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Practical guide to MASTERING CHATBOTS

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Chatbots offer valuable 24/7 support to businesses, providing an automated alternative to sending all inquiries directly to agents — without sacrificing quality. Well-trained bots can answer customers' most common, high-volume questions and enable agents to focus on higher value conversations.

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- Phase 1 – Walk: Master the basics
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Decide if it's time to add chatbots

As channels multiply, so do the number of real-time conversations with customers. Forrester predicts that overall, digital customer service interactions will increase by 40% in 2021.[1]

That kind of growth can seem unmanageable, especially if you're already struggling to serve your customers at scale.

Plus, you should consider budget. Adding more agents to the payroll can be cost-prohibitive, as agents cost 25 to 75 times more than modern self-service capabilities.

Recent chatbot developments let you bridge that gap. Now you can take pressure off your agents while improving the customer experience. Artificial intelligence (AI) is the key enabler, powering self-service bots for personalized, customer-first service.

BOT BENEFITS TO YOUR CUSTOMERS:

- 24/7, on-demand support
- Personalized service
- Fast and easy issue resolution

BOT BENEFITS TO YOUR ORGANIZATION:

- Scale effectively to assist all customers
- Reduce costs
- Optimize employee resources

[1] https://go.forrester.com/blogs/customer-service-predictions-2021/

Select the right technology

Keep the big picture in mind. Delivering consistent, meaningful experiences requires a unified approach to all your channels. Look for bots that offer:

Functional capabilities

- Intuitive tools let you design chatbot flows.
- You can execute many tasks — either alone or working with other bots and humans.
- They can be deployed on multiple channels.

Natural language understanding (NLU) processing and speech support

- Conversational bots, or having a roadmap to do that, prevent customer experiences that feel clunky or out-of-date. A quality conversational interface will keep customers fully engaged.

Fit within the entire ecosystem integration

- Bots should enhance the customer and employee experience.
- Deploy intelligent bots through one platform that can maintain context of customer engagements and share messages between users, bots and cross-functional systems.

Whether you've already implemented a bot and want to get more from it, or you're trying to figure out where to begin, this guide can help.

For more information, contact:

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ABOUT GENESYS

Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organizations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer movement across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a Service℠ so organizations of any size can provide true personalization at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud™, an all-in-one solution and the world's leading public contact center platform, designed for rapid innovation, scalability and flexibility.

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