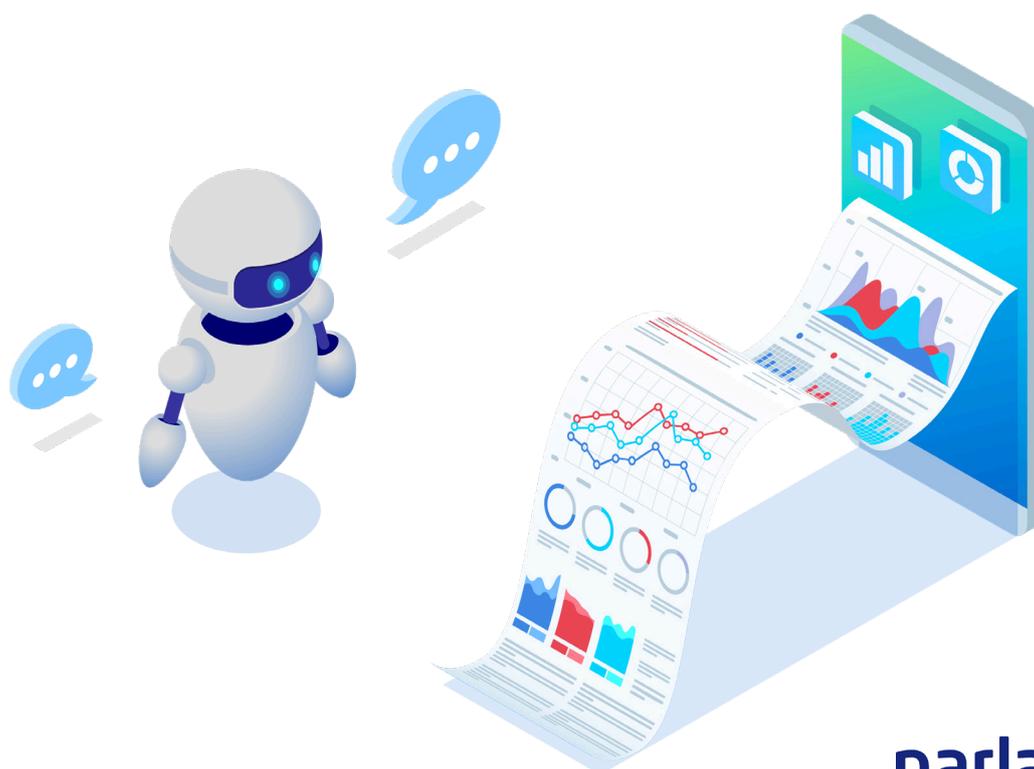
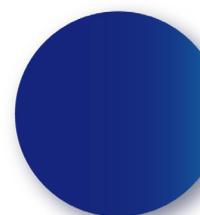




INTELLIGENT AUTOMATION FOR E-COMMERCE

# AI in Customer Service ROI Guide

Minimize Costs  
with Artificial Intelligence



**parlamind**



# When Man and Machine Work Together

Intelligent machines have already become an integral part of our everyday lives in times of digitalization. Companies in particular are increasingly exploiting the potential of AI-based automation to enhance the quality and efficiency of both their internal and external processes.

Those business areas in which people have to perform cognitive work based on large amounts of data are especially reaping the benefits of artificial intelligence. For example, customer service where a large volume of data is processed.

With our ROI guide “AI in Customer Service”, we want to show online merchants the added value that is generated when man and machine work together in customer service. What’s more, you’ll discover how the return on investment can be increased for the entire organization in a concrete, measurable and sustainable way by using intelligent automation. I hope that our guide will help you to successfully follow the path towards the automated support of your communication.

**Dr. Tina Klüwer** is CEO and Founder of [parlamind](#), a company dedicated to efficient customer service using artificial intelligence. She is active as an expert on the Bundestag’s Enquete Commission for Artificial Intelligence and as a board member of the German AI Association.



# This Guide Will Provide Insights into the Following Issues

Why **customer service** plays a pivotal role in the success of your online business

Why **customer service in e-commerce** is the optimal starting point for intelligent automation

How **artificial intelligence** helps you exploit the full potential of your service team

How to explain the unbeatable **ROI of your AI solution** in customer service

How much you can **save by using automation** in your contact center

How **intelligent automation in customer service** increases profits for your online business

# 7 Reasons for Using AI in Customer Service



**1** | Excellent customer service is a key element for the **success and competitiveness** of your company, **especially in e-commerce**.

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**2** | Artificial intelligence solves many customer service challenges and leverages the **full potential of your service team**.

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**3** | Automation creates **real added value for online commerce** through the intelligent collaboration of AI and agents in customer service.

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4

Your AI solution can deliver an **unbeatable ROI** in customer service by minimizing costs and increasing profits for your online business.

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5

Automation optimizes processes and increases **scalability** in support. Your customers can rely on **faster answers** and round-the-clock **availability**.

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6

Your AI solution can offer you attractive **potential savings**. You will find a sample calculation in this guide.

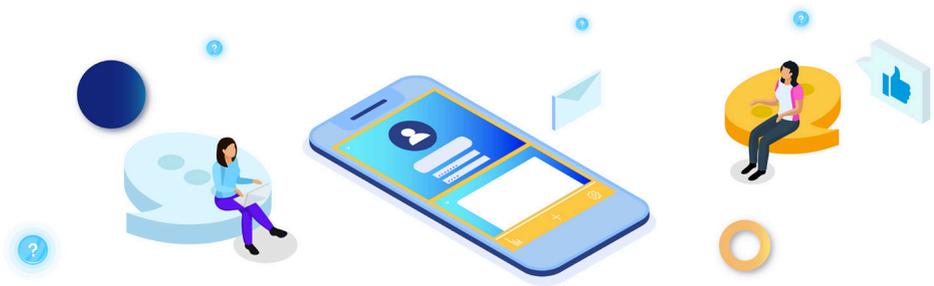
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With artificial intelligence, you can achieve cross-channel standardization and boost **service quality**. This strengthens customer relationships and opens up new sales opportunities.

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# Exceed customer expectations...



— “Great, fast service combined with friendly, competent support. I will definitely recommend them to others!”

Many e-commerce companies would dream of such a review. And not without reason, as outstanding service is one of the most crucial success factors. This is especially true in e-commerce, where customer contact is entirely at a distance.

What’s more, the demand for service quality is growing. According to [current studies](#) on customer experience trends, customer expectations are constantly rising while customer loyalty is waning.

Having an excellent customer experience gives you a unique competitive advantage now more than ever. However, in order to continue to successfully differentiate yourself from your competitors, you need to invest in intelligent solutions that deliver consistently better customer service.

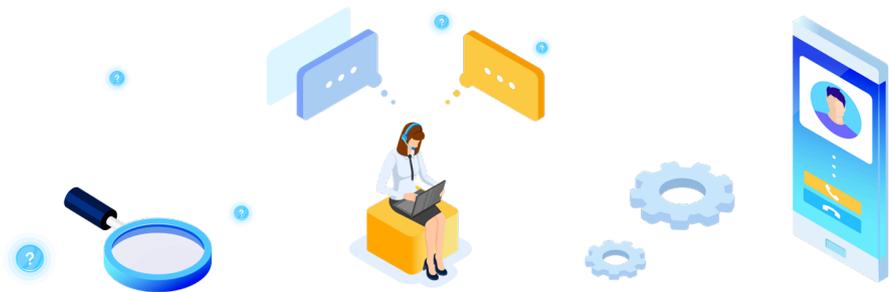
# ...and reduce costs at the same time.



According to [Forrester Research](#), intelligent automation technologies are among the strongest trends in customer service. However, the financial benefits of using AI in customer service are often intangible for companies. And yet, the benefits can be quantified using a key figure that is probably familiar to every manager: return on investment.

In concrete terms, this means that artificial intelligence in customer service not only increases quality; it also significantly reduces costs. This way, you can expect your AI solution to give you an unbeatable ROI. This ROI guide shows you exactly how to determine the financial benefits of intelligent automation in customer service.

# Customer Service in E-Commerce



## A strategic lever for the entire company

The contact center in e-commerce companies is where the majority of customer interaction takes place via a wide variety of channels. Far more so than in stationary trade, customer service in e-commerce plays a decisive role when it comes to interacting with customers.

**— It's not unusual for the customer department to become an area of tension that presents many challenges for the company.**

Given this key role, customer service in e-commerce carries a great deal of responsibility. The contact center is the place where the interests of the company (efficiency and speed) and

the expectations of customers (quality and availability) come together.

To meet this requirement, service teams should be optimally equipped and correspondingly efficient. However, reality often looks very different.

## The needs of your customers

### — 6-15 seconds

is the time span within which customers expect an answer to their **chat request**.  
[\[freshworks\]](#)

### — 80%

of all customers want a response to their email in less than **an hour**.  
[\[Toister Solutions\]](#)

### — 75%

**of consumers** expect the same response time in the evening and at weekends as during normal business hours. [\[Forbes\]](#)

## The reality in the service center

A study conducted by [Oxford University](#) revealed that the satisfaction of customer service agents has a direct impact on a company's sales figures.

About 1,800 employees in contact centers were interviewed over a period of six months. The choice of this test group was no coincidence: customer service teams in particular suffer from stress at work.

- | Overwhelming flood of information
- | Monotonous work tasks
- | Lack of resources
- | Enormous time pressure
- | High customer expectations
- | Constant performance measurement

## The relevance for business

A high churn due to dissatisfied employees, easily avoidable mistakes and lack of productivity are not uncommon where direct dialog between you and your customers takes place: in customer service.

### — 1 of 3

**customers** would stop doing business with a brand they loved after **only one bad experience**. ([PwC](#))

### — 7 x

The cost of acquiring a new customer is **seven times more expensive** than retaining existing ones. ([Forbes](#))

### — 86%

of buyers are willing to **pay more** for a great customer experience. ([SuperOffice](#))

## **— Using intelligent automation means releasing the full potential of your service team**

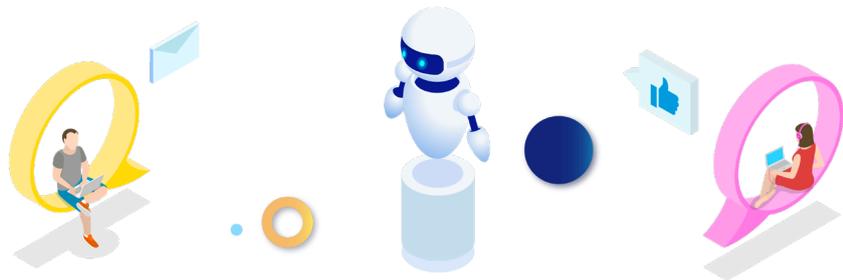
In e-commerce, how successfully your customer service cooperates is a decisive factor in determining the success or failure of the company. For this reason, use customer service as a strategic starting point and ensure that your business benefits in three ways:

- | Boost long-term customer loyalty**
- | Design work processes in the customer center more effectively**
- | Generate financial benefits for the entire organization**

With the help of automation, e-commerce companies solve customer service challenges while increasing quality and delivering financial rewards. This intelligent optimization process begins with more efficient workflows and relieving the burden on your employees.

# AI and Service Staff

## — An Unbeatable Team



The introduction of artificial intelligence in customer service does not always mean fewer human employees. On the contrary, AI and agents should work together intelligently to tap the full potential of your service team.

**— The real added value lies in the collaboration between artificial intelligence and your service staff.**

Monotonous activities result in lost time, reduced productivity and increased frustration within customer service teams. Intelligent automation allows employees to delegate many

routine tasks and simple customer inquiries to AI. Especially in first level support, chats, voice bots and email assistants significantly facilitate the service team's work.



## DATA

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AI learns historical data in the form of emails, telephone conversations or FAQs



## ANALYSIS

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AI analyzes the information using algorithms and assesses newly incoming communication based on the historical data



## AUTOMATION

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AI uses analysis results to make recommendations to agents and takes over standard requests and routine procedures

# Automation in Customer Service

## How to Benefit from the Maximum ROI



Will this investment really pay off for our company? This is probably the most important question for anyone wanting to optimize their contact center using AI technology. The answer is a resounding yes! This is because AI solutions enable companies to benefit from a particularly high ROI.

How is that possible? Put simply, automation helps to minimize personnel costs in your contact center while simultaneously ensuring that your service team works more efficiently. In other words, more tickets are resolved in less time.

In the following sections, you will learn which parameters can be used to measure the cost and efficiency of your customer service and how AI improves each one.

# Benefit of Using AI: Cost Savings



If you want to identify the long-term financial benefits of using intelligent automation, you should take a close look at the cost efficiency of your department. The greatest savings potential of automation in customer service is embedded in the parameters related to **work processes** and **scalability**.

## — Resolved tickets

Your AI takes care of standard requests and routine operations, while your service employees can devote additional time to more complex customer inquiries. All in all, the service team (in cooperation with AI) can successfully process more tickets and close more customer inquiries.

## — Ticket volume by channel

Automation gives you the ability to better control the ticket volume of traditional channels. For example, chatbots reduce the number of calls and emails that an agent has to answer in the customer center. As a result, the ticket backlog shrinks significantly.

## — First response time

Simple inquiries are answered automatically around the clock and in real time. You can bid farewell to waiting times and ticket backlogs in customer service. Your customers can count on faster answers and increased availability.

## — Error rate

AI always draws on an up-to-date knowledge base, works extremely fast without making any mistakes. In addition, it can provide your agents with correct response options, which also prevents subsequent errors.

## — First contact resolution rate

A high first contact resolution rate means that the customer inquiry is resolved during first contact with the support without the need to open additional tickets. Your customers do not need to ask for support through other channels. This way, the ticket volume on all channels is reduced.

## → Cost per ticket

Your contact center operates more efficiently and productively with the same number of employees. Overall, you benefit from a lower cost per ticket and reduced costs per contact.

# The Potential Savings in Figures

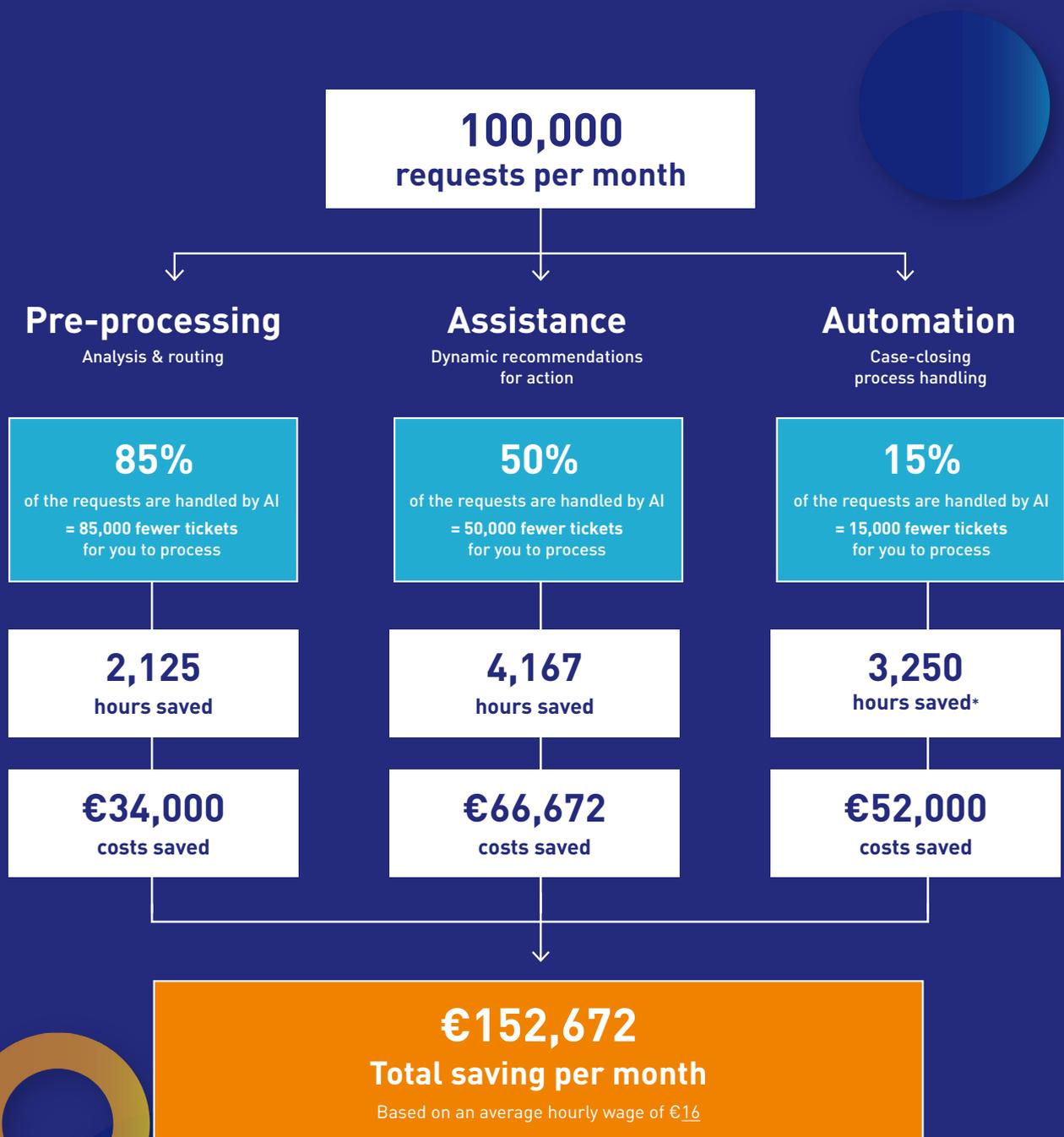


Using our simple ROI calculation model, you can find out what return on investment you can achieve with your individual automation solution in customer service.

Determining the ROI of your AI starts with the question of how many inquiries your contact receives in a given time period. Identify the percentage of simple requests that can be resolved by your chat/voicebot or email assistant as opposed to more complex inquiries that should be dealt with an agent.

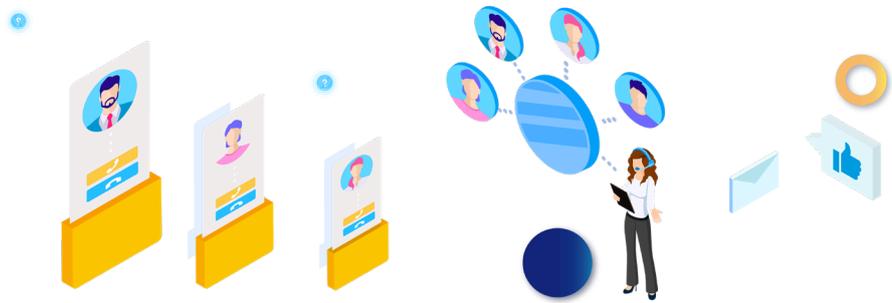
On average, how much time does an agent need to assign a simple request to the right place or to answer it themselves? These processes correspond to the time you save by using your AI solution. The hourly wage per agent in your contact center is the final figure for calculating the potential savings.

# The Potential Savings in Figures



\* Based on a total processing time of 13 mins per inquiry/ticket as an average of the average processing times for phone inquiries (6 mins), chat (13 mins) and email (20 mins).

# Benefit of Using AI: Value Creation



How can you achieve greater efficiency in customer service through artificial intelligence? To do this, you should first understand how your customer service currently operates without automation.

Your contact center is part and parcel of building and maintaining a valuable relationship with your customers. It's the **agents** in your customer center who listen to your customers, understand their needs and solve their problems.

Only customers who receive a **high quality of service** are satisfied customers. And it's only satisfied customers that are willing to **recommend** your company or agree to an **upsell**. This is where AI really comes into play.

## — Agent satisfaction

The more you relieve your employees of tasks that hinder motivation, the better they perform. For your agents, using artificial intelligence means less monotony, fewer inquiries per day as well as more time and energy to provide high-quality service in direct customer conversations.

## — Resolution time

The resolution time indicates the average time from the moment the ticket is opened until it is resolved. This value directly influences how satisfied your customers are with the service. Increased efficiency through automation therefore means more satisfied customers and more resolved tickets for your customer service.

## — Customer satisfaction

Your customers will appreciate excellent service quality combined with fast solutions to their problems and minimal waiting times. You'll receive better reviews and positive comments on public platforms as well as increased loyalty and more referrals.

## — Business intelligence

AI provides valuable insights by analyzing the tickets. This way, you identify potential for optimization in your customer service, facilitate personalized customer dialogs and create the ideal basis for cross-selling and upselling.

## → Customer Experience

Being able to provide the highest level of quality in every interaction with your customers. This strengthens existing customer relationships and opens up new sales opportunities.

# Prepare your Company Today for Tomorrow



Intelligent automation results in lower costs per ticket and added quality per customer contact. In this manner, AI exploits potential that is not limited to customer service alone, but rather helps the entire company to grow.

Investing in the cooperation between man and machine is an important component in creating a future-proof infrastructure in your company. Prepare now for the digital future and secure sustainable competitive advantages through intelligent automation in customer service.

## — Free demo

Artificial intelligence made in Germany and 100% compliant with GDPR

[Get your free demo now](#)



# About parlamind

We help companies to successfully manage the growing volume of communication and business tasks across channels through the use of artificial intelligence.

parlamind stands for high-quality, automatic processing of text and voice messages as well as reliable analysis of them. To achieve this, we rely on innovative technologies and the latest research results in the fields of artificial intelligence and speech processing "made in Germany".

Founded in 2015 in Berlin and supported by numerous research partners, parlamind offers its customers solutions to increase the quality and efficiency of customer service in the chat, email and telephony channels.

parlamind has been part of the 4TechnologyGroup since July 2018. The 4TechnologyGroup is an association of technology companies from the communications and AI sectors. Organizations across the globe in the fields of e-commerce, information and communications technology, energy, logistics and finance use parlamind's automation solutions "made in Germany".

## Got any questions?

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