



GUIDE

10 ways to get the best possible ROI from your AI assistant





Gartner, the technological research and consulting firm, has predicted that AI chatbots will become a [primary customer service channel by 2027](#).

Artificial intelligence (AI) can be used throughout the customer journey to complement your existing solutions. Your AI can offer inbound call support, answer common FAQs or provide after-hours support. AI can even reach out to customers to make outgoing calls, run surveys and feedback or offer discounts to your valued existing customers.

But how can [Conversational AI](#), voice AI assistants and AI chatbots help you meet your goals? And what are the best ways to achieve your desired return on investment (ROI)?

We've highlighted the 10 ways to guarantee AI success.

10 ways towards AI success

1 UNPACK THE PROBLEM

Get to the bottom of the problem you're trying to resolve and keep asking why until you get to the root cause. For example, if customers are experiencing long wait times, this could be because your team is struggling to keep up with the volume of support tickets.

2 EVALUATE ALL POSSIBLE SOLUTIONS

Explore all available options and weigh up the pros and cons of each alternative. For example, voice AI assistants are great for payment reminders and getting a commitment to pay for small debt amounts, but a human agent may be more effective at negotiating an agreed payment plan with the customer. For your problem, identify whether or not AI is the right solution.

3 DEFINE YOUR SUCCESS CRITERIA

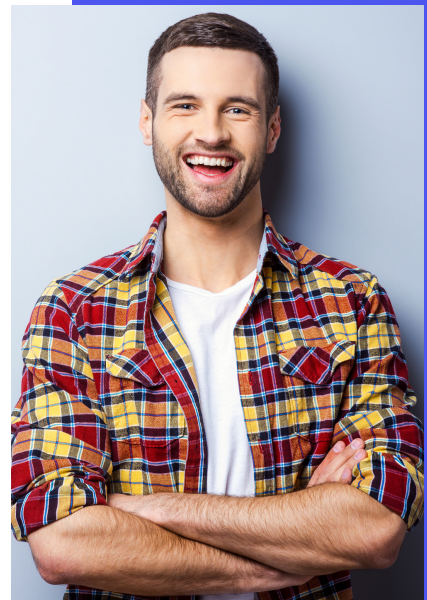
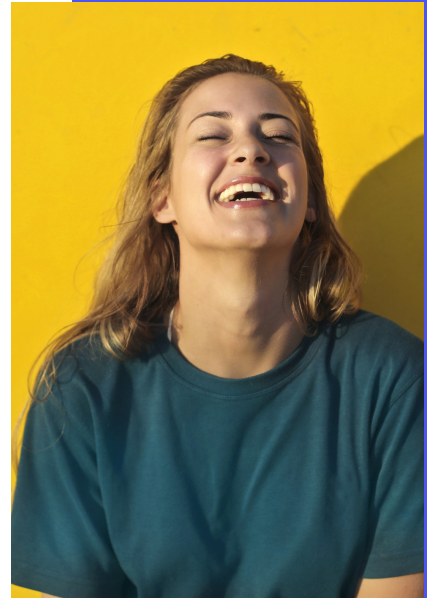
Think about what improvement will look like in quantitative terms for your organisation. Which metrics do you want to improve and, of these, which metrics matter the most when measuring your success? Cost-to-serve may be important and is a number you can easily track over time.

4 SET REALISTIC BENCHMARKS

Set yourself up for success. If you're looking to replace manual processes then compare your desired outcome against human benchmarks. If your contact rate with a human team is 40%, you might set your new rate at 70% to factor in the added speed and efficiency of your AI assistant.

5 LOOK AT THE ROOT CAUSE OF THE PROBLEM

Conduct a root-cause analysis to unpack your business problem. The more detailed you can be, the better your understanding will be of the core issue. Ask yourself, where does the issue lie? Is it with your people? Your processes? Or with your product?





10 ways towards AI success

6 DECIDE ON THE BEST AI SOLUTION FOR THE JOB

Draw up a list of your possible AI solutions. Then evaluate each solution to find which option is most likely to resolve your problem. Think about effectiveness, cost and whether the solution aligns with your business strategy.

7 START BUILDING HUMAN-AI STRATEGY

It's important to get your human team working well with your AI assistant and to build trust in the new technology. Having human-AI synergy will drive the best possible success for your support function – so it's vital to make sure you have team buy-in from the start.

8 GET YOUR TEAM INVOLVED FROM THE START

Giving your AI assistant a name and a personality makes it feel like one of the team. This helps your customers and human team engage more closely with the AI. Get your internal team involved in the creation process too. Ask them what name, voice and personality the new AI assistant should have. And give your new AI a clear job description.

9 SPOT OPPORTUNITIES FOR SUCCESS

Look within your team and your operations to search for improvement opportunities. Three common starting point could be: 1) Resolving or triaging incoming enquiries 2) Bottlenecks in the customer journey that are causing customer friction, or 3) Proactively reaching out to your customers.

10 AIM FOR HIGH BUSINESS VALUE

To maximise your ROI, make sure you prioritise conversations that have low operator value, but high business value. It's also important to choose the right channel to automate, so you meet the goals you've set for the project.



Curious Thing:

Voice AI that takes your customer journey to the next level

Our Conversational AI technology gives you a new competitive edge by enabling proactive communication and automated support at any stage of the customer journey.

Whatever your goal, our customised AI assistants are ready to provide a solution, helping you achieve the ideal ROI from your AI journey.

Book a demo