solution being able to answer some of the questions, but also with the ability to find the right agent. 30% reduction in transfers means that 30% of those calls were handled by the Conversational AI and therefore the queue wait times for live agents were significantly lessened. The financial services brand's chatbot was able to support more customers at a faster rate and solve user problems often without requiring human intervention.





EFFECTIVE USE OF CHAT AUTOMATION TO PROCESS ORDER REFUNDS



Working with a national food-services organization in North America, Master of Code worked with the ability to effectively process the volume of refund requests made by customers to live agents.

For orders generated through a 3rd-party service, the bot is able to immediately provide the user with information that they need to engage with that external service directly to process their refund. The removal of wait times to a live agent allowed the customer to be informed earlier in the engagement of who to contact to process their refund.

[Read the full story](#)

RESULTS

42% - 66%

Agent escalation for refund requests dropped between 42% and 66%, depending on the channel and time frame

13% - 28%

Total amount of refunds provided dropped between 13% and 28%, depending on the channel and time frame, due to consistent and clarity on the rules governing refunds



24/7 CUSTOMER SUPPORT

As mentioned above, virtual assistants offer 24/7 support, allowing brands to easily scale their customer support offering and at the speed and schedule of the individual leveraging it. These applications are asynchronous which means information can be provided intermittently. If the user needs to step away from their phone or computer for a few hours, they can come back to the chatbot and pick up right where they left off. If the interaction was a human-to-human one, the conversation would've been closed and the customer would've had to restart the conversation over again.

Financial Services Firm Chatbot

Technical costs:	Staffing costs:	Opportunity costs:
\$30-60 per user monthly	\$15-25 per hour	varies

Source: [Nextiva](#)

Discovering Conversational AI for process automation can help with the cost management of call centers and live agents, who can then be reserved for those complex and custom scenarios that need the human touch.

03

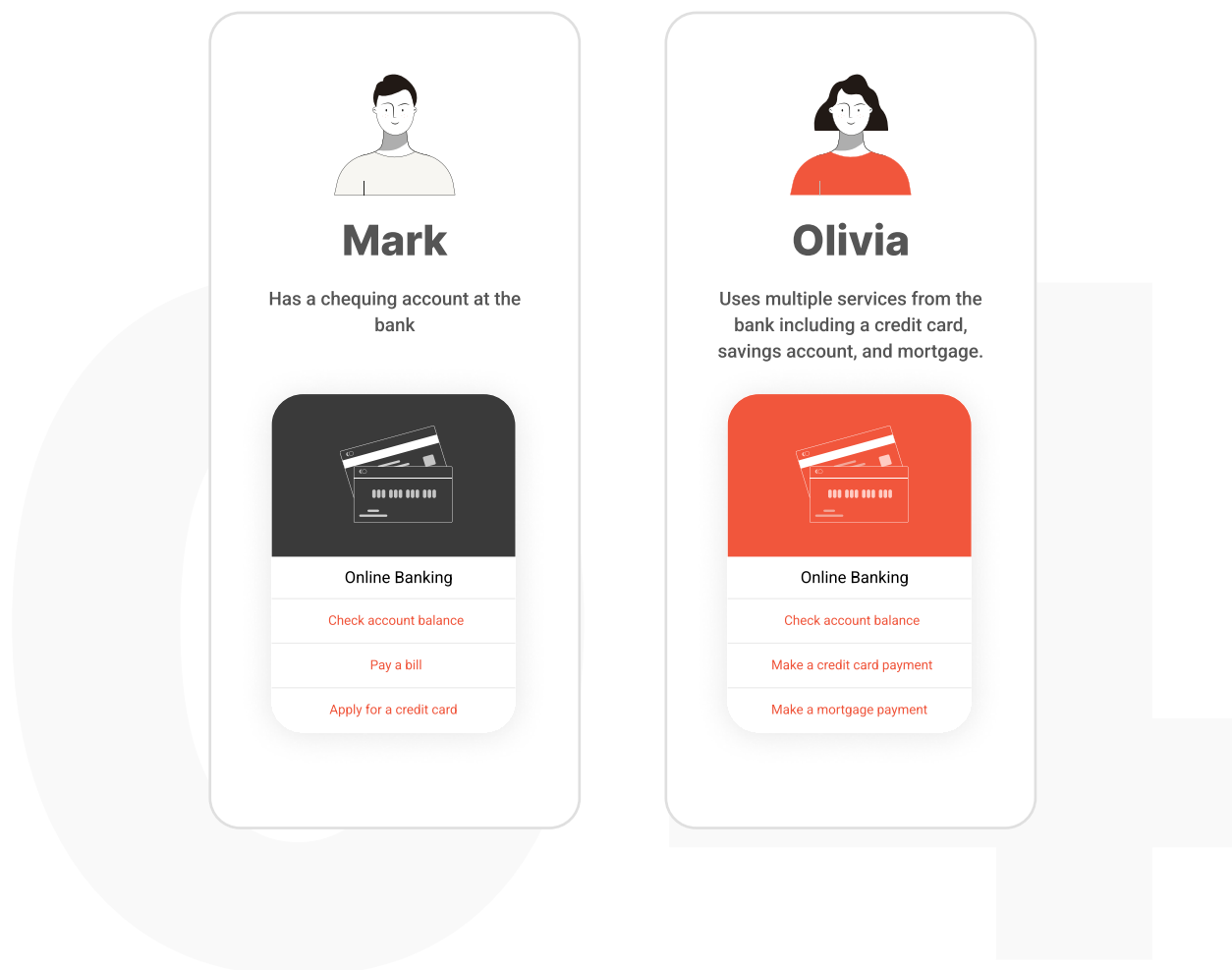


PERSONALIZED EXPERIENCES

Personalization is more than names at the top of emails, it's staying in touch with customer tastes and preferences and actively including them in the conversation.

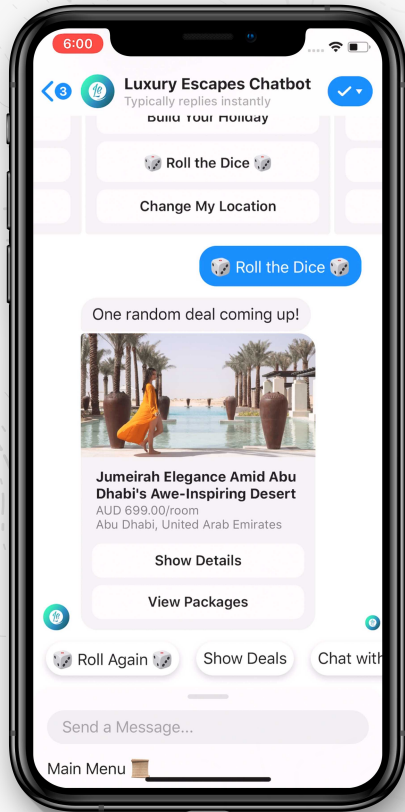
Despite its importance, most modern organizations are unable to customize the customer experience beyond the very basics. Financial services companies have used chatbots to leverage customer data and tailor a customer experience based on their preferences, previous queries, personal details, and all this within a secure infrastructure.

Leveraging APIs, integrations of backend systems, tracking, and logic, virtual assistants can offer personalized, contextual experiences for customers. The more customer information a chatbot can leverage, creates a faster, shorter, more efficient experience for the user. The customer can avoid explaining themselves, or sharing more information because the bot knows it already and can offer solutions suited to their needs.





LUXURY ESCAPES CHATBOT MADE TRAVEL BOOKINGS MORE PERSONALIZED



One of the main use cases for the Luxury Escapes Chatbot, developed by Master of Code, is to allow users to find personalized deals faster. We trained the bot to understand inputs such as, 'show deals to Bali', or 'show me beach holidays' and relevant deals for users to view and add to their cart.

The chatbot's conversation rate was 3x higher than the website's, soaring to a rate of 12%. This meant every 9th user who used the chatbot to find the deal ended up making a purchase.

[Read the full story](#)

RESULTS

3x

Higher conversion rate
than their website

\$ 300K+

Revenue generated in the
first 90 days

89%

Reply rate for the
retargeting messages



Facts about Personalization



of consumers spend more when their experience is personalized



of consumers are more likely to buy from companies who remember them and provide relevant offers



of consumers are also willing to share their data in exchange for a personalized experience

04



MULTIMODAL CONVERSATIONAL AI ASSISTANTS

Multimodal Conversation Design marries voice and chat together, and they can fill in gaps that each experience may not offer. For example, today's voice technology is still limited, such as the challenges around understanding certain accents. Multimodal technology can support this pain point by leveraging visuals for the user to lean on instead of the voice experience. This offers a more accessible experience to all users.

Multimodal conversation design is intended to combine multiple inputs and outputs to improve a user's experience. A great multimodal experience is one that feels seamless, easily switching out contexts. A good example with a booking self-driving vehicle agent by the textbox, but also talking to you inside of the vehicle via voice.



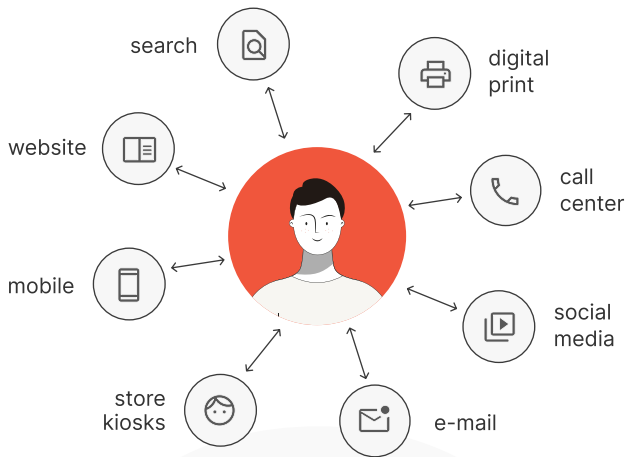


OMNICHANNEL APPROACH

A Conversational AI system is only as strong as its reach. And how people are engaging continues to evolve. When Conversational AI first came to prominence, it was through a web widget. Now, an omnichannel approach for organizations is important as you want to reach your users where they are and where they want to and can engage. Most of these channels are independent of one another and require the ability for the bot to communicate through them, and that requires an integration of another sort: [channel integration](#).

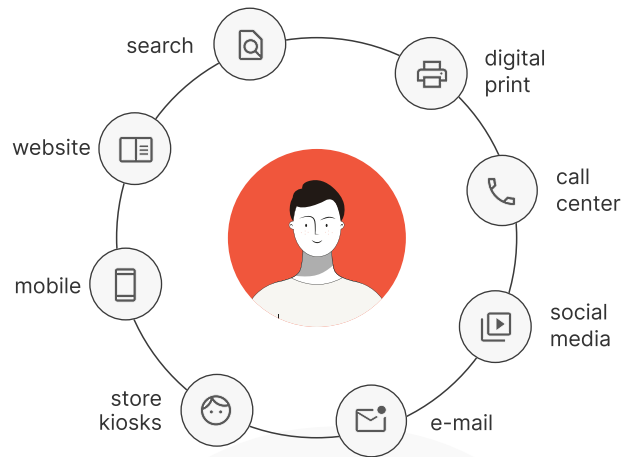
MULTICHANNEL

All channels available to the consumer but are not integrated.



OMNICHANNEL

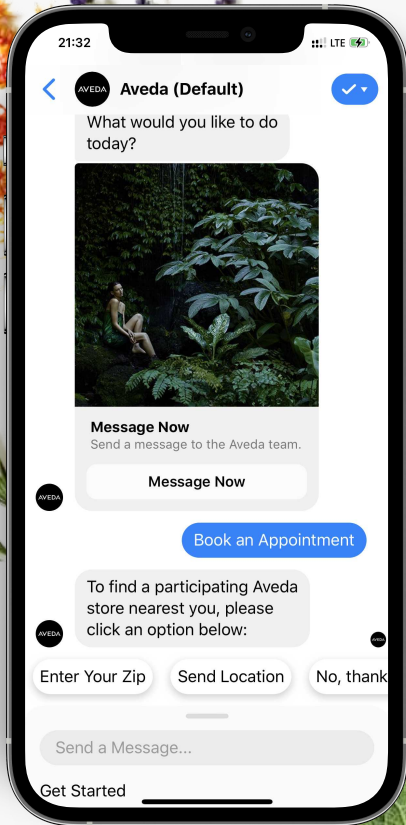
All channels available to the consumer and they are connected.



Difference between Multichannel and Omnichannel Customer Experience



AVEDA APPOINTMENT BOOKING CHATBOT



Aveda wanted to create a more engaging experience rather than the tedious task of inputting information through several rows of form fields. Furthermore, Aveda wanted to find a way to promote their complementary services and bring more foot traffic to their stores.

The Master of Code Team created a rich, engaging, guided conversational experience that allowed users to seamlessly select an Aveda store nearest them, using Google's API, book a complimentary beauty service, choose their preferred date and time, and confirm their appointment all within the bot experience.

[Read the full story](#)

RESULTS

6,918

Books were made during its first 7 weeks

+87%

Total bookings since launch mid-last year

33%

Conversion rate from an 11-step booking experience



LEVERAGING GAMIFICATION

Gamification adoption has skyrocketed over the last few years. Mordor Intelligence predicts that the global gamification market is estimated to increase from [\\$9.1 billion in 2020 to \\$38.42 billion by 2026.](#)

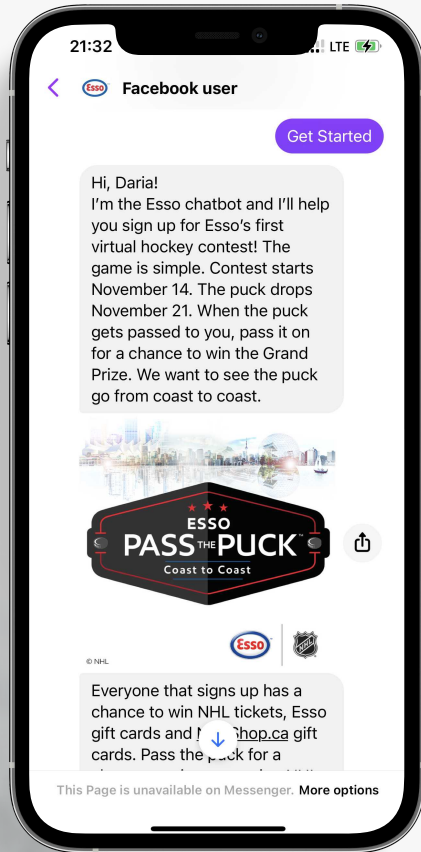
Gamification creates an option to involve customers to take the desired action by revealing a reward, showing a path to mastery, or creating a challenge. To be a top client for a brand, gather points to win a prize, all these provide a sense of achievement and excitement. For business, it means the opportunity to create a loyalty program, build community, or improve customer engagement by diving deeper into services and product knowledge.

"Since the gamification system was implemented, some agents have reduced call time by 15%, and sales have improved by between 8% and 12% among certain sales agents" - [Sanjay Mathur, vice president of product management at LiveOps.](#)





ESSO CHATBOT - HOCKEY GAME ON MESSENGER



Master of Code in collaboration with Esso's agency of record BBDO Canada, created the first-ever bilingual (English and French) conversational hockey 'Pass the Puck' game as a Messenger Chatbot.

As the official fuel of the National Hockey League (NHL), Esso wanted to find a way to help Canadians coast to coast, celebrate their passion for the game and the start of the NHL 2019 season.

[Read the full story](#)

RESULTS

83%

Sign-up
conversation rate

94%

Player
retention rate

772,970

Passes were made
nationwide



MULTILINGUAL CUSTOMER SUPPORT

The next level of customer service is to extend the reach of support to as many users as possible, and that's where a [multilingual chatbot](#) can come into play. If the brand's website is available in a certain language, then customers will expect support in that language as well, and so those should be the minimum number of languages supported. Introducing a bot that can support and speak multiple languages provides immense value to any organization, both in terms of customer support as well as in operational savings.



of contact centers have customers who aren't native speakers of the primary language(s) that they serve



of those customers expect service in their native language

Source: [ICMI](#)





CONTENT MANAGEMENT

Orchestrating 'work from home' call centers is increasingly more complicated, as it involves a combination of technology procurement, setup and configuration (including secure connectivity) as well as team training and unification. Beyond the setup activities, ensuring that the staff keeps up with the latest updates (in terms of both technology as well as updates to scripts and information for the live agents) becomes an additional challenge to maintain quality.

As services change, scripts and messaging need to be altered accordingly, and making sure that agents are all aware of all of the changes can take time and a significant level of review and validation. As well as making sure that all the staff keeps up with the latest updates that in its turn might create additional concerns.

When AI is used for customer support, businesses can establish consistency in their responses to customers and provide the up to date information.



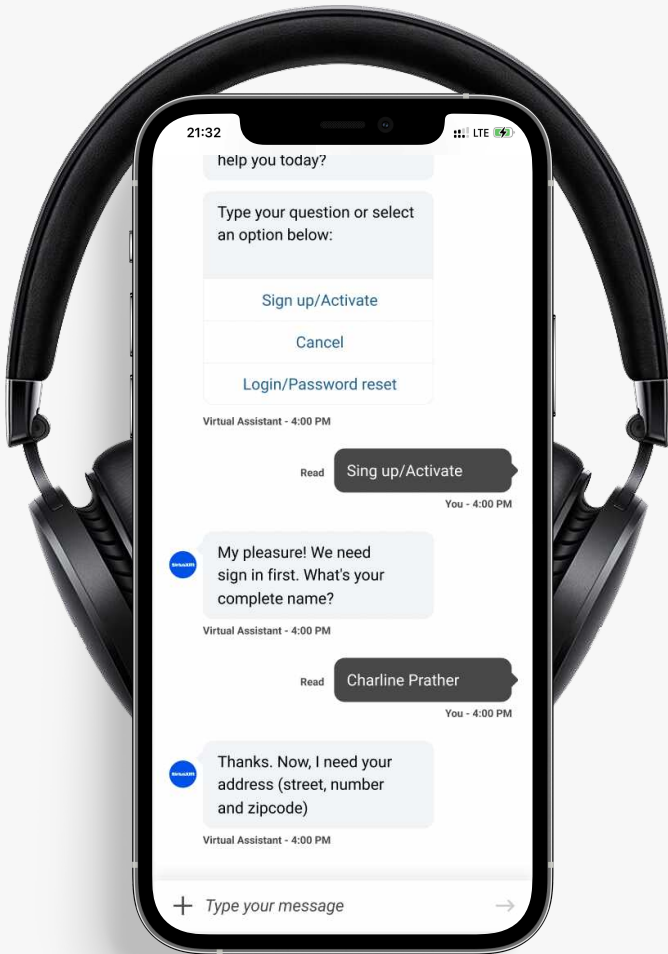
of customers said that consistency is one of the most important factors in creating a positive customer experience

Source: [ReveChat](#)





PROPOSITION FLEXIBILITY VIA SATELLITE RADIO PROVIDER CHATBOT



Master of Code has developed a virtual assistant for a top satellite radio and streaming services brand to support customer queries, account management, and allow payment transactions.

Since launching the Offer To Offer flow, an experience that would aim to retain customers nearing the end of their free trial, the bot contained 46% of users who had begun the conversation looking to cancel their subscription, instead of convincing them to resubscribe to a new subscription offer.

[Read the full story](#)

RESULTS

120K

Average weekly
users

80%

Containment rate of
streaming flows

1K%

Payments processed
a month



INCREASING CUSTOMER SATISFACTION

If you want to explore which options are best for you and your customer engagement strategy, reach out to our team of specialists at Master of Code. Our conversational AI experts will develop an automation roadmap that aligns with your technology stack, customer and business needs that will drive ROI, efficiency, and customer engagement.



of consumers rated their AI customer service interactions at least an **eight out of 10**



of customers rated their AI interactions a perfect **10 out of 10**

Source: [Statista](#)

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WE'RE HELPING BUSINESSES REDEFINE AND ELEVATE CUSTOMER EXPERIENCES WITH CONVERSATIONAL AI

Contact our team

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