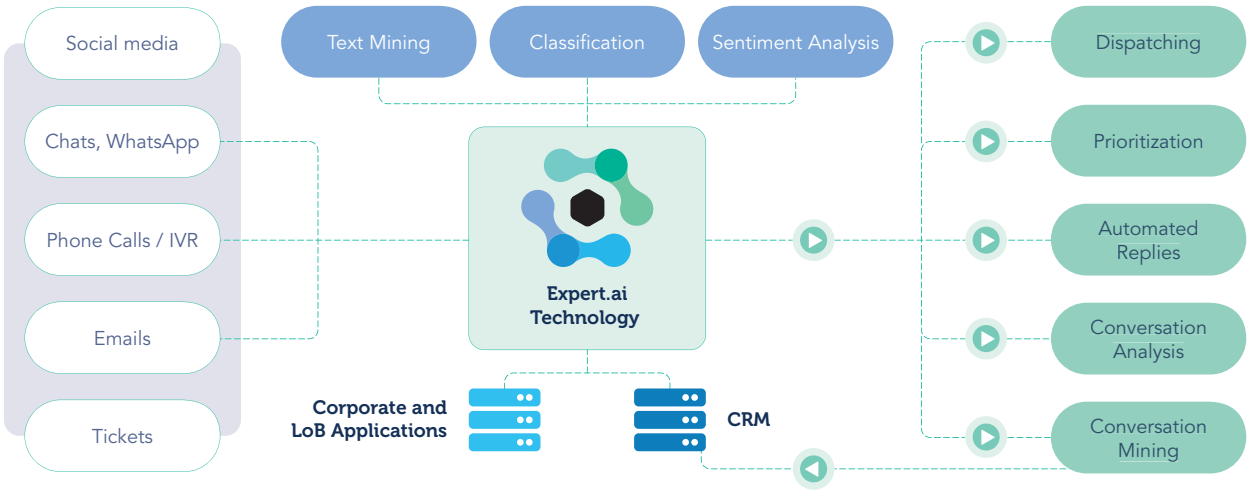
Improve Customer Interaction with multichannel, flexible and *intelligent* AI approach

According to Gartner, 84% of customer service and service support leaders cited customer data and analytics as "very or extremely important" for achieving their organizational goals in 2023. [1]

Today's customer wants the sophistication to be understood by the companies they do business with and the flexibility to conduct their business anytime and on any device.

That's why reaching your customers through an intelligent and multichannel approach isn't optional, but a matter of practice. With its ability to make sense of your customer data—including unstructured data and for unprecedented quantities—AI can help bring this customer-centric vision to reality.



The Power of Leveraging Every Customer Interaction

To manage the customer experience, you need a view of all the ways customers are interacting with you, the ability to extract valuable information from every channel of interaction, and finally, the ability to integrate this with other customer data.

This means capturing the full value of interactions wherever they happen, from chatbot sessions, social media communications and trouble tickets, to phone calls, face-to-face meetings and other traditional channels.

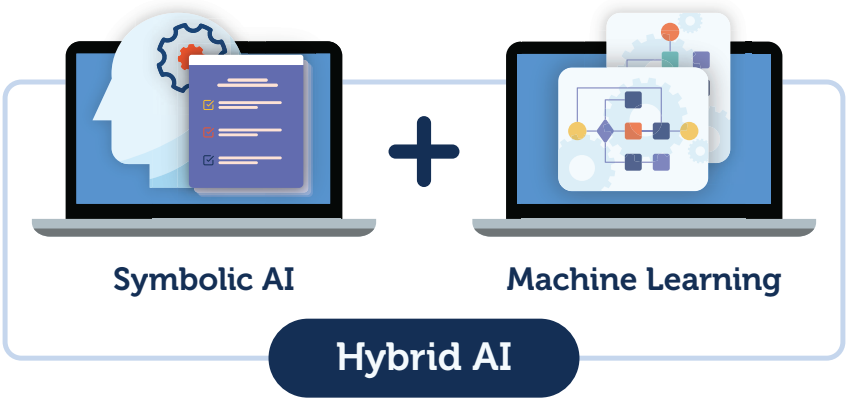
This is the sweet spot for Natural Language Understanding (NLU) technology, which enables you to have a complete understanding of what customers are conveying when they communicate with you, even when using slang, abbreviations and technical terms.

The expert.ai Advantage

Unlike other platforms that analyze unstructured data, expert.ai technology leverages a hybrid AI approach to power any process or application that requires the understanding and processing of unstructured data.

> "If you'd like to have the cake and eat it too — have a future fit, adaptable NLP solution, that is accurate out of the box, only requires moderate support, and can continuously learn and self-improve — look for an NLP solution based on hybrid AI". [2]
>
> Forrester

NLU replicates human comprehension capabilities on a large scale to analyze any type of text, classify documents, extract useful data and automate processes based on large amounts of information. Hybrid AI can address a broader set of complex enterprise use cases with the accuracy needed to meet any organizational need at a lower cost.



Some Concrete Use Cases



Digital Customer Interaction Automation
Get customers and operators to the right answer, in real-time, no matter how they phrased the question. Expert.ai's NLU solutions understand what the customer is saying and how they are saying it, retrieves the proper answer from the available knowledge bases, structured database or wiki-like repositories, improving the service quality and the customer satisfaction. A deep understanding of meaning and context gets customers to their desired outcome with a general improvement of their experience based on more accurate analytics that empowers precise, relevant answers—and not just a list of results—through all of the channels where your customers communicate (web, chats, emails, WhatsApp, phone, etc.).



Technical Support
A company's ability to process and analyze reports, emails, service requests, technical manuals and internal documentation quickly, accurately and on a large scale, enables them to extract useful business information and gain a competitive advantage. Expert.ai's technology can provide a complete understanding of content and automate recurring support operations to increase agent productivity while reducing time and costs of customer support activities.



Email Management
Fast response is key to keeping customers satisfied and processes efficient, and with hundreds of emails coming in, there isn't a moment to waste. Expert.ai's technology can automatically understand the meaning, context, sentiment and urgency of the information within emails and attachments the same way a human does, but much faster and with very high levels of consistency and accuracy.
To streamline email management, expert.ai offers advanced, out-of-the-box NLU capabilities that address common use cases and can be easily customized to your specific needs to optimize both internal processes and digital customer interactions.



Conversational Analytics
Analyze social media comments and other digital conversations, free-text surveys or search queries to understand what the customer is saying and how they feel about the issue. Virtual assistants, chatbots, automated responders and dialog interfaces not only offer intuitive and affordable support services, they also benefit the business by collecting valuable data and insight. You can leverage analytics and capture unfiltered opinions for a new market analysis to inform your strategy and identify new business opportunities. With expert.ai technology, you can understand customer feedback and the level of satisfaction with your response, analyze and organize all customer information and use it to provide personalized customer services, and gain relevant information from multiple and previously un-mined sources.

The Benefits of AI for Customer Interaction

- **Increase productivity**
  Through the effective automation of recurring operations and repetitive processes, companies can reduce the time and costs of support while enhancing traditional customer service.
- **Improve customer satisfaction**
  Augment customer satisfaction, providing fast, efficient and personalized assistance through a multi-channel engagement, and enabling conversational, human-like ways to give your customers information they need.
- **Generate more revenue**
  Thanks to deeper knowledge of your customers, you can deliver more relevant, targeted offers, promotions and personalized services.
- **Gain real-time insights**
  Understand customer needs deeply, leveraging customer opinions across all contact channels to anticipate trends or hone in on even weak signals that can inform your strategy and indicate new business opportunities.

References

1. Gartner, **"Top Goals and Priorities for Customer Service and Support Leaders in 2023"**, December 27, 2022
2. Forrester Research, **"Hybrid AI Delivers Best Results For NLP Applications"**, November 22, 2022

expert.ai

About us

Expert.ai (EXAI:IM) is a leading company in AI-based natural language software. Organizations in insurance, banking and finance, publishing, media and defense all rely on expert.ai to turn language into data, analyze and understand complex documents, accelerate intelligent process automation and improve decision making.

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