Go Beyond Chatbots

Your AI-based solution for digital customer service

Open warfare has been declared: you can break the ranks now

Most companies have surrendered.

Businesses decided to rely on AI-based solutions, digital assistants and technological tools to enhance their customer service.
Which is great, if you know how to use them.

A good AI-based solution can reduce costs, improve efficiency and business results, while automating processes.
A great AI assistant can be available 24hours, respond to multiple requests and across multiple channels and can do it all at a low transaction cost.

Although, using these tools and technologies can be very tricky.
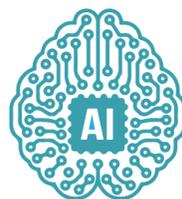
Did you know that people prefer people?

A study from **GCS**[1] revealed that 86% of interviewed US consumers prefer to interact with a human agent rather than a chatbot or a virtual assistant.

Apparently, consumers still believe that live chats with humans outperform chatbots for a variety of reasons, including **ease of communication**, good customer experience and convenience.

[1]https://www.cgsinc.com/en/resources/2019-CGS-Customer-Service-Chatbots-Channels-Survey

So what is the takeaway?

If AI-based solutions are great for the company and customer service representatives are preferred by customers, what is the middle ground?

A team effort!

Don't be such a chatbot: keep the human agents.

Some brands use automation to deflect customer queries from customer support.

Hype:
Customer care is expensive
Automation can replace the human interaction

Reality:
70% of issues require humans to be solved – Saving is 30%
Customers are frustrated – CSAT drops

AI should be part of your customer service team: a rocket scientist, full of knowledge and very well prepared on her stuff, but she cannot do everything on her own.

Stip reduces friction in digital customer support

Stip identified the best way to split assignments and duties on the job.

Stip's AI solution can offer a quick and immediate response to simple questions, saving the customer time. It can also free customer service staff from repetitive work, allowing companies to redeploy attention onto higher value work.

Customer service representatives can then focus on value-added activities. They will be able to deliver the best possible customer experience and make sure to not push your customers away by only offering them a technological solution that is not up to snuff.
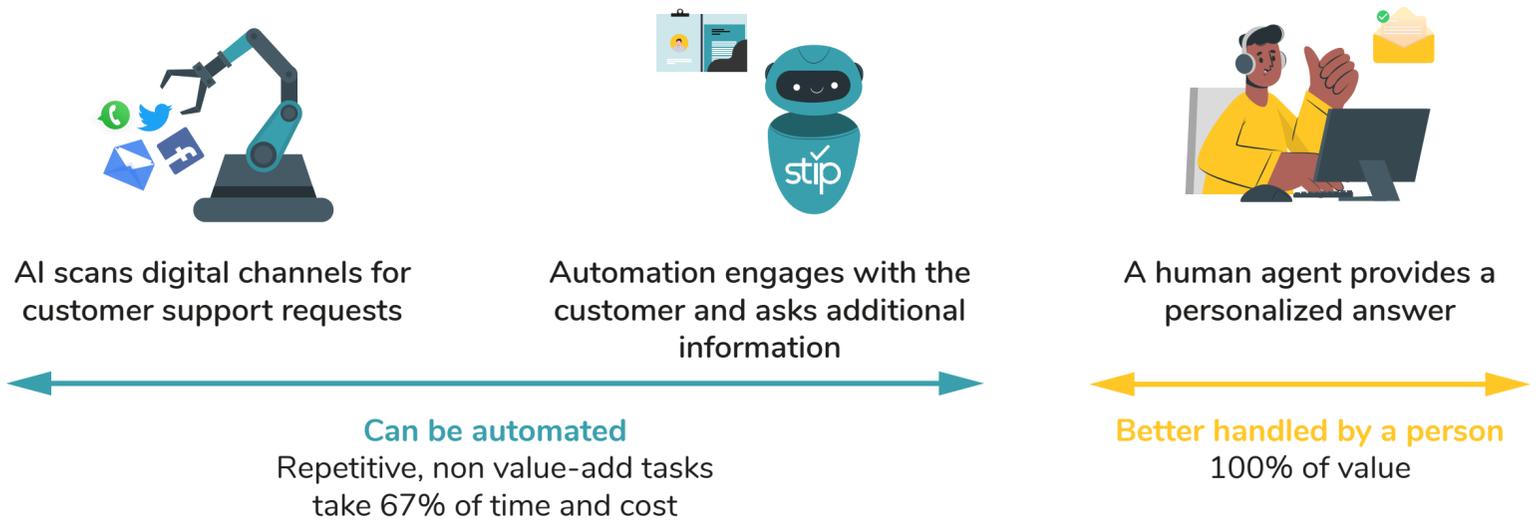
Complex requests require complex minds

While automation for simple requests can be very helpful, complex matters require a human mindset and attention. Customer service representatives should take care of all kinds of requests for assistance. But Stip can still help.

When using Stip, what will customer service operators find when they start a new work day?

A set of already categorized and pre-assigned tickets, comprehensive of all information they need to solve the customer request, possibly in only one interaction with the client.

How can this magic happen?

AI scans digital channels for customer support requests

Automation engages with the customer and asks additional information

A human agent provides a personalized answer

Can be automated
Repetitive, non value-add tasks take 67% of time and cost

Better handled by a person
100% of value

Stip: beyond chatbots
Here are some KPIs that prove it

	stip	
Set-up	1 to 2 weeks	3 to 6 months
IT dept. involvement	Not necessary. Stip natively integrates with any CRM	Dedicated IT team
AI training	Automatic and with no need for a dedicated team	Dedicated team to train the AI
Customer service performance increase	3x	1.5x (at max)
Dataset to deploy	<5k tickets	>100k tickets

Do you want to know more about Stip?
Click here and get in touch. We'll get back to you in a jiffy!

CONTACT US