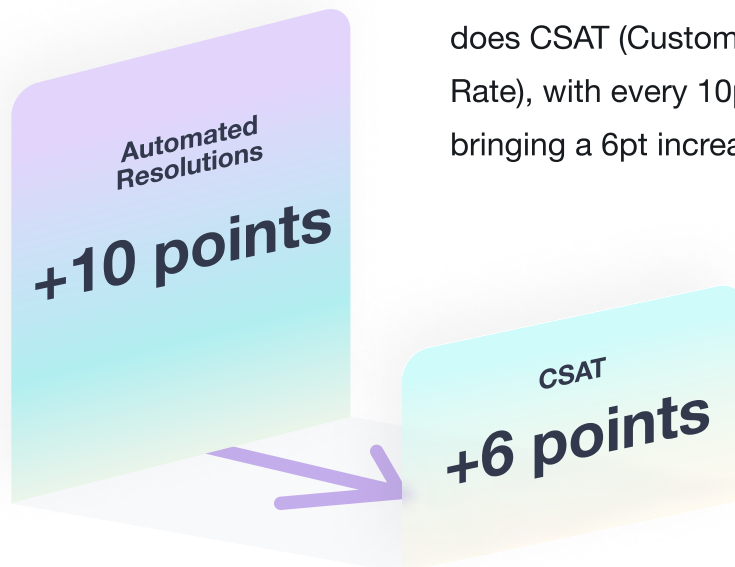


3 Trends for AI-first Customer Service in 2024

1. Automated Resolution (AR) is the customer service metric of the future

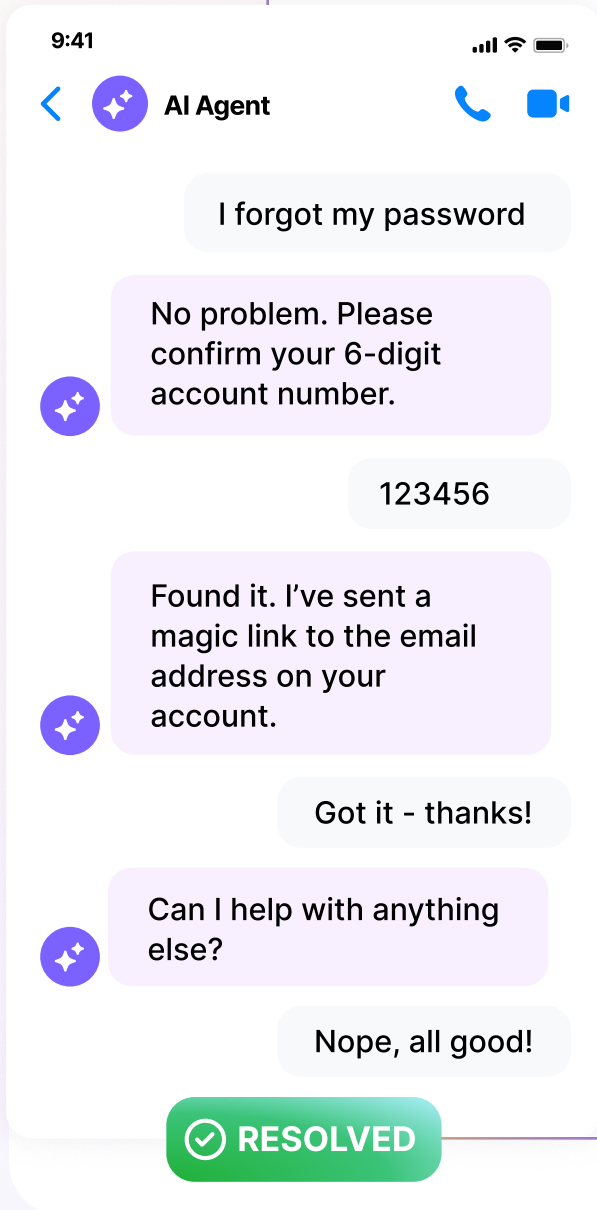
Automatically resolving customer inquiries leaves people more satisfied with the customer experience.

When the rate of AR increases, so does CSAT (Customer Satisfaction Rate), with every 10pt increase in AR bringing a 6pt increase in CSAT.¹



1. Time horizon for this data is the last 30 days. Only includes End Chat CSAT. Only includes customers on CSAT Pro. Only includes customers with 10 or more Automated Resolutions and 10 or more CSAT surveys recorded in the last 30 days. Data is based on an average.

Automated Resolution (or AR) refers to a fully automated conversation between a customer and a company that is relevant, safe, and accurate and does not escalate to a human agent.



Relevant: the AI agent effectively understands the inquiry and provides directly related information or assistance

Accurate: the AI agent provides correct, up to date information

Safe: the AI agent interacts with customers in a respectful manner and avoids engaging in topics that cause danger and harm

No escalation: the AI agent resolves the inquiry without any agent support

The AI agent assesses the conversation to determine whether a successful automated resolution did or didn't happen

“We use **Automated Resolution Rate** as a core KPI for our digital support team, and we are reporting it up to our senior leadership because of the efficiencies that we are driving throughout the business.”

— **Allie Hurley**, Head of Global Support

2.

A customer service automation revolution is underway:

The shift from information sourcing to intelligent reasoning

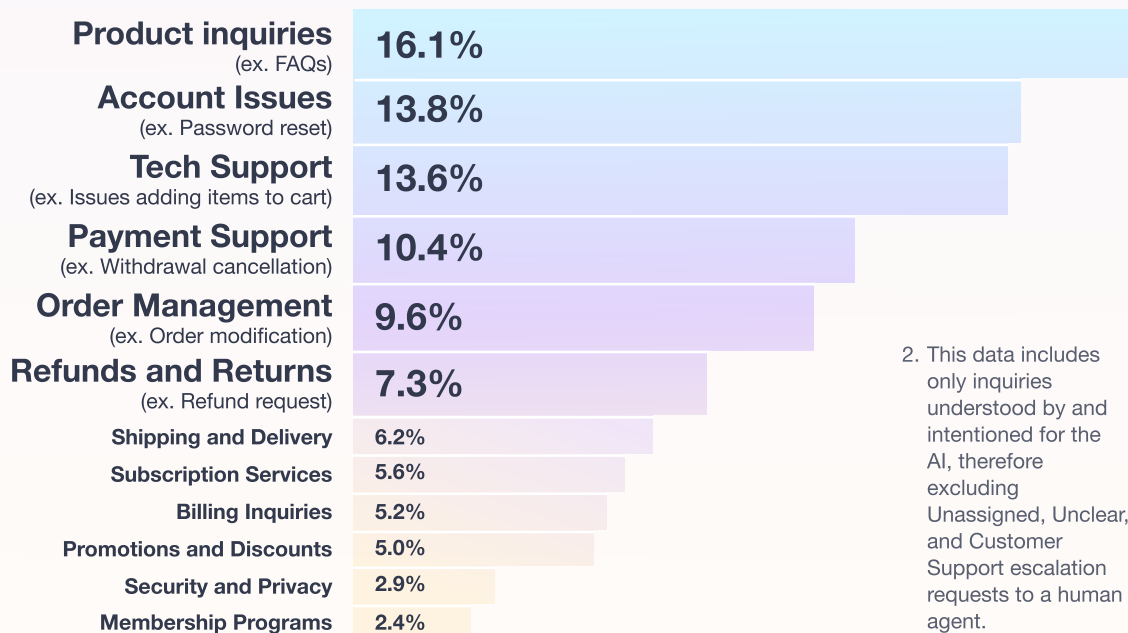
Customers understand AI’s capacity to share knowledge. FAQs are currently the most successfully automated use case with the highest conversation volume, but that may not always be the case.

Product Inquiries (FAQs) make up 16.1% of all conversations and maintain the highest Automated Resolution Rate (45.96% ARR)²

Action-oriented inquiries are in demand as consumers look to AI to do more than share information — they need AI to resolve issues.

The majority of high volume inquiries are action-oriented, requiring access to more than a knowledge base.

Percentage of total conversations by category



3. Generative AI will continue to change the game, moving companies off scripted chatbots to more sophisticated AI agents

Transitioning from a scripted chatbot to an AI agent can increase Automated Resolution and CSAT. Scripted chatbots follow predefined conversation flows, while AI agents reason and use generative AI and natural language processing (NLP) to understand, respond and action upon customer queries.

Generative AI unlocks capabilities that far surpass the scripted workflow experience of regular chatbots. As businesses make the switch to generative AI, customers will feel the impact on the customer experience.

CASE STUDY

Wealthsimple

Since moving from a scripted chatbot to a generative AI Agent:

ARR ↑2X

(Automated Resolution Rate)

CSAT ↑10%

(Customer Satisfaction Rate)

"**Our AI agent brings us closer to our customers**, reducing operational burden and increasing our automated resolution to help our team think about big picture levers we can pull to create a better client experience."

— **Paul Teshima**, Chief Client Experience Officer

Wealthsimple