How a Conversational AI Startup Built a Winning Solution

Problem Statement:

A conversational AI startup was not able to differentiate its solution from that of its competitors. Contact centers or call centers were their primary target audience. The conversational AI startup wanted to build a robust AI-powered solution that would help contact centers understand customer intent, reduce human interaction, improve call quality, foster trust, automate mundane queries, lower costs, deliver personalized customer experiences and improve customer loyalty.

Our Solution:

➢ Developing detailed customer personas, their pain points and expectations
➢ Building an AI solution that could understand and interpret human intent
➢ Improving call quality with root-cause analysis to identify underlying issues
➢ Striking the right balance between AI and agent interaction to foster trust
➢ Creating agent copilot solution with AI to deliver personalized experiences
➢ Automating repetitive tasks with AI to reduce human burden and lower costs
➢ Eliminating human error with AI to ensure customer satisfaction and loyalty.

The Benefits:

➢ Over 40% YoY growth in sales due to a differentiated conversational AI solution
➢ Over 75% increase in customer satisfaction rates and rapid improvement in NPS
➢ 90% improvement in routing calls to the right agents due to intent recognition
➢ 95% reduction in human-related errors thanks to AI working as agent copilot
➢ 30% lower costs due to automation and AI chatbots resolving customer queries
➢ 50% improvement in call quality due to personalized agent-customer interaction.

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