WHITE PAPER

How Voice.AI Technology Improves Customer Experience

audiocodes

In today's fast-moving, diverse and abundant marketplace, enterprises must put their customer experience as a priority if they want to stand out, leave a memorable impression and, most importantly, maintain their competitive edge. Being the new competitive battleground, the experience provided to customers can either make or break brands. As reported in Huffington Post, 91% of unhappy costumers will simply leave a brand without ever complaining[1], it is clear consumers today have zero patient to deal with poor customer service, especially in today's busy and intense everyday routine.

Enterprises should focus most of their resources on perfecting the experience provided to their clientele and creating a true connection with them. As Tony Hsieh, CEO of Zappos, said – "Customer service should not be a department. It should be the entire company."

VOICE: THE MOST FUNDAMENTAL FORM OF HUMAN COMMUNICATION

Since the dawn of time humans and animals have used their voice to communicate. Animals use sounds waves to locate food and recognize predators and babies cry when they need their parents. Speaking up and voicing your opinions, needs and wants is the basis of all human communication and interaction. Keeping this in mind, it shouldn't come as surprise that phones quickly became the universal device for all communication. It wasn't too long ago that we all had at least one land-line at our house, and nowadays if you don't own a mobile phone it's as if you don't really exist.

Even though the way we communicate massively changed during the last decade with social media and the range of alternative communication apps, most people still reach for their phone when they are looking for a quick answer (59%) or a human representative (57%) according to Harvard Business Review[2]. Microsoft also found out that 40% of customers still prefer to use a phone line as their primary communication with brands and companies[3], using voice as a preferred communication method.

QUICK ANSWERS?

Despite the device's popularity, there are multiple challenges that need to be addressed before true high-quality service can be provided by voice, over a phone call.

Most customer service calls first enter the organization's main phone line leading the customer to a multi-stage IVR (Interactive Voice Response) menus, which requires the customer to navigate their way through a long, tedious menu by pressing digits on their numeric keypad. After a few clicks the customer will be either transferred to their desired destination or to a human operator that will manually handle the call.

If we add to this equation that limited number of phone operators especially during holidays and weekends, we can easily conclude that this whole call journey can easily take at least 5 minutes. Not exactly giving the 59% of customers who are looking for answers what they want. And surely not providing the prompt, instant response that today's customers are looking for.

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THE BUILDING BLOCKS OF CUSTOMER SERVICE

Lacking any other way of dealing with the delays in call handling, organizations adopted two quick fixes to try and improve their customer experience.

The first quick fix is creating complex routing processes based on IVR systems as mentioned above. While these systems help lower the need for manual call handling, they too have their own technical limitations. IVRs tend to be difficult to use and cannot incorporate a full department or destination list using the only 10 digits available. This limitation fails to provide a good customer service quality for large enterprises or organizations which have a big department list or offer an extensive range of services to choose from.

The second quick fix is constantly trying to improve call transfers and lower wait times by recruiting more and more operators. The problem with an increased number of operators is the inconsistency in service. Each operator will handle calls differently and may provide service in various ways – some great and some not so much. This can greatly harm the organizations reputation within its client base. Moreover, by having phone operators handling structured tasks, the organization is not utilizing phone operator cognitive capability to handle complex tasks, where human thinking and creativity is essential.

Following Harvard Business Review and Microsoft's findings, Business Insider found that "45% of consumers don't care who they interact with — live agent or chatbot — as long as the service is effective, accurate, and handled quick."[4]

Speed, effectiveness and accuracy – these are the 3 building blocks that need to be kept in mind when thinking of customer service.

GETTING IT RIGHT

Enterprises today realize that it is time to think outside of the box and start doing things differently to create a change that matters.

What if there was a solution that could guarantee each customer will have a positive interaction with your company? A solution with which customers will get fast, efficient and personalized service every single call?

Such a solution will be a total game changer.

The impact will result in both customer and employee satisfaction. Customers will get better and quicker service, while employees will be able to use all their creative and critical thinking for more complex tasks where human fine-handling is truly needed. Clearing the operators schedule from simple call routing tasks, will give them the time they need to create connections with customers, turning them into loyal satisfied ambassadors for your brand.

By combining the power of both the machine and the human mind, organizations will be able to provide their customers with a 360^0 high-quality service experience.

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Is there such a solution out there?

LET YOUR CUSTOMERS SPEAK

The AudioCodes Voice.AI solutions deliver all that and more. For organizations who must handle a vast amount of daily incoming calls, our voice-driven technology provides an innovative, yet simple and intuitive calling experience. Using our deep knowledge and vast voice expertise we created a set of call handling and customer-service-specific voicebots, that can take your enterprise customer service to the next level. With automatic 24/7 call handling, zero wait times, and the option to speak freely in everyday, natural language, customers will enjoy a truly unique service experience.

AudioCodes smart voice technologies enable organizations to create company-specific vocabulary support with their own world of terms, slang words and industry-specific actions to provide customers with the most accurate, personal and accessible service experience, making sure they can talk to you the way they're used to.

The AudioCodes Voice.AI team is happy to accompany enterprises step-by-step into the future of automated customer service.

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[1]Source: Huffington Post - https://www.huffpost.com/entry/50-important-customer-exp_b_8295772

[2]Source: Harvard Business Review - https://hbr.org/2017/07/your-customers-still-want-to-talk-to-a-human-being

[3]Source: Microsoft - https://info.microsoft.com/rs/157-GQE-382/images/2018StateofGlobalCustomerServiceReport.pdf

[4]Source - https://www.businessinsider.com/consumers-are-abandoning-traditional-customer-service-channels-2018-1

About AudioCodes
AudioCodes Ltd. (NASDAQ, TASE: AUDC) is a leading vendor of advanced voice networking and media processing solutions for the digital workplace. AudioCodes enables enterprises and service providers to build and operate all-IP voice networks for unified communications, contact centers, and hosted business services. AudioCodes offers a broad range of innovative products, solutions and services that are used by large multi-national enterprises and leading Tier-1 operators around the world. For more information on AudioCodes.