# What's the situation?

Automation is pretty much the biggest driver of investment in customer service. But speak to five purchasers and you'll hear five stories about five failed automation projects.

What's behind those failures? Often, it's businesses (and vendors) that get too enthusiastic about flashy, customer-facing automations. Big, unrealistic claims are everywhere. But in reality, the real markup isn't in automating 100% of *some* interactions... it's in automating 25% of *every* interaction...

# What are businesses learning?

### #1 Bad conversational AI is... bad

Attempts to slash contact volume with a Conversastional AI 'Hail Mary' are, in a word, doomed. Vendors admit that AI often "cannibalizes users from other self service." BUT - McKinsey has shown that using AI in key stages of an otherwise agent-led insurance claim **reduces costs by 30%**.

### #2 Automate for agents first, not customers

Research from IBM has shown that a dismal **25% of the typical agent interaction** is actual conversation. The rest is manual research and awkward silences. The advice? Automate data gathering and simple agent processes – the result is shorter, richer conversations and improved CSat.

### #3 The Emperor has No-Code...

No automation strategy is "one size fits all". It's a matter of trial and error, and that's a problem – setting up automation is costly and time-consuming. That's why "hyper-automation" has been one the **top 3 drivers for No-Code / low-code adoption** in 2022.

**What are the biggest customer service frustrations?**

- "*Long hold/wait times while interacting with an agent*"
- "*Automated systems that make it hard to reach an agent*"
- "*Having to repeat my information multiple times*"

| 56% | 43% | 42% |
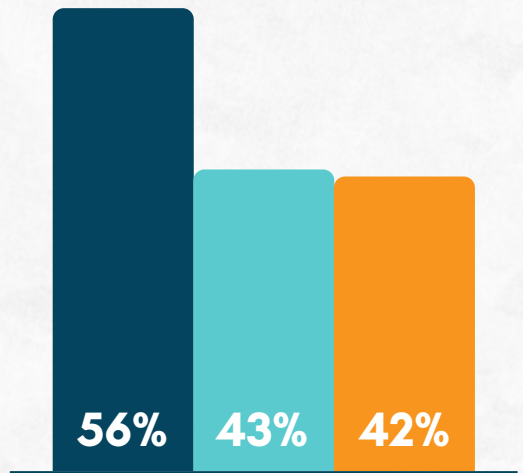
Source

| **Consumers who want "maximum automation"** | **CS leaders raising 2022 automation investment** | **Consumers who prioritize phone calls for service** |
|---|---|---|
| **3%** | **70%** | **69%** |
| Source | Source | Source |

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**Easy for agents**
**Easy for you**

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# The bottom line

Deploy over 70 languages in conversational AI

Automate up to 90% of tasks

Go live in under 8 weeks

Reach net benefit of €5million per 50 agents