**AI, Chatbots and Voice Interactive Customer Service**

We humans are used to talking to machines now. The concept of talking to a computer or device that could understand us and talk back was until just recently confined to the realms of science-fiction. Today, anyone can find themselves in conversation with an AI-powered device or customer service bot and think nothing of it.

Below, we'll examine the rise of voice control and chatbots and see just how much of an impact they're having.
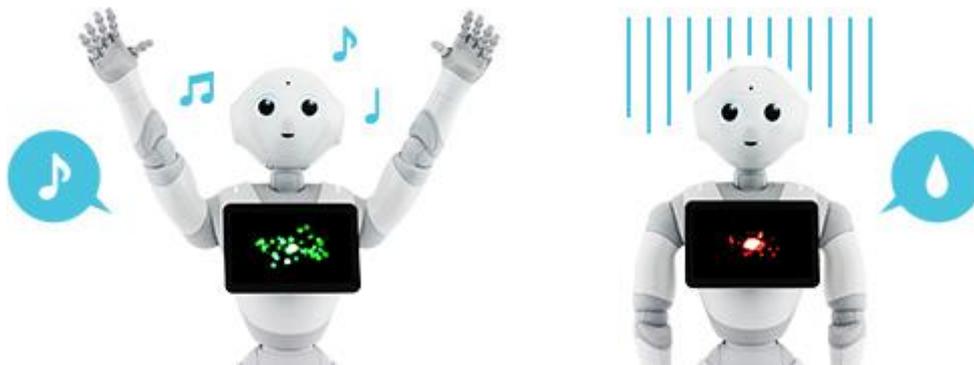


Image: courtesy of Softbank

**The Customer Experience**

The main focus for most companies is good customer relations. Customers want to feel valued pre- and post-purchase and a business can build loyalty by taking care of customer needs. This is where Artificial Intelligence (AI) can provide enormous value.

AI in a customer care environment can complement and harmonise with its human counterparts, both improving service and learning at the same time. Learning quickly, AI can provide customer service reps with step-by-step information on how best to resolve a query. Each interaction provides more beneficial information for an AI platform to integrate into its knowledge base.

[Allstate](#) – one of the biggest American insurance companies – has used AI in more than three million customer conversations in just over half a year. 'Amelia', as she is known, has already become a key part of customer service for the company. For representatives, this means a more streamlined process of resolving issues and, for the company, it has resulted in time and money savings.

In the voice-activated arena, Alexa is taking on more tasks for users looking to manage their day-to-day affairs. More and more businesses are using Alexa as a medium between company and user. Amazon is [pushing](#) their talkative creation more and more towards undertaking functions like paying bills, checking balances and chasing up orders. Because Amazon also fields the powerful Amazon Connect cloud-based contact centre, Alexa can interface with this platform without issue. This means quick responses to a customer's query with just a few words.

**Chatbots**

The chatbot is now a ubiquitous presence on many sites. Within moments of visiting, it's likely a window will open asking if you need any assistance. Whilst this is great for anyone with a query, it's also of benefit to companies too.

Chatbots offer customer service around the clock. They don't get overworked and they don't get tired. For the modern consumer wanting information immediately, this is a huge plus. Chatbots can also handle the most frequently raised issues, because they assimilate information as they learn and know the answer. Mastercard, Spotify and Pizza Hut are just a few of the companies using chatbots to interact with customers and fill orders. Learning chatbots, like those developed by [Liberty Apps](#), are enabling businesses to shift their human resources where they are most needed and improve the company as a whole.

As the technology grows, AI in customer service will only improve and grow. For customers, this will mean quicker, more efficient interactions, and businesses will see the benefits of a learning technology that complements the skills of its existing staff.

**Want to know more how AI and chatbots can help improve your customer's experience?**

To learn more about the benefits of AI and voice activated technology, [register now](#) for the Digital Transformation Event. Held at the International Festival for Business in Liverpool on the **27th June 2018**. Registration closes on 10th June, so don't miss out!