



How to Cut Costs and Drive CSat using Bots and Automation

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Meet the Panelists



Matthew Jinks
Sr. Product Marketing
Manager



Kaye Chapman
Learning & Development
Manager



Cale Shapera
Chatbot Architect



Agenda

1

State of the
Chatbot

2

Customer
Experience and
Chatbots

3

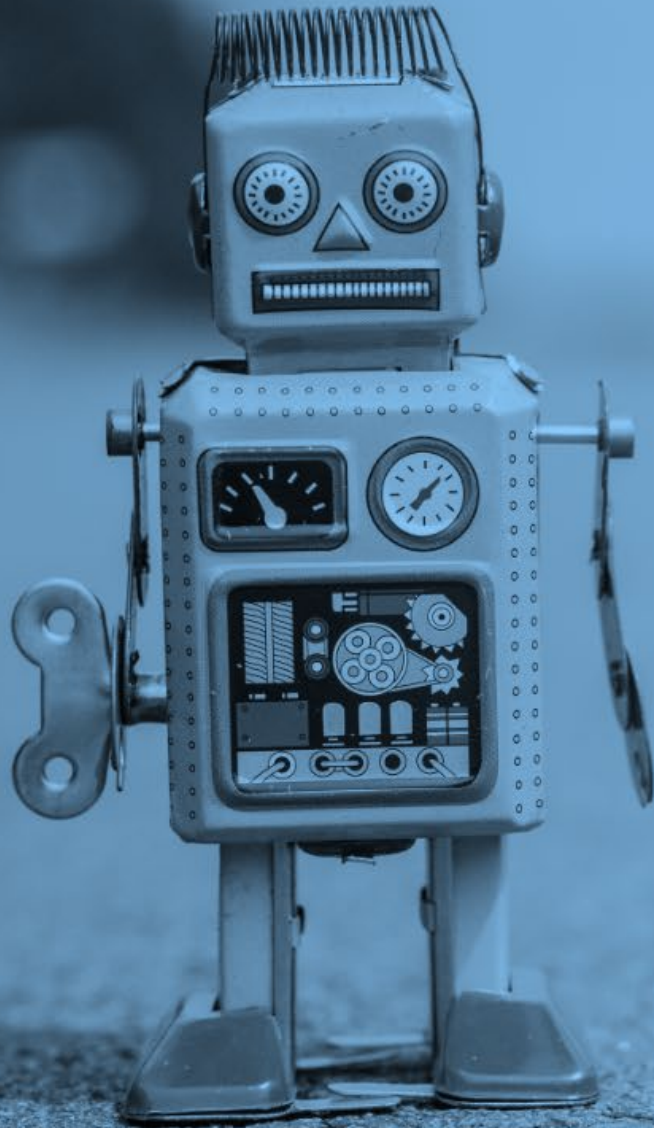
Building Bots
that Drive CSat



Poll Question

1

State of the Chatbot



40%

of chatbots are abandoned
within the first 2 years of
deployment

– Gartner

What's the **problem?**

Your customers are ready...

73%

Of consumers are
open to using
chatbots
- Tech Republic

70%

Of Millennials report
positive experiences
with chatbots
- Forbes

90%

Of consumers rate
an "immediate"
response as very
important
- Hubspot



What's the **problem?**

The **benefits** are obvious...

- Demonstrable ROI
- Increased service availability
- Shorter queue times
- More customer engagement



Curious about ROI? Visit: <https://www.comm100.com/resources/roi-calculator/chatbot/>



So what **IS** the problem?


Chatbots are not
delivering the right
customer experiences



2

Customer
Experience and
Chatbots



A person wearing a denim shirt over a white t-shirt, holding a black smartphone in their right hand. The image is tinted with a blue color.

“Are any customer service channels a must for companies to offer?”

Human-led service


(phone, chat)

vs.

Self service

(chatbot, knowledge base, etc.)





“Customer service should be **less about offense** – bending over backwards to please customers – **and more about defense**, in the sense of preventing frustration and delay.”

— Matthew Dixon, *The Effortless Experience: Conquering the New Battleground for Customer Loyalty*

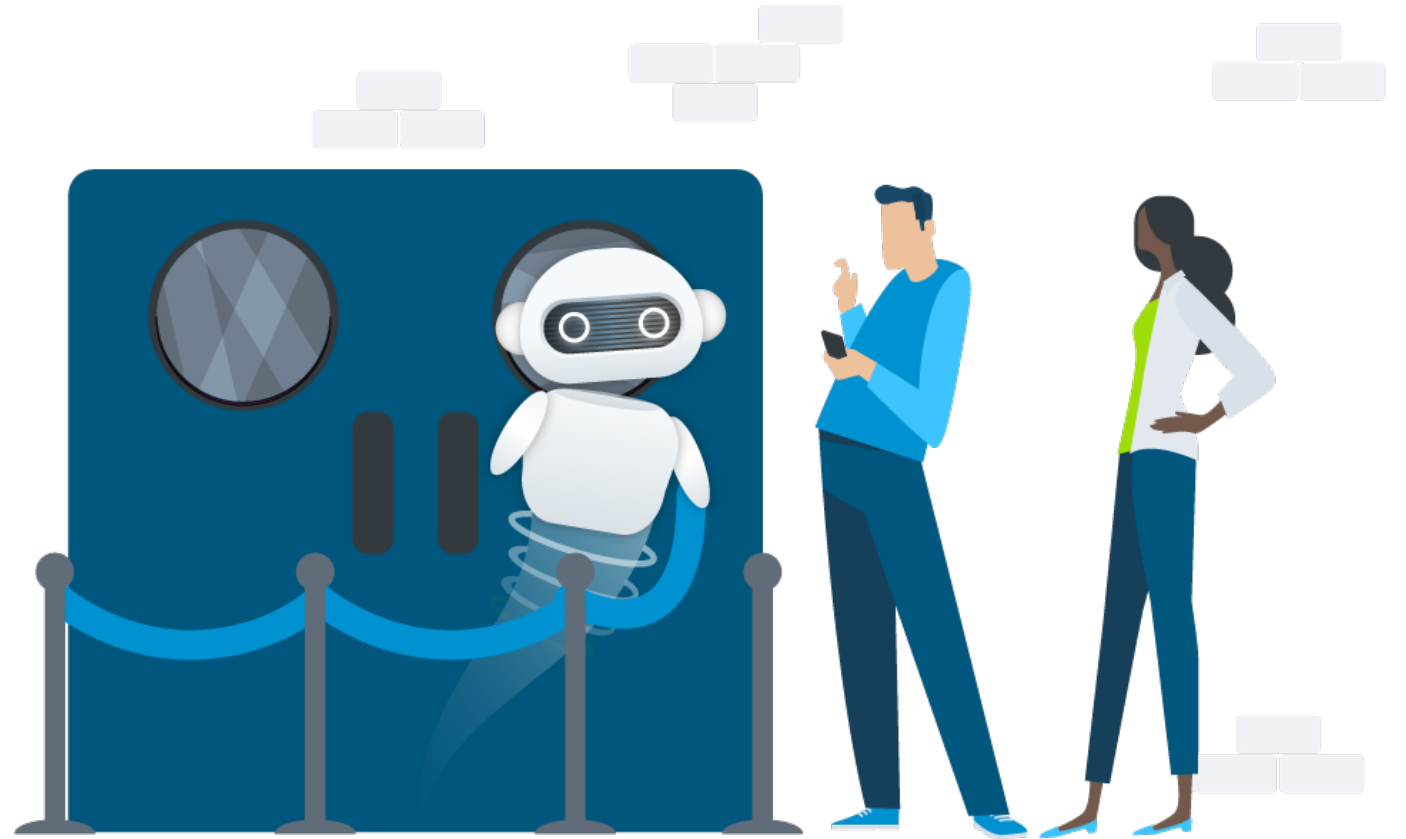
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Building bots
that drive CX



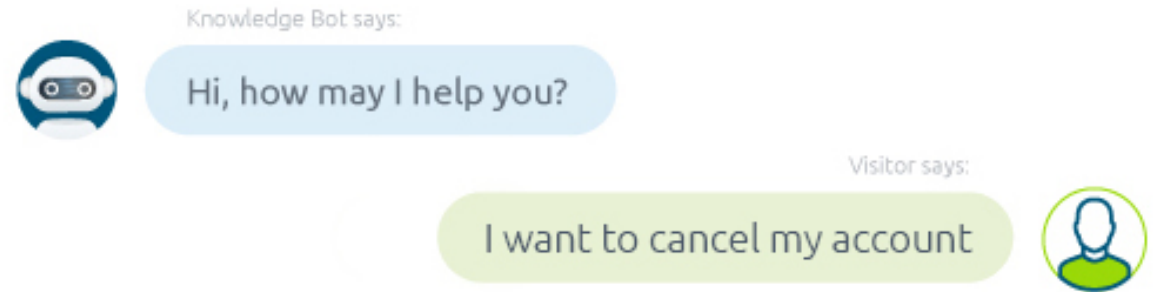
Bots Should Be Gateways not Barriers

- Perception matters
- Avoid conversational dead ends
- Be transparent

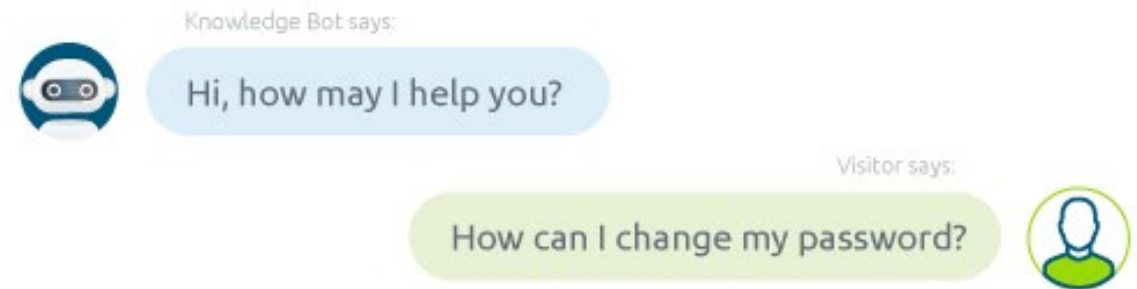


Understand the landscape of customer questions

- Map the landscape of possible customer questions
- Remember the Pareto Principle
- Deploy strategically



vs.



High Value Intents

- ▶ Complex
- ▶ Sensitive
- ▶ Relationship Building



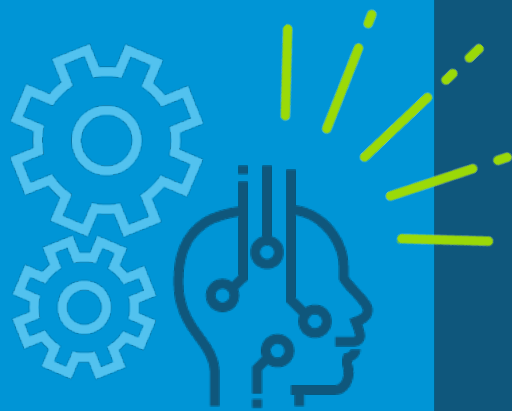
Low Value Intents

- ▶ Simple
- ▶ Transactional
- ▶ Informational





Customer Enquiries



Chatbots

High Value Intents



Human touch



Low Value Intents



Automation



It's not all bot or **all human**

86%

Of consumers feel chatbots should offer clear paths to human agents

- Aspect Consumer Experience Index

- Blended interactions still save resources
- Bots and humans have different strengths, maximize both



Don't Set and Forget

- Launching means learning!
- Dedicate resources to improvement



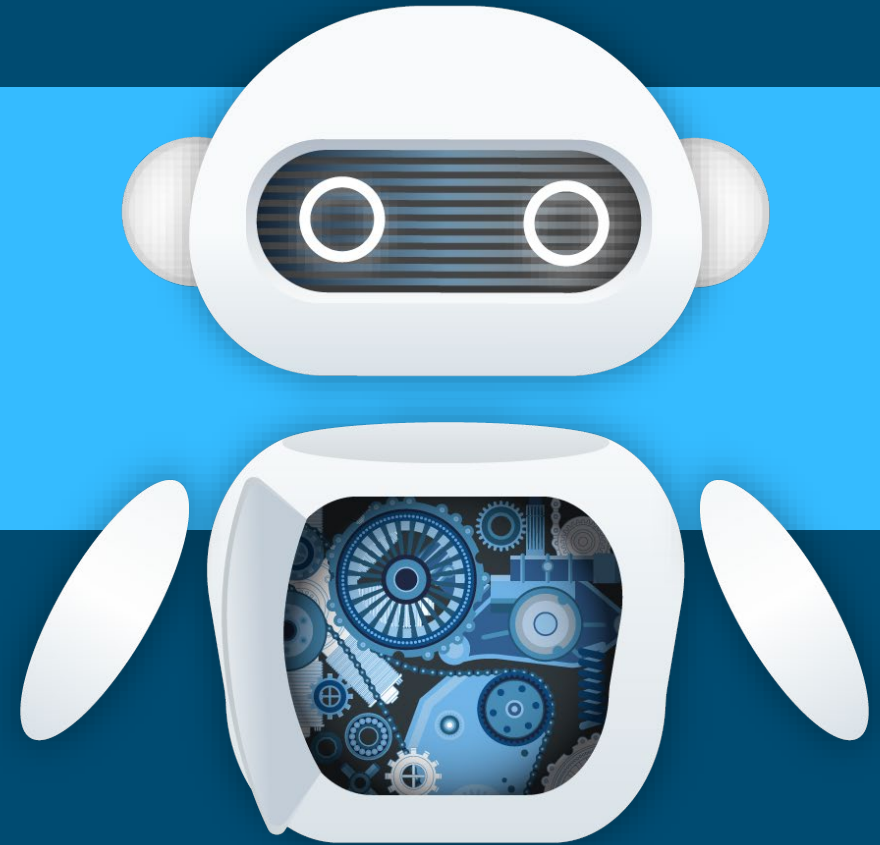
Only you **know**
your customers

50%

Of businesses say not knowing how to build a bot is their #1 barrier to deployment

- Tidio

- Templates are risky
- Lean on your existing resources
- Seek help but don't hand the project over



So... What's the takeaway?



Your
customers are
ready for Bots



Good bots create
effortless
customer
experiences



Bots compliment
human agents,
they can't
replace them



Questions & comments

Ready to learn more about Comm100? Email letschat@comm100.com



Thank You!

Cale Shapera
Chatbot architect
cale.shapera@comm100.com

Kaye Chapman
Learning & Development Manager
kaye.chapman@comm100.com
@kayejchapman

Matt Jinks
Snr. Product Marketing Manager
matt.jinks@comm100.com