

DAMOVO

A small, red, vintage-style toy robot stands on a white desk in an office. The robot has a square head with two antennae, yellow eyes, and a rectangular mouth. Its body is rectangular with a control panel featuring several buttons and dials. The background is a blurred office environment with desks, chairs, and computer monitors.

Chatbot as assistant for
simple service requests



Change Driver

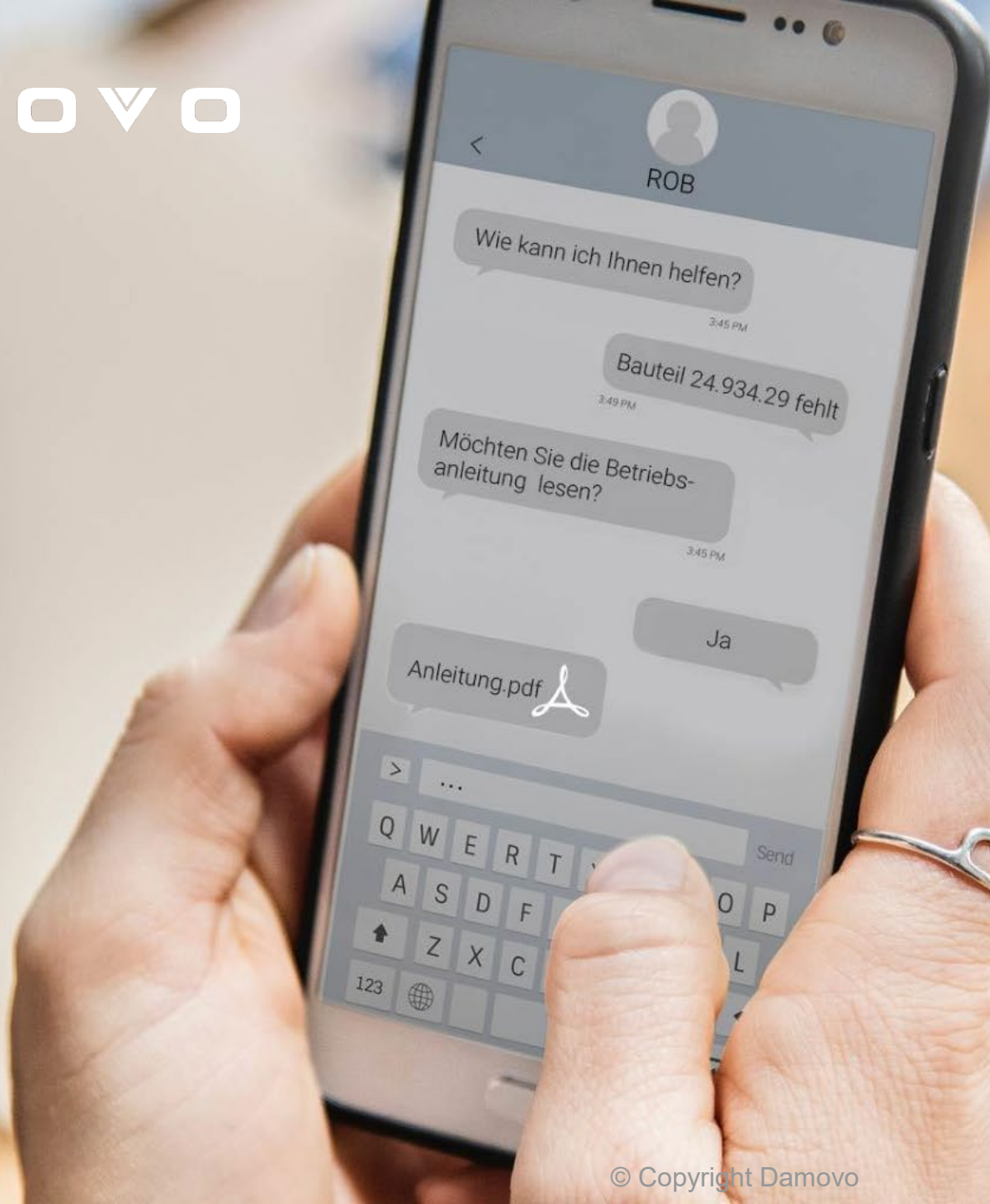
The contact centre manager of a network technology manufacturer has observed that the average call duration of incoming service requests has increased significantly. The already very well-informed customers only call when they can no longer find the answers they need on social media channels such as Youtube. This normally means that the request is a complex one.

In addition there is still a high volume of calls with standard queries that also take a lot of time to answer.

This creates significant time pressure, and very often the more complex requests cannot be solved satisfactorily for the customer.

He was therefore looking for a way of reducing the amount of times agents were personally answering standard questions.





Damovo Approach

A service assistant in the form of a chatbot is very suitable for intercepting simple and recurring requests.

The chatbot can converse with the customer – establishing the issue, and walking through some remedial instructions – just like a contact center employee would do. The chatbot can also show illustrated explanations of the product, making it easier for customers to follow problem-solving instructions than if they were on the phone.

If the chatbot is unable to help, the chat can also be escalated to a callback request with just one click.



Customer Value

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How the **agents** benefit

With the help of the Chat Service Assistant, employees in the Contact Centre now have significantly more time to help those customers who call to resolve complex issues, as opposed to the simple ones that are easy to fix.

This in turn increases customer satisfaction and the chances of up-selling and cross-selling, as employees can talk to customers in more detail about their needs as they troubleshoot.

How the **customer** benefits

Customers who have simple service queries no longer have to spend long periods waiting in the contact centre call queue. They can now go directly to the chat service assistant for advice, and also get illustrated resolution guides if required.

Customers with more complex queries will also spend less time in the call queues due to smaller call volumes – meaning they resolve their issues in a shorter timeframe.