

# Unlocking the power of customer interaction data and self-service automation in the contact center

How self-service automation can significantly improve customer interactions and increase revenue in the contact center

AN INTELEPEER EGUIDE

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## Introduction

In this eGuide, we explore the impact of customer interaction data and the transformative power of self-service automation powered by generative AI (artificial intelligence) in the contact center. From streamlining communication processes to delivering personalized experiences, discover how self-service automation solutions are reshaping customer service landscapes and paving the way for more efficient and satisfying interactions. All while streamlining interactions, reducing the need for human agents, and increasing revenue.

You will learn about the benefits of integrating automation with AI into your customer service strategy, and how the integration solves some of the most critical issues in customer touch points.



Want to learn more about unlocking the power of customer interaction data and self-service automation in the contact center? **Schedule a demo today.**

Scan or visit <https://info.intelepeer.ai/dg-workshop>.





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# The importance of customer interactions

## What are customer interactions?

Customer interactions in the contact center encompass all engagements between customers and representatives across communications channels such as voice, chat, SMS/MMS text, and social media platforms. These interactions are pivotal moments where customers seek assistance, resolve issues, or gather information about products or services.

They simultaneously represent opportunities for businesses to deliver exceptional service, build relationships, leave lasting impressions, and even upsell and cross-sell. Effective management and optimization of these interactions with communications automation and AI is essential for enhancing customer satisfaction, loyalty, increasing revenue, and overall business success.

When customers engage with businesses, particularly support teams, they harbor specific expectations:



### Reliability

**Customers seek assurance that your business is dependable.**

Consistent communications, reliable delivery of quality customer service, 24/7/365 self-service, proactive follow-up, and responsive action based on their feedback are pivotal in earning their trust and fostering loyalty.



### Assurance

**It's imperative for customers to feel confident in their decision to engage with your company.**

Offering real-time assistance throughout their journey ensures that their expectations are met and validates their choice to work with your business. Real-time assistance can be delivered via self-service automation, ensuring customers can access the support they need, when they need it. Without having to interact with a human agent.



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## Types of customer interactions

Customer interactions in the contact center can be categorized into several types based on the nature of engagement and the channels through which they occur. Customer interactions can occur across any channel — including voice, SMS/MMS text, chat, and social media. Even better, up to 90% of customer interactions can be automated and managed through self-service and communications automation with AI.

*Some common categories of interactions include:*

- **Transactional interactions:** These interactions involve customers making purchases or transactions with a business, either online, in-store, or through other channels like mobile apps or phone orders.
- **Service interactions:** Service interactions occur when customers seek assistance or support from a business to resolve issues, ask questions, or request information about products or services. This can take place through channels such as customer service hotlines, live chat, email, or in-person interactions.

- **Sales interactions:** Sales interactions involve efforts by businesses to persuade and guide customers towards making a purchase. This can include interactions with sales representatives, promotional emails, advertisements, or product demonstrations.
- **Feedback interactions:** Feedback interactions occur when businesses solicit feedback from customers about their experiences, satisfaction levels, or suggestions for improvement. This can be done through surveys, feedback forms, social media comments, or direct communication channels.

Each interaction category plays a crucial role in shaping the overall customer experience and contributes to building relationships between businesses and their customers.





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### Why improving customer interactions is critical

Improving customer interactions in the contact center is essential. Driven by offering the ultimate customer experience, every interaction provides the opportunity for increased revenue and improved customer experience.

#### Enhanced customer satisfaction

Positive interactions lead to happier customers. By providing prompt, efficient, and helpful support, contact centers can improve customer satisfaction levels, fostering loyalty and positive word-of-mouth.

#### Increased revenue opportunities

Positive interactions can lead to upselling or cross-selling opportunities. Understanding customer needs and preferences enables contact center agents to identify opportunities to recommend additional products or services, thereby increasing revenue.

#### Increased customer retention

Satisfied customers are more likely to remain loyal to a brand and continue using its products or services. By improving customer interactions, contact centers can reduce customer churn and increase retention rates, crucial for long-term business success.

#### Customer insights and feedback

Interactions provide valuable insights and feedback for improving products, services, and processes. Actively analyzing customer interactions and collecting feedback allows contact centers to identify areas for improvement and to make data-driven decisions.

#### Efficiency and cost savings

Improving customer interactions can lead to more efficient processes and reduced operational costs. Streamlining workflows, resolving issues quickly, and minimizing unnecessary escalations enable contact centers to operate more efficiently.

#### Competitive advantage

In today’s market, customer experience often serves as a key differentiator. By consistently delivering superior interactions, contact centers gain a competitive edge over rivals, attracting and retaining more customers.

#### Brand reputation and perception

Customer interactions shape how customers perceive a brand. Delivering exceptional service and support experiences contributes to building a positive brand reputation and fostering trust among customers.

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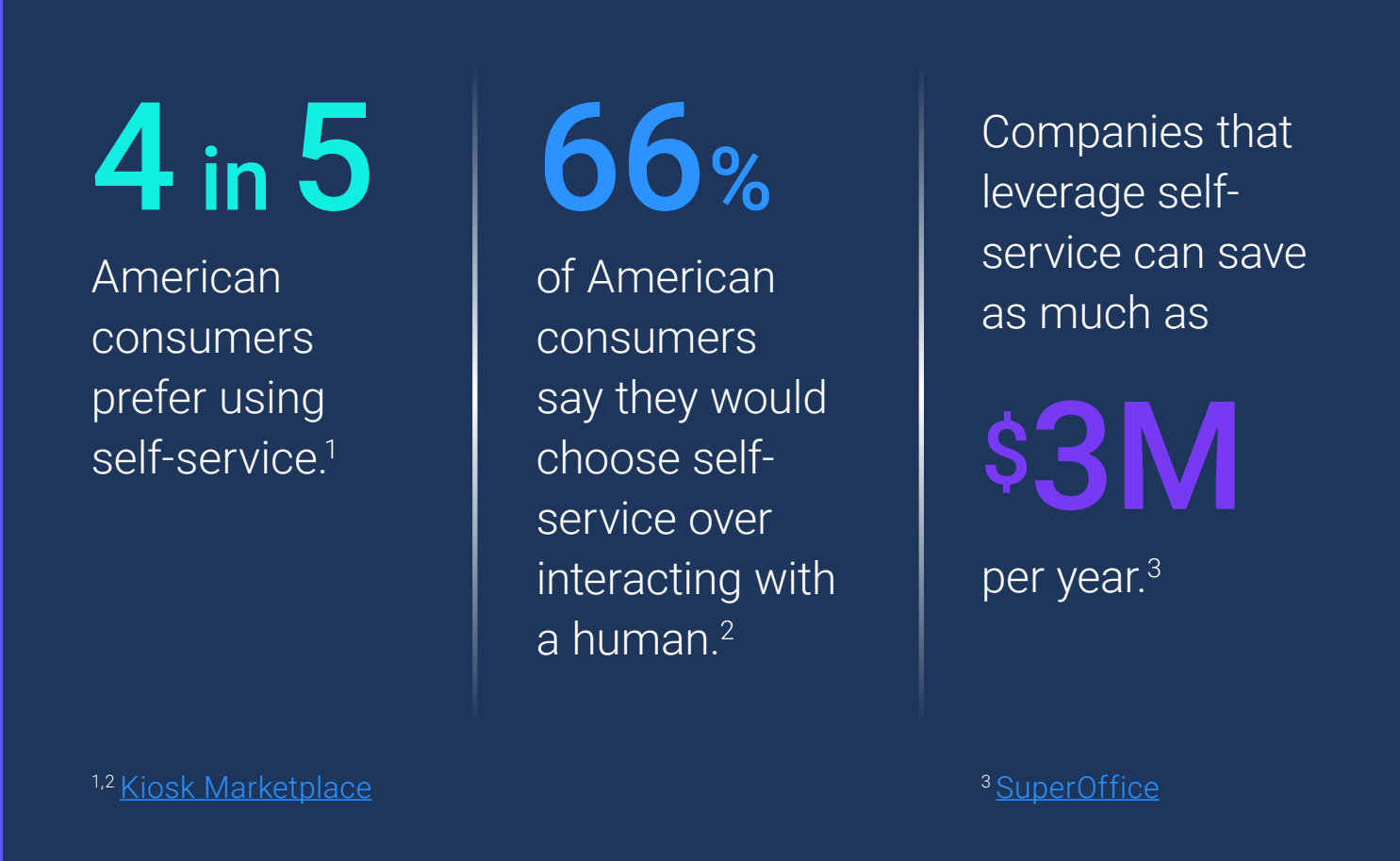
# Using communications automation with generative AI to improve customer interactions

## Digging into customer interactions

Contact centers can review customer interactions using an AI analyzer, which reviews two weeks of multi-channel customer interaction data. The data is assessed to learn why customers are calling most often, where pain points are, and how communications automation and AI can be leveraged to streamline customer interactions.

A primary approach to streamlining interactions with automation and AI is via self-service. Four of five<sup>1</sup> American consumers prefer using self-service, and 66%<sup>2</sup> say they would choose self-service over interacting with a human.

Self-service automation benefits your business, too. Companies that leverage self-service can save as much as \$3 million<sup>3</sup> per year. When organizations automate up to 90% of customer



interactions, human agents can focus on higher-priority tasks. In the rare event that an interaction can’t be automated, intelligent routing can ensure that the customer is routed to the correct department and agent, accelerating time to resolution, and ensuring agents don’t waste time on the wrong tasks.

Customer interaction data can also highlight patterns behind customer interactions, including past interactions, purchase history, and demographics, to gain insights into individual preferences and interests. Contact centers can then predict interactions, helping them to up-sell, cross-sell, and increase revenue, all without the need for a human agent.

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*It's important to note that assessing customer interactions is an ongoing task. Regularly reviewing customer interactions ensures weaknesses are addressed before they negatively impact customer experience and revenue, and that continual improvement occurs.*

## Offering a personalized service and improving communications

Research from McKinsey indicates that 71%<sup>4</sup> of customers expect personalized experiences from businesses, and 76%<sup>5</sup> feel frustrated when this expectation isn't met. And to meet these heightened expectations it's critical to implement a data-driven approach.

With a customer interaction data-driven approach, businesses can demonstrate an understanding of customer preferences and a commitment to fulfilling their needs through unique, personalized self-service. After analyzing customer interactions, contact centers using communications automation and AI can provide personalized recommendations and responses tailored to each customer.

Further, natural language processing (NLP) capabilities can understand and interpret customer input, facilitating

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more conversational and personalized interactions identifying customer intent, sentiment, and context, leading to more relevant and engaging conversations.

Effectively communicating with customers is vital, especially in today's fast-paced environment. Self-service automation with AI offers real-time assistance during interactions by offering precise information or suggestions based on the conversation context, enhancing the clarity and effectiveness of communication. Equipped with AI-enabled chatbots or virtual assistants, these systems handle routine inquiries autonomously, empowering customers to find quick answers and resolve simple issues independently.

By leveraging predictive analytics and customer interaction data, contact centers can anticipate customer needs, enabling contact centers to proactively address potential issues before they escalate. Analyzing historical data and trends allows for more proactive and personalized communication, ultimately enhancing the overall customer experience.

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<sup>4,5</sup> [McKinsey](#)



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### Delivering humanized interactions

Communications automation with AI enables contact centers to enhance interactions by identifying customer sentiment. The technology analyzes language, voice tone, and other key factors to gauge customer emotions, allowing for tailored responses based on whether customers are frustrated or annoyed.

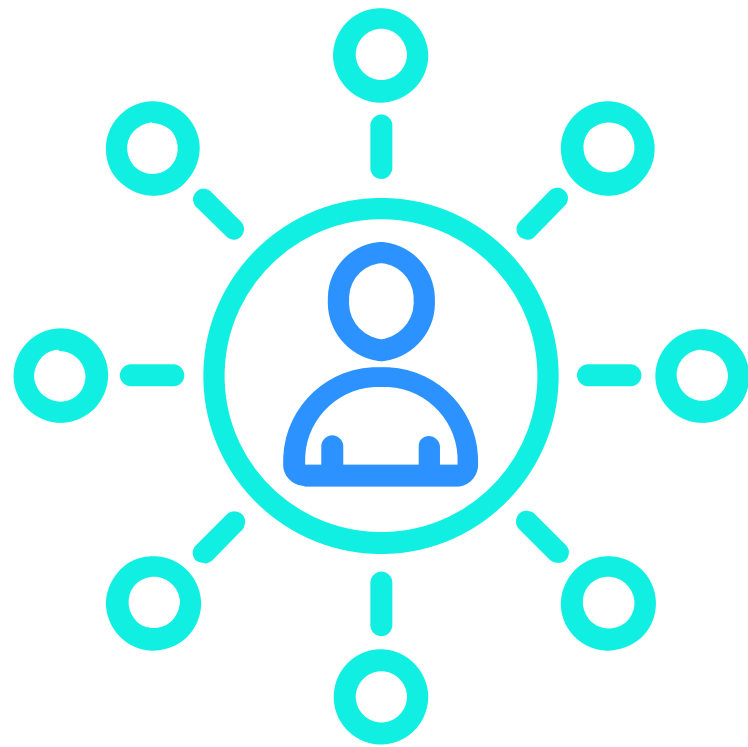
Customers crave personalized and human-like interactions rather than robotic ones. Integrating intelligent automation with a human touch is essential for improving customer satisfaction (CSAT) through chatbots, interactive voice response systems (IVRs), and virtual assistants.

Generative AI exhibits the ability to understand context, provide coherent responses, handle complexities, adapt and evolve, and maintain empathy during automated interactions. This results in an improved overall customer experience that closely resembles the qualities of human-led customer support.

### Omnichannel integration

Omnichannel integration guarantees a smooth experience for customers, enabling them to effortlessly switch between various communication channels like phone, email, chat, or social media without disruptions, while maintaining consistency in information provision. This convenience and flexibility empower contact centers to connect with customers through their preferred channels, meeting them where they are.

The integration of diverse channels ensures uniform communication, guaranteeing that customers receive consistent service and information, irrespective of the platform they choose. This consistency fosters trust and confidence in the brand, elevating the overall customer experience.





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# Key takeaways

*Benefits of leveraging customer interaction data and self-service automation:*



### Enhanced customer experience and retention

AI-driven personalization tailors interactions to individual customer preferences, resulting in more engaging and relevant experiences. Anticipating and fulfilling customer needs creates a seamless and enjoyable journey, leading to improved customer retention.



### Increased interaction efficiency

Communications automation with AI streamlines customer interactions, reducing manual intervention and speeding up response times. Improved efficiency enables businesses to handle higher inquiry volumes while maintaining quality and consistency in communication.



### Increased revenue

Diving into the customer interaction data and applying self-service functionality allows for contact centers to predict customer behavior, creating up-selling and cross-selling opportunities.



### Cost savings

Automating routine interactions with AI leads to significant cost savings by reducing the need for human agents to handle repetitive tasks. Efficient resource allocation and reduced operational expenses contribute to overall cost savings for businesses.



### Competitive advantage

Leveraging AI to enhance customer interactions provides a competitive edge by delivering superior experiences. Outperforming competitors in service quality and efficiency attracts new customers and retains existing ones, driving growth and success.



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# Improve customer interaction with IntelPeer's Communications Automation Platform

With IntelPeer's cloud-based, AI-enhanced, Communications Automation Platform (CAP), you can automate your contact center to improve and humanize interactions, while boosting customer satisfaction.

The IntelPeer platform is designed with contact centers in mind, offering a tailored solution that streamlines your processes, increases revenue, saves costs, and delights your customers.

Are you ready to unlock the power of customer interaction data and self-service automation in the contact center? Schedule a demo today.



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