

Why an AI-Human Hybrid Offers Brands The Best Customer Care Chatbot

Conventional wisdom holds that artificial intelligence (AI) will completely transform the customer experience. AI does not yet provide the answer to every customer care question, but the technology is evolving so quickly that its emergence as an everyday tool is just around the corner.

While we've seen significant progress in how AI can process and identify incoming data, the remaining challenge is contextualizing this data – a fundamental requirement for deploying AI as a conversational tool.

Indeed, current AI-based customer care chatbots still require human intervention to help provide that context and understand the bigger picture.

Aside from the contextualization conundrum, however, AI's speed, accuracy, and ability to scale are undeniable. By combining AI-based chatbots with humans, each medium's strengths can complement the other, leading to more helpful and efficient customer care experiences.

How an AI-based chatbot helps humans care agents

It augments human intelligence

AI enhances human-based customer care by delivering only relevant data and insights to the human care agent who is interacting with the customer. An AI-based customer care chatbot analyzes large amounts of customer data much more quickly than human care agents ever could, while highlighting only the most relevant details based on the nature of the inquiry. This enables the human care agent to respond immediately without needing to track down other information.

As AI learns from every care agent interaction, it leverages this stored knowledge to continually improve and suggest more relevant answers to human care agents. This might include suggesting the best course of action based on a customer's history with the company.

It enhances existing human capacity

Thanks to interactive hybrid solutions in which humans collaborate with bots, AI can scale human capabilities. Customer care chatbots are able to handle initial customer inquiries, since the majority of these are relatively straightforward; but if the chatbot cannot effectively handle a particular inquiry, the chat is quickly passed to a human care agent via an automated process flow. This allows for a seamless continuation of the care experience.

Through this combination of chatbot and human intelligence, companies can handle more interactions than they could with a human-only workforce.

Beyond that, an AI-human hybrid solution can help companies prioritize certain cases if the customer is particularly important or the situation requires immediate action. The result? The ability for brands to allocate their resources more effectively, which cuts wait times and leads to better customer experiences.

What value does an AI-human hybrid solution create?

Scale care capabilities to meet rising customer demands

In today's digital age, customers have more control – and higher expectations – than ever. To compete in this new world, harnessing a hybrid solution isn't something brands should consider, it's something they *must* consider.

Using the existing power of AI and automation to overcome human limitations when it comes to accuracy, speed, and data analysis will – and in many cases, already is – enable faster, more targeted customer service.

Reduce risk of negative customer experience

Hybrid solutions mitigate the risk of frustrated customers interacting with an imperfect AI-only care agent, which would likely have resulted in a mediocre customer experience.

Help build AI into organizational structure

Hybrid solutions familiarize the business with the early challenges of AI adoption. This helps the business to prepare for a future of working with AI, ensuring the right people and technology are in place to drive the AI revolution.

Great expectations, greater promise

Today's companies face an AI transformation. In order to adapt, companies must find the sweet spot necessary for deploying AI technologies.

An AI-human hybrid chatbot solution allows care teams to gradually integrate AI into customer care operations, addressing the delicate balance of introducing innovation while enhancing performance. This allows companies to benefit from AI's current capabilities while technology continues to evolve.