



10 Point Checklist

How Intelligent Virtual Agents Complement and Improve Live Chat Systems

Intelligent Virtual Agents (IVAs) are gaining fast adoption in the marketplace with Gartner predicting that 30% of online conversations will take place using smart machines by 2018. Many companies use live chat as a customer support tool and it is an effective tool for deflecting calls from the contact center. However live chat relies on human-assisted resources to answer customer questions; many of which could be answered via an automated care system.

IVAs have been proven to enhance the customer experience, reduce customer support costs, and increase sales when used alone or in support of live chat systems. Today many companies are using IVAs to support their live agents and increase productivity in their contact center. The result is a fully functioning customer engagement hub which is an overall business strategy to synchronize systems across departments, processes and the customer journey so you can provide personalized and consistent self-service across channels.

If you are currently using a live chat system and are thinking about intelligent virtual agent technology, here are ten ways IVAs can be used to complement and improve your live chat system.

10 Ways IVAs Complement Live Chat Systems

| What Customers Want | What IVAs Provide |
|------------------------------|---|
| On-Demand Support | 1 IVAs are available on-demand 365 days of the year at all times. Therefore, customers can get virtual help anytime they need it. |
| Personalized Information | 2 IVAs can be integrated into any backend system including CRMs like Salesforce and Siebel, ticketing systems or any other platform that is important to your business. This enables you to provide personalized information to each customer. |
| Anywhere Customer Service | 3 IVAs can be deployed on virtually any device and in any environment. This includes web, mobile, social, contact center, kiosks and IVR channels. |
| Easy and Seamless Escalation | 4 If customers require human assistance, IVAs can right channel customers to live chat, call center or IVR channels. All of this can take place within the same chat window and requires no extra effort on the part of the customer. |
| Not to Repeat Themselves | 5 IVAs can pass their conversations through to live agents so that customers don't have to repeat themselves over and over again when escalated to a different channel. |
| First Contact Resolution | 6 IVAs can help live agents solve problems faster by asking questions that help the live agent access the right information specific to the customer's question. |
| Shorter Wait Times | 7 Live chat agents can only talk to three or four people at a time. IVAs can talk to thousands. Therefore, less people will need to engage with live agents and more people will get answers to their questions fast via the IVA. |

To Speak Naturally

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IVAs engage customers using natural language so that customers can ask questions in the same manner in which they would ask a live agent. It's just like talking to a live person.

Multilingual Support

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IVAs can be deployed in any language enabling brands to quickly implement a global customer support tool to manage their digital channels.

Help with Purchases

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IVAs not only improve the customer experience, but can increase sales by recommending products or services or facilitating transactions. By doing so it can help you find new customers while deepening the engagement with current ones.

Why Creative Virtual?

Creative Virtual is a world leader in self-service and intelligent virtual agent solutions with global organizations using our award winning V-Person™ platform. V-Person uses advanced Natural Language Processing (NLP) and Artificial Intelligence (AI) technology to improve the customer support experience, increase sales, reduce costs and build brand loyalty.

To learn more about how our smart technology can improve the success of your customer support strategy, contact us at infousa@creativevirtual.com or visit our website at www.creativevirtual.com/us.