

A hand in a dark suit jacket with a white shirt cuff is shown holding a glowing blue digital circuit pattern. The pattern consists of white lines and dots on a blue background, resembling a complex network or data flow. The hand is positioned on the right side of the frame, with the fingers gripping the edge of the glowing pattern. The overall background is a dark blue gradient.

ultimate.ai

## Customer Service in a Digital Age

Artificial intelligence for customer service in Chat, Email and Social

# Current situation of customer service operations

## Customer service is overburdened with rising consumer demands

- Agent work is manual, repetitive and stressful, suffering high turnover rates.
- Turn over rates are up to 300%
- Contact centres are growing 5-10% a year to cope with rising customer service demands.
- Customers are demanding fast service, anywhere, anytime.

**In the US alone, businesses are losing \$1.6 trillion a year due to poor customer service**



# Customer Service is a treasure grove of data

There is no job that is as logged and transcribed as customer services

- Hundreds of millions of conversations on a daily basis
- Data is stored, unstructured but valuable
- It comprises questions, answers, complaints, suggestions
- It's a mindmap of your business from your customer's perspective

# Tapping into unstructured data

## A language agnostic AI can structure your data

- At ultimate.ai we use deep learning algorithms to automatically cluster and classify millions of lines of unstructured conversations
- Bring your enterprise`s data to life revealing common cases, best responses, frequency, urgency and processes
- Our technology enables rapid transparency and data-usability at scale

# Augment and Automate

## Our second deep learning model

- Use newly structured data to train the second deep learning model
- Essentially, we are replicating the work of a customer service agent
- Support your agents with real time answer recommendations which drive efficiency gains

# Augment and Automate

## A learning path to automation

- As agents work with our technology by selecting and modifying suggested responses, our AI is constantly gathering labelled data
- It grows in accuracy through increased usage, increasing the value to our customers
- As our AI increases in accuracy, it eventually can completely automate cases, with some customers up to 80%

# The future of customer service

## A hybrid model where human beings work together with machines

- Advancements in deep learning and NLP technologies have made it possible for machines to recognise patterns in text, and in doing so, categorise and assign meanings to it.
- These technologies unlock a new world of data, in CS the data depth and granularity is unparalleled
- The global customer service industry is at a cross road and businesses recognise the opportunities
- The intelligent CRM will be the status quo, dependence on labour will be replaced by human plus machine hybrid model, reinforcing each other's strengths
- This technology will transform lower skilled work into higher skilled work, will increase output and reduce employee churn by increasing an agent's job satisfaction as they can concentrate on meaningful cases while automating the repetitive, simpler cases.

A hand in a dark suit jacket is shaking hands with a digital circuit pattern. The circuit pattern is composed of white lines and dots on a blue background, resembling a complex network or data flow. The hand is positioned on the right side of the frame, reaching towards the left. The background is a solid blue color.

# ultimate.ai

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