



25 CONVERSATIONAL AI USE CASES THAT CAN TRANSFORM YOUR BUSINESS

Conversational artificial intelligence (AI) will soon be everywhere. As of 2019, global consumers spent \$2.8 billion through conversational AI-facilitated retail transactions. By 2024, that figure is expected to reach \$142 billion.¹

Conversational AI has the potential to be everywhere *within* a business, too. By 2022, 70 percent of white-collar workers will have daily interactions with conversational platforms as they proliferate in the workplace.² With natural language processing and contextual understanding, conversational AI has achieved the sophistication to help businesses drive down costs and boost customer engagement in numerous ways.

So why haven't more businesses deployed it successfully? Most companies using AI, in fact, have experienced AI project failures, according to an IDC survey.³

The other telling part of that survey: only 25 percent of those businesses had an enterprise-wide strategy.

¹ "Chatbots: Vendor Opportunities & Market Forecasts 2020-2024," Juniper Research

² "Chatbots Will Appeal to Modern Workers," Gartner

³ "Artificial Intelligence Global Adoption Trends & Strategies," IDC



EXTENDING CONVERSATIONAL AI ACROSS THE ENTERPRISE

The key to making a conversational AI project stick isn't a stilted "chatbot here, chatbot there" approach. To deliver the best results and value, businesses can leverage conversational AI across an array of use cases. For example, the same platform that lets your customers talk to a virtual assistant to update their account can also help your legal team review contracts more efficiently.

To create a successful enterprise AI plan, you need to know the range of problems the technology could help you solve. This ebook provides a list (by no means exhaustive) of conversational AI use cases that can streamline processes and improve user experiences, in these five categories:

- Virtual Assistant: Customer Service
- Virtual Assistant: Sales & Marketing
- Virtual Assistant: Enterprise
- Agent Assist
- Data Collection

Many of the use cases can synergize with others. You'll see an "Extension" label where we've suggested a few connections. As you read through the examples, think about which of your business functions need the most help driving down costs and alleviating pain points for users. Conversational AI could make a huge difference.



VIRTUAL ASSISTANT: CUSTOMER SERVICE

Virtual assistants have been in the mainstream consumer's everyday life since Apple introduced Siri in 2011. But they've come a long way since then, not only becoming much better conversationalists but also expanding to virtually any digital channel customers use. While using AI-driven virtual assistants to automate customer service isn't a new idea, AI can still be a massive cost-saver when businesses deploy it for frontline customer care.



VIRTUAL ASSISTANT: CUSTOMER SERVICE BILLING SUPPORT

Example: Voice and SMS interface to answer common customer questions (“When is my next payment due?”) (“Why did my bill go up?”)



Extension: Sales & Marketing—Bundle and package assist (Virtual Assistant: “Let’s see if there are any packages or offers that might give you more value.”)

ACCOUNT MANAGEMENT

Example: Voice and SMS interface to perform common customer functions (“I need to change my address.”) (“I need to update my credit card information.”)

CREDIT CARD REPLACEMENT AND FRAUD REPORTING

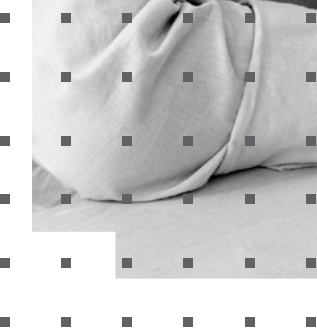
Example: Outbound IVR and SMS to verify flagged transactions with banking customers

APPOINTMENTS AND RESERVATIONS

Example: Appointment scheduling with a physician’s office

TRAVEL BOOKING AND INFORMATION

Example: Booking airline flight and confirming travel requirements



VIRTUAL ASSISTANT: CUSTOMER SERVICE TECH SUPPORT

Example: Assisting self-installs for cable boxes or routers



Extension: Data Collection—Voice of the customer data (customer sentiment, frequent troubleshooting questions, etc.) to identify product pain points

CLAIM STATUS TRACKING

Example: Sending insurance customers outbound updates on their auto insurance claims



Extension: Customer Service—Appointments and reservations for vehicle appraisal

SHIPMENT TRACKING AND ORDER STATUS

Example: Providing outbound shipping updates and ETA on purchased products

CONNECTED VEHICLE INTERFACE

Example: Voice-activated navigation, console controls, roadside assistance, etc.



VIRTUAL ASSISTANT: SALES & MARKETING

Traditionally, consumers who sidestep sales representatives to self-serve would experience a trade-off: they gain speed and convenience but lose personalized advice and recommendations. With conversational AI, they can have both. Similar to how businesses can deploy AI to assist customers, they also can use it to convert leads and drive sales.



VIRTUAL ASSISTANT: SALES & MARKETING

BUNDLE AND PACKAGE ASSIST

Example: Walking customers through cable, internet and phone plan purchasing

PERSONAL SHOPPER

Example: Providing apparel recommendations based on customer profile and trend data



Extension: Customer Service—Shipment tracking and order status on purchased products

“BUILD” A CAR

Example: Helping car buyers customize a new vehicle for purchase



Extension: Customer Service—Connected vehicle interface on the purchased vehicle preloaded with customer data and preferences

FOOD SERVICE ORDER TAKING AND UPSELLING

Example: Pushing special items or meals during quick-service restaurant orders

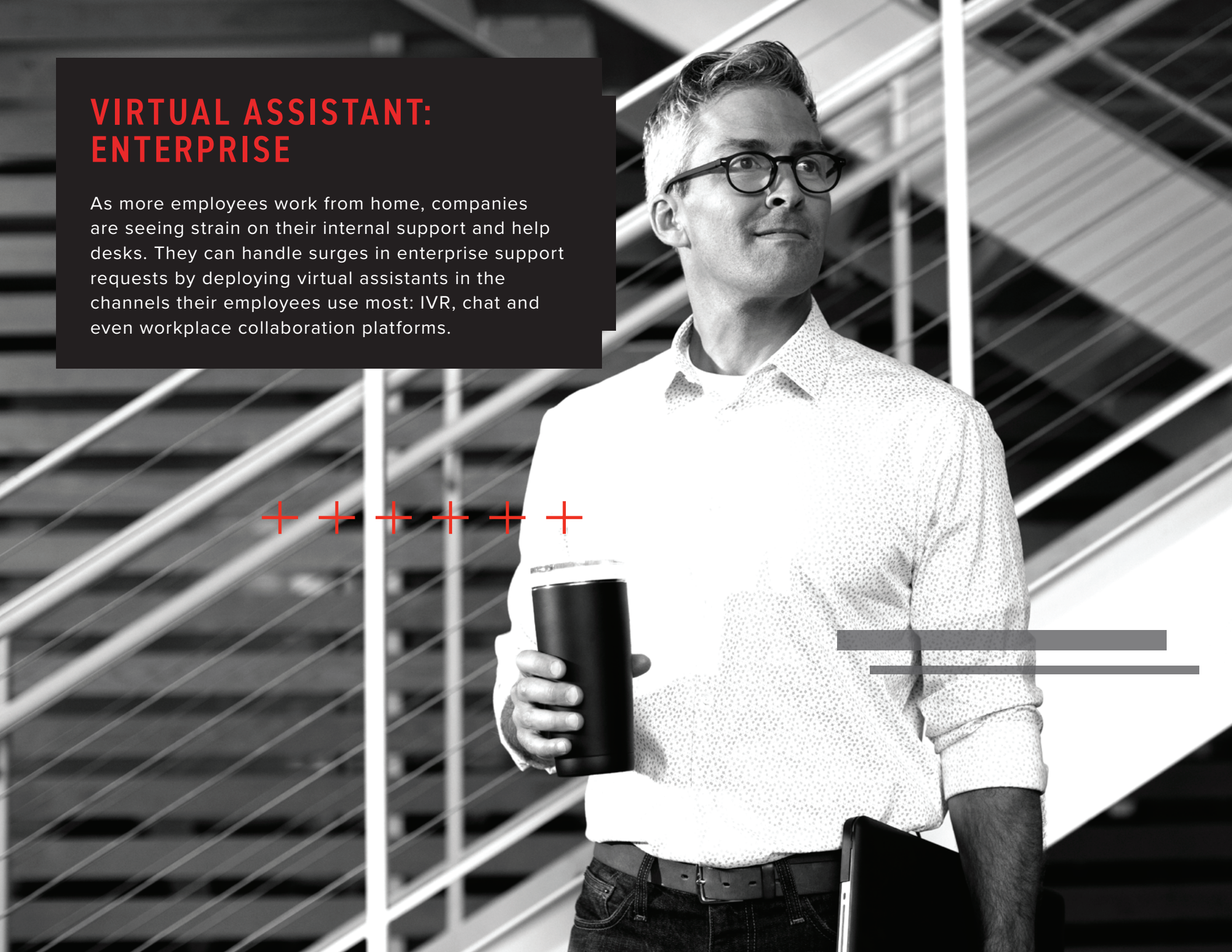
SALES CONVERSION ASSIST

Example: Leveraging customer behavior data from across sales process to offer targeted bundles, plan upgrades, etc. to close sales



VIRTUAL ASSISTANT: ENTERPRISE

As more employees work from home, companies are seeing strain on their internal support and help desks. They can handle surges in enterprise support requests by deploying virtual assistants in the channels their employees use most: IVR, chat and even workplace collaboration platforms.



VIRTUAL ASSISTANT: ENTERPRISE

IT HELP DESK

Example: Assisting employees with common trouble calls (“I forgot my password.”) (“I can’t access the VPN.”)

HR SPECIALIST

Example: Taking paid time off requests from employees and update internal calendars

CROSS-TEAM LIAISON

Example: Answering queries between lines of business or business units (“Which sales executive owns the ACME account?”) (“Is our Atlanta facility open normal hours?”)

INTERNAL DOCUMENTATION MANAGER

Example: Integrating with robotic process automation (RPA) to collect, process and disseminate data from forms

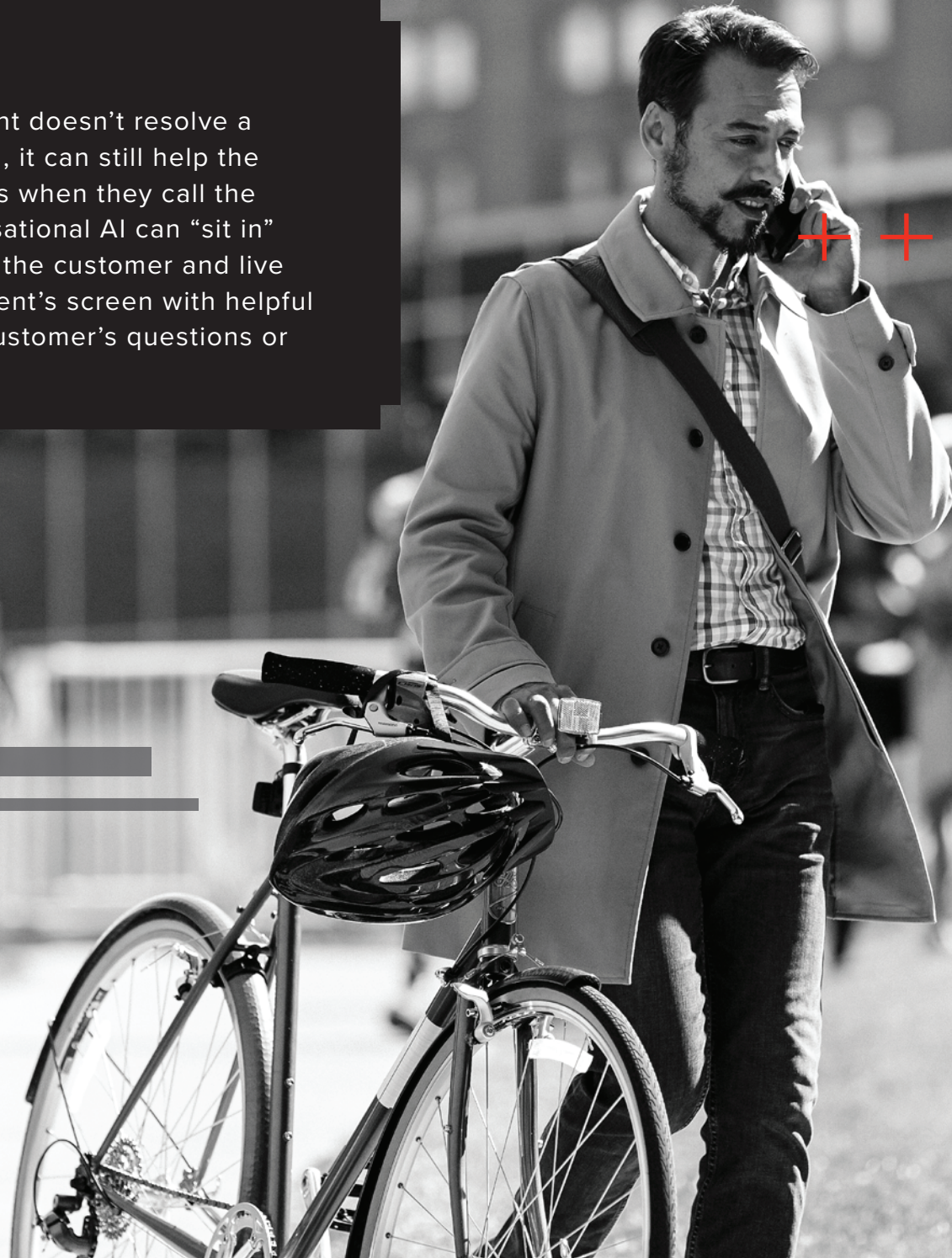


Extension: Customer Service—Claim status tracking to update customers on document approval



AGENT ASSIST

Even when a virtual assistant doesn't resolve a customer inquiry on its own, it can still help the customer behind the scenes when they call the contact center. The conversational AI can "sit in" on the interaction between the customer and live agent, and populate the agent's screen with helpful information based on the customer's questions or key terms.



AGENT ASSIST

ONBOARDING ASSIST

Example: Providing training tips to new hires on common tasks or functions



Extension: Enterprise—IT help desk to share frequently asked tech support questions by new hires

KNOWLEDGE BASE ASSIST

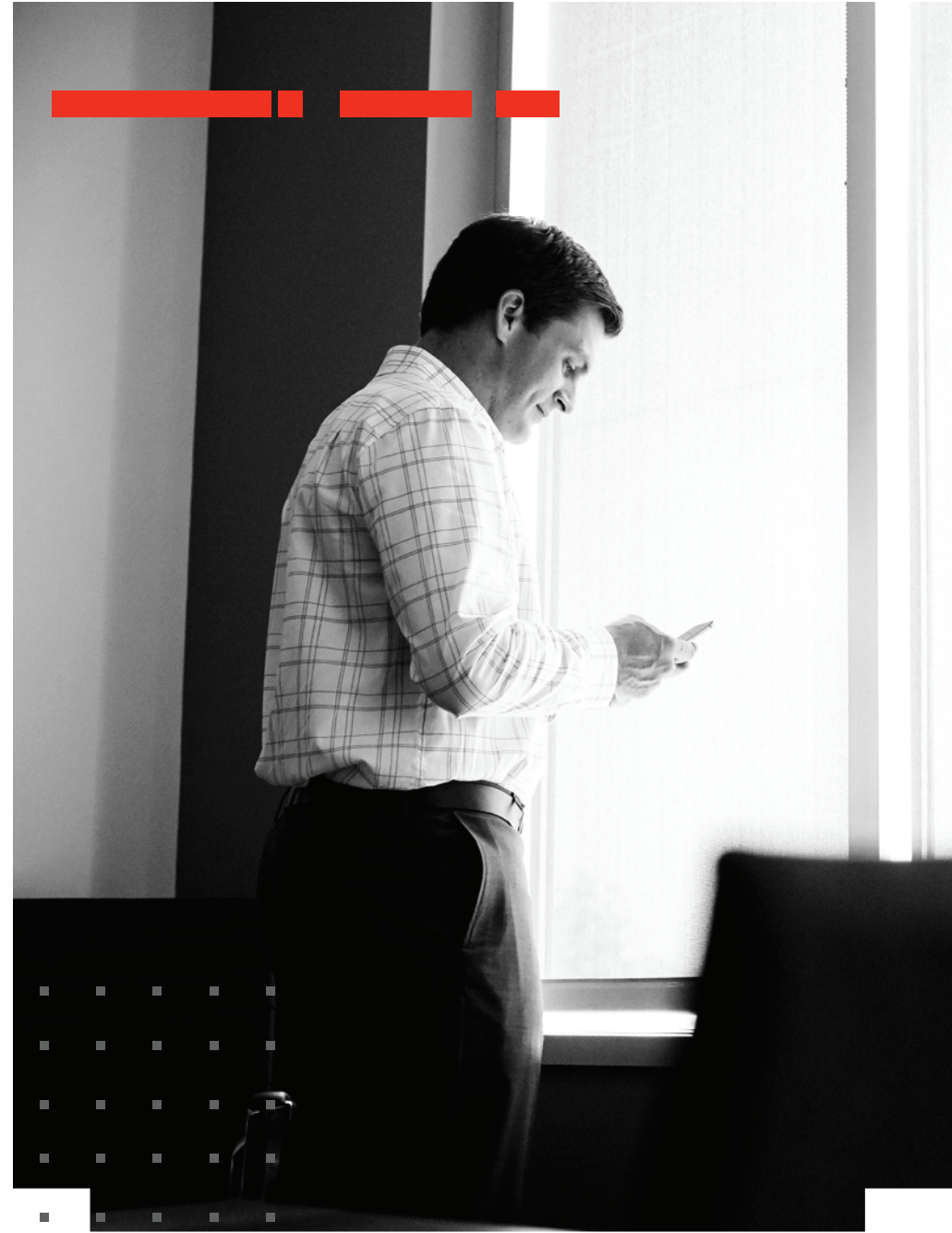
Example: Populating the agent's screen with knowledge base entries based on understanding of customer's intent

OFFER ASSIST

Example: Leveraging the customer's profile, behavior data and sentiment to recommend ideal offers for agents to make, or next-best actions to take

COMPLIANCE MONITORING

Example: Verifying the agent has read aloud required scripts for disclaimers (populating a reminder if not)



DATA COLLECTION

Conversational AI is more than just a talking head. It can help businesses capture and interpret information that aids their decision-making and provides a competitive edge. These use cases drive businesses to extend conversational AI across their enterprise so it can listen everywhere, giving them more comprehensive data.



DATA COLLECTION

VOICE OF THE CUSTOMER AGGREGATION

Example: Capturing customer sentiment data to identify common pain points

AD PERSONALIZATION

Example: Leveraging data from virtual assistant interactions to personalize display ads, marketing campaigns and offers to individual customers

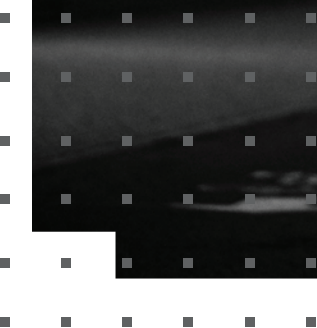
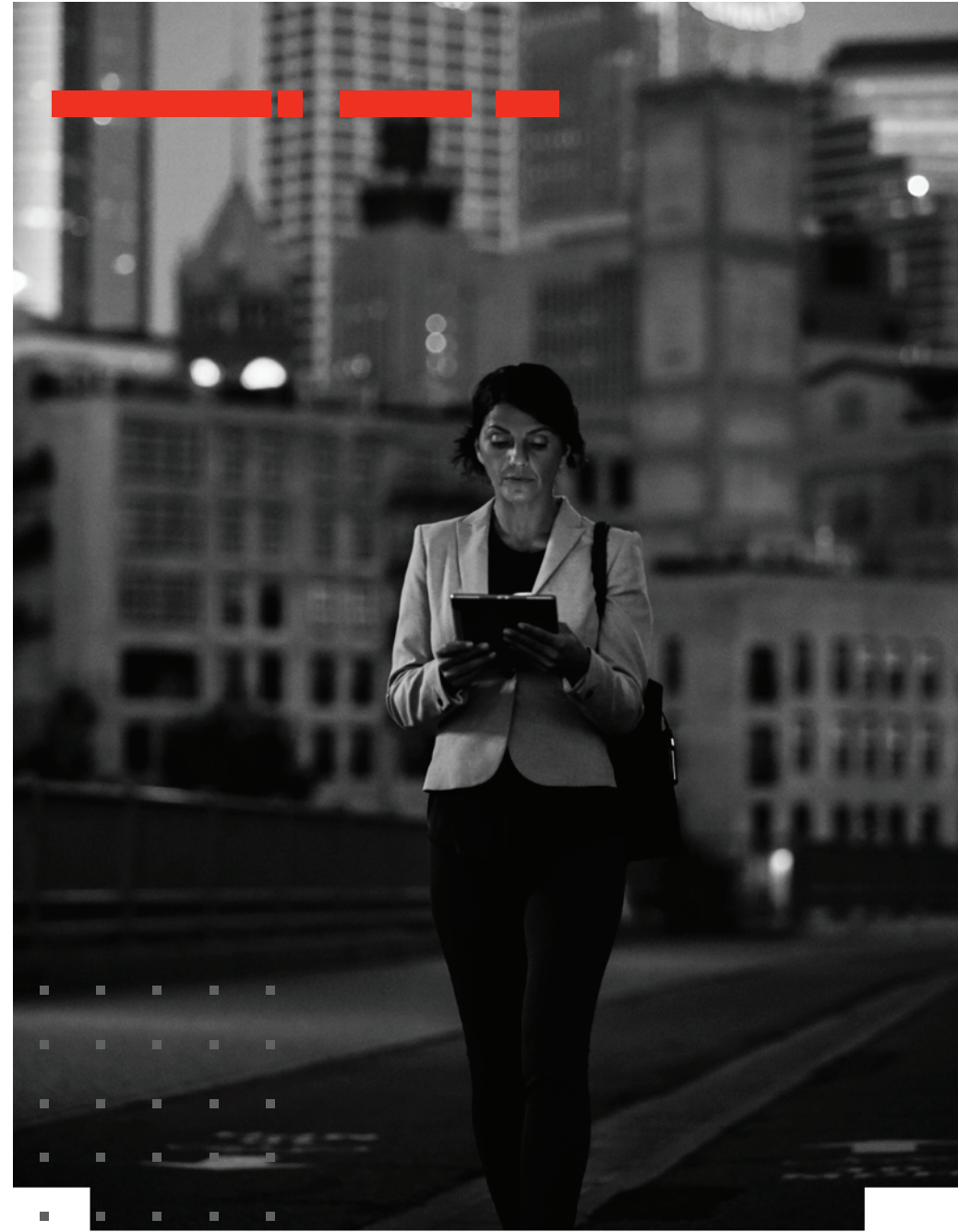
DISCOVER DRIVERS FOR CUSTOMER INTERACTIONS

Example: Leveraging large amounts of unstructured data to generate insights related to why customers are interacting and their sentiment

STREAMLINE YOUR COSTLIEST PROCESSES

These 25 examples could apply to an array of companies and industries, but every business is different and can leverage conversational AI in different ways. As you're evaluating conversational AI's potential to solve problems in your business, consider the following questions:

- Which of your business operations are most time-intensive?
- Where are your biggest CX pain points and inefficiencies?
- Where could automated interactions help you stand out from competitors?



CONCLUSION

Conversational AI can help improve your service and sales in a variety of ways. The right platform can be a thread running through your enterprise, generating cost savings and personalized user experiences in numerous places.





TOGETHER, YOU WIN.



ABOUT CSG

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