

11 APRIL 2024

AI in Customer Service

11:30PM IST | 2PM EDT | 11AM PST

Online Meetup

Automation
Agency India



AGENDA

- ∨ AI: WHAT IT IS? HOW TO USE IT ? **03**

- ∨ THE ROLE OF CUSTOMER SERVICE **09**

- ∨ BENEFITS OF AI IN CUSTOMER SERVICE **11**

- ∨ IMPLEMENTATION **13**

- ∨ CHALLENGES **14**

- ∨ CASE STUDY **15**

- ∨ CONCLUSION **18**



AI IS NOT THE FUTURE OF TECHNOLOGY

it's the technology TODAY that's shaping our future.

IN LAYMAN TERMS:

MATHS IS INFORMATION

AI is a MATRIX. Not the movie -
but say, a 3x3 dimensional
mathematical matrix - which
you learnt about growing up.

This is the fundamental
discovery behind AI:

“A matrix carries information”

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TRAINING AI IS CREATING A MATRIX

We run an algorithm over very large data sets, say books, to extract “patterns” into a matrix.

This just extracts the info about “the way things are”.

Training a “model” is to create a matrix. A billion

IN LAYMAN TERMS:

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What is the size of OpenAI GPT-3?

about 175B parameters

GPT-3 is a very large language model (the largest till date) with about 175B parameters. It is trained on about 45TB of text data from different datasets. 27 Sept 2023

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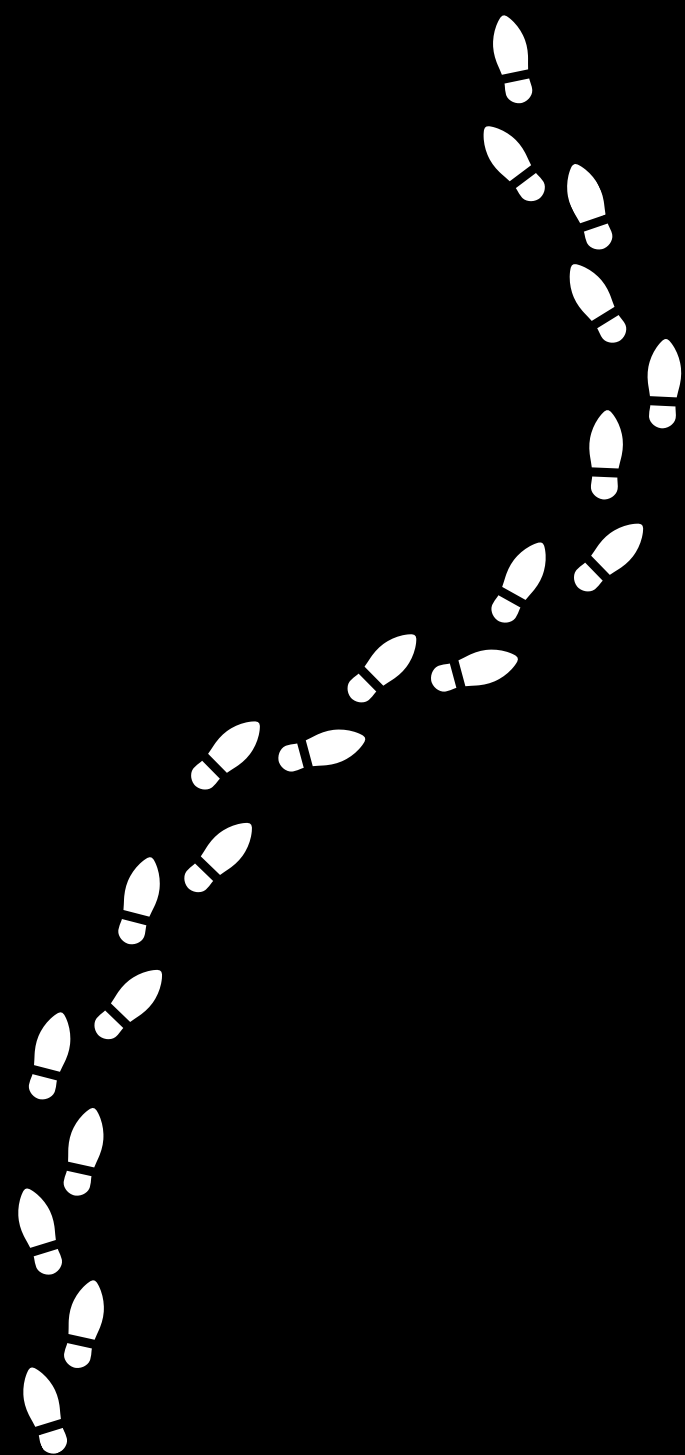
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USING AI IS TO USE THE MATRIX

We use the model to simply predict



USING AI

When we use AI, we are just using a maths matrix / PATTERN to predict the next “word”

And then the next word

And then the next word.

In essence, AI is just “a predictor of next step using patterns already learnt”



CUSTOMER SERVICE

A NECESSARY EXPENSE

AT SMALL BUSINESS

AT LARGE BUSINESS

The most outsourced business process

The most low-paid employees



1. TALKING TO CLIENTS

2. IDENTIFY ISSUE

3. PROVIDE STANDARD SOLUTION

4. LISTEN WITH EMPATHY



1. CAN TALK TO CLIENTS 24x7
2. IDENTIFY ISSUES EASILY
3. ACT ON SOLUTION WITH 100% ACCURACY
4. CAN LISTEN ALL-DAY LONG WITH EMPATHY
5. CAN LISTEN TO 100 CLIENTS **AT THE SAME TIME!**

BENEFITS OF AI IN CUSTOMER SERVICE

ENHANCED CUSTOMER
EXPERIENCE THROUGH
QUICK AND ACCURATE
RESPONSES



24/7 CUSTOMER
SUPPORT AVAILABILITY



PERSONALIZATION OF
CUSTOMER
INTERACTIONS



KEY TECHNOLOGIES

Chatbots

- 01** Chatbots and virtual assistants use natural language processing (NLP) to engage with customers in real-time, answering queries and providing assistance.

Virtual Calling

- 02** Talk to an AI just like you talk to a human - make appointments, ask for information, do checkouts. Everything a human can do on a phone, AI can too!

Automated ticketing systems

- 03** Every software that a CS agent uses today can be easily integrated with AI using APIs

CHALLENGES AND CONSIDERATIONS

INTEGRATION CHALLENGES WITH EXISTING SYSTEMS

Integrating AI solutions with existing systems and processes can be complex and may require significant technical expertise.

DATA PRIVACY AND SECURITY CONCERNS

Collecting and analyzing customer data raises concerns about data privacy and security, requiring companies to implement robust measures to protect sensitive information.

POTENTIAL REDUCTION IN HUMAN EMPLOYMENT

The widespread adoption of AI in customer service may lead to job displacement, necessitating retraining and upskilling of employees for new roles.

CASE STUDY

 This Article is From Jul 11, 2023

**CEO Replaces 90% Of Customer Support Staff
With AI Chatbot, Internet Angry**



Future of AI in Customer Service

Predictions on AI advancements and their implications

Experts predict that AI will continue to advance rapidly, enabling more sophisticated customer service solutions such as emotional AI and advanced predictive analytics.

Emerging technologies and trends

Emerging technologies like emotional AI will enable businesses to understand and respond to customer emotions, enhancing the quality of interactions and building stronger relationships.

How companies should prepare for future developments

To prepare for future developments, companies should invest in AI research and development, prioritize data security and privacy, and focus on employee training and upskilling.

CONCLUSION

RECAP OF KEY POINTS COVERED IN THE PRESENTATION

Throughout this presentation, we explored the transformative role of AI in customer service, its benefits, challenges, and future implications.

FINAL THOUGHTS ON THE IMPACT OF AI ON THE FUTURE OF CUSTOMER SERVICE

As AI continues to evolve, it will redefine the way businesses engage with customers, driving innovation, and reshaping the customer service landscape.

ENCOURAGEMENT FOR AUDIENCE ENGAGEMENT WITH QUESTIONS OR DISCUSSION

We encourage you to engage in further discussion and exploration of how AI can revolutionize your customer service operations and enhance your business success.

