



Call Centre Helper

Simplify your Self-Service Strategy.

February 2022

Familiar self-service in our daily lives.



Self-service

...behind the scenes.

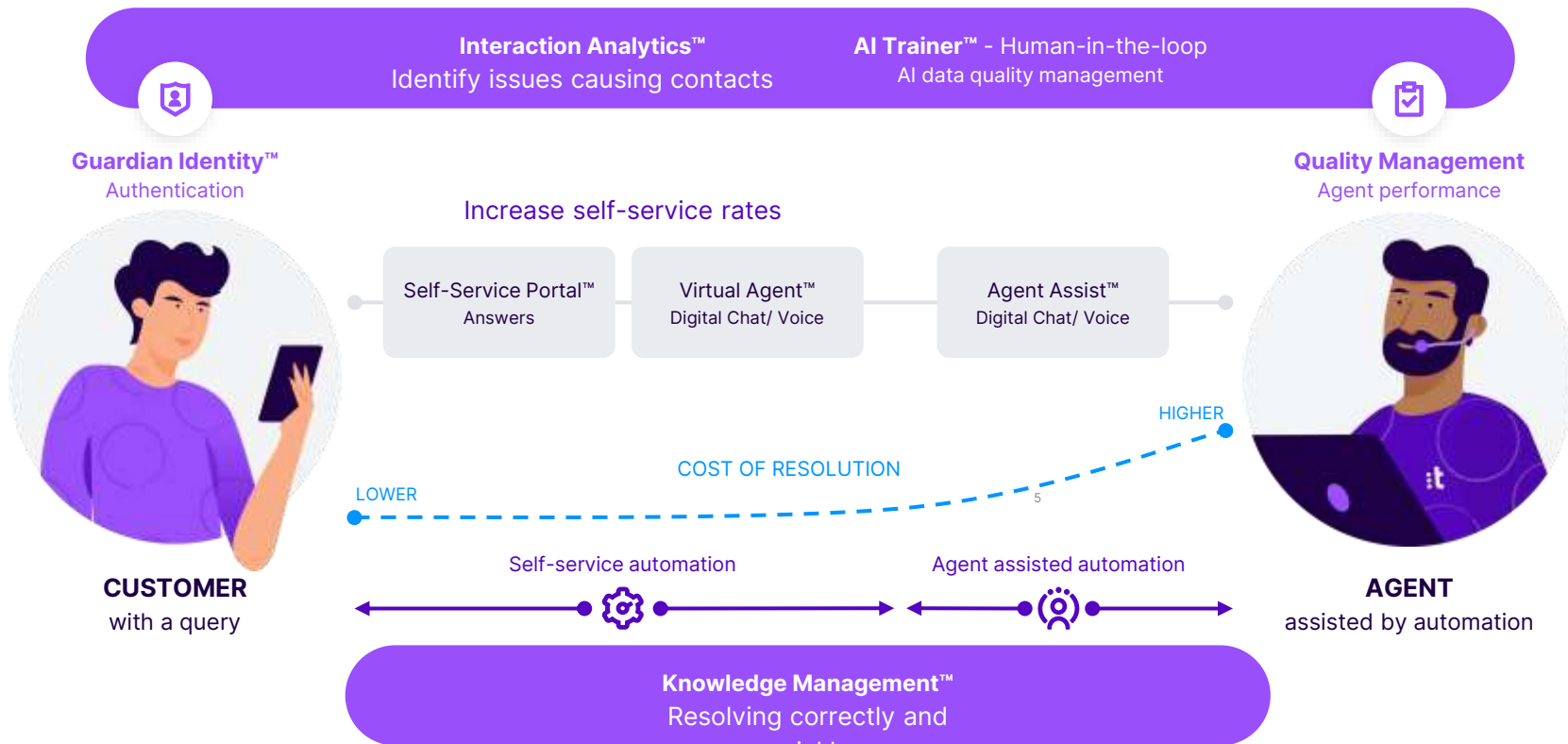
The self-service economy is reinventing customer service.



Customers want digital autonomy and increased self-service options.



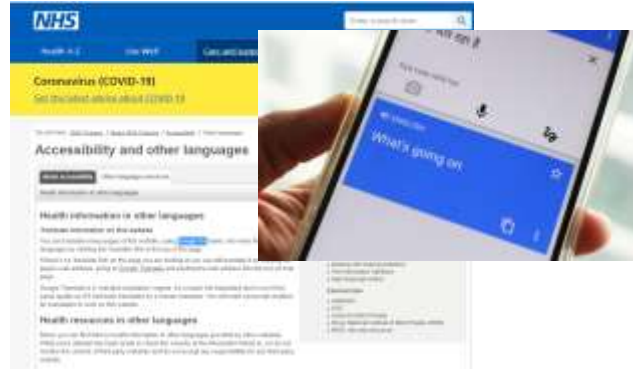
Self-service works when you automate tasks that will reduce handling time.



AI-powered automation is already breaking down communication barriers.

Bloomberg

Bloomberg uses an AI translation service to instantly share breaking news in 40 different languages.



The NHS is actively promoting Google Translate to help people get access to information.



Apple is making their AI-voice assistant Siri more accessible to people who suffer from speech articulation disabilities.

The same AI technology can be used for customer service self-service automation.

Natural Language Processing (NLP)

Speech & text recognition

Real-time transcription & translation

Natural Language Understanding (NLU)

Vocabulary customization

Cognitive search

Natural Language Generation (NLG)

Intent detection

Sentiment detection

The anatomy of an interaction: AI-powered Virtual Agent will decode unstructured human speech.



Is the Model A SuperElectric car available for pre-order?

UTTERANCE

Is the Model A SuperElectric Car available for pre-order?

ENTITY

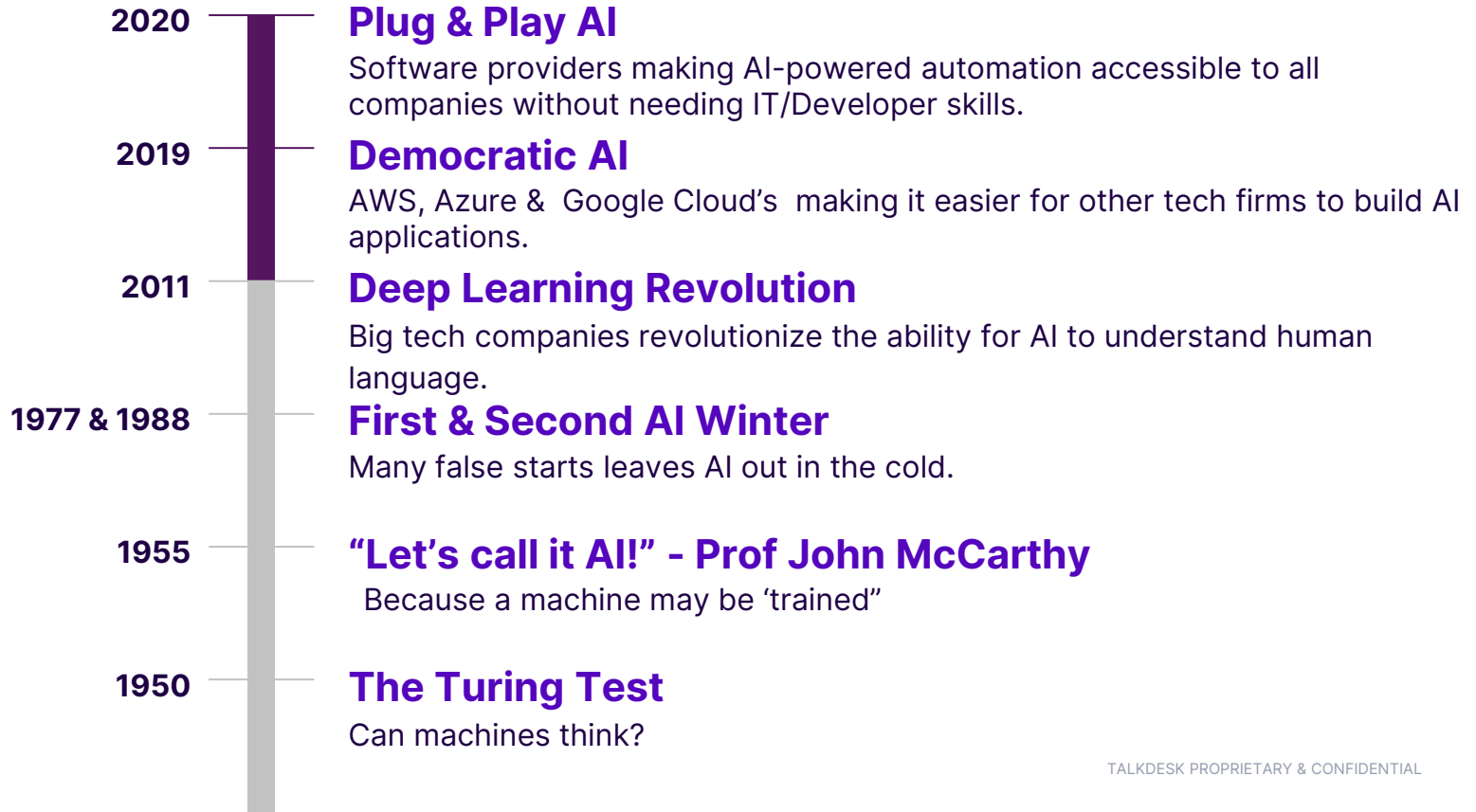
INTENT

No technical expertise needed to implement plug & play AI to automate self-service.



- No programming or coding needed
- Avoid the hassle of an IT project
- Ready to use

The era of plug & play AI is here.



Self-service automation in customer service is not optional.

But start by automating what is necessary.



Tasks with little demand for human judgement



Tasks requiring low-levels of empathy



Tasks handling high volumes of data

What to do before flicking the self-service automation-on switch.

- Define the essential repetitive tasks that should be automated
- Set handling time reduction targets
- Design your automation journeys
- ...And don't call IT - because you don't need to! **#NoCode**





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Thank you!