



Mundane & tiresome traditional customer service Vs. intelligent, automated, and efficient AI chatbots: what should you choose and why should you care

If we were to decide on one crucial part of a successful business journey, it would be customer engagement. A customer-centric company's focus should be supporting the customers throughout the business lifecycle. But as the number of customers grows in volume, organizations struggle to provide instant support even to customers' generic requests. In this age, when almost all the tasks are automated, when interactive communications have become rare, a question arises whether it is possible to build a long-lasting customer relationship.

The modern digital era's traditional online experiences do not seem to be user-friendly. For example, customers are frustrated when they do not find solutions even to simple queries. It is notable that even frequently visiting customers of a website finds it difficult to navigate; even basic contact details are hidden somewhere beneath.

These use cases stress the necessity of a good guide: a more human-like communication channel. For it is proved time and again that customers respond better to intuitive and intelligent agent-customer interactions rather than dull robotic assistance. That's where Botomation comes in. Botomation is a term coined by Sensiple that combines the capabilities of Artificial Intelligence, Translator services, NLP, and process automation to provide a powerful customer experience.

Unlike menu buttons or touchscreens, this human-computer entity is based on actual conversation and, without a doubt, they are more real and lively. Traditional menu buttons, for example, require users to choose from a set of pre-determined options that would take them to desired answers, but they are limited to the text-based chat. It is necessary to hold a seamless conversation that features a more advanced medium of communication.

Botomation users can engage in two-way conversations with chatbots as they leverage Natural Language Processing to analyze texts from customer requests. The standard lifeless interface is supplanted with conversations for intelligent connections. Users don't have to be specially trained to interact, and user adoption is easier than ever.

Translation of human-to-computer interaction breaks down when the customer service goes out-of-context. But, Botomation facilitates interaction with everyday language. Callers don't have to repeat themselves because of poor IVR.

Personalization is a remarkable achievement for Botomation. Individual customers are identified with their profiles, and it makes communication more personal and interactive. Customers don't have to introduce themselves every time and their issues with the services or the product. The system retains the contextual knowledge of the customers and focuses on the actual request rather than wasting valuable time trying to recall the information.



Contextual AI assistants are replacing monotonous IVR and plain chatbots. In their basic level, rule-based chatbots can only respond to questions with pre-built answers. But an intelligent assistant is well-prepared for unexpected user queries and comprehends the users' larger context. For example, these chatbots would not only suggest a vacation spot but take an extra step by making your travel and stay arrangements.

“By 2020, 50% of analytical queries will be generated via search, natural language processing or voice, or will be automatically generated.”

- Gartner Predicts

When it comes to business sales, AI-driven virtual assistants maintain human-like conversations with potential customers to bring in more prospective leads. This virtual application delivers persistent and polite interactions that would be translated into more sales.

A quick example below to show the difference between conversing with a simple chatbot and AI Chatbot:

User: Hey, is there any good iPhone below \$400?

Simple chatbot: Hi! iPhone 6 is below your price range.

AI Chatbot: Hi, Pablo! Yes, we have iPhone 6 for your price range. I can recommend you some latest mobile models, too, that are below \$400!



Here is a world of difference Botomation makes by analyzing the expectation and context of the customers and responding accordingly.

AI, ML, & NLP technologies draw a clear, distinct line between rule-based and AI-based chatbots. And AI-powered bots ingeniously transform organizations by offering more ways for better customer communication and provides stronger customer engagement and greater brand visibility across the business domain.

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