

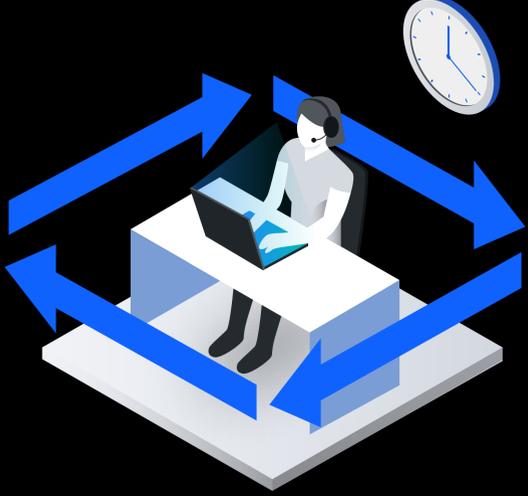
# How AI improves customer and agent experience

## Monotony and frustration drive agent turnover

Customer service agents often spend their days addressing the same customer issues over and over. This monotony creates disengagement and agent attrition. For a business, that turnover is costly.

Employee turnover costs approximately \$15,000 per departure.<sup>1</sup>

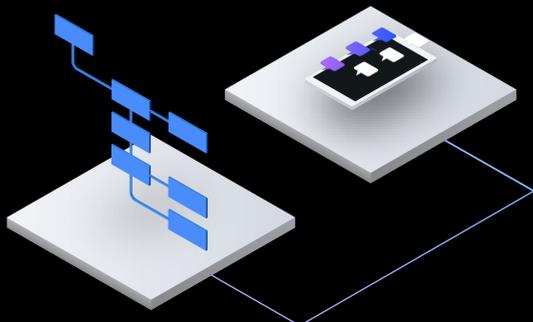
Frustration also comes from information being distributed across multiple systems and departments. Failure to find the right answers fuels agent turnover and leaves customers with a bad experience. Watson Assistant and Watson Discovery provide AI solutions that can help.



## Letting AI manage repetitive customer inquiries

Watson Assistant, a conversational AI platform, works across any application, device or channel to give customers fast, accurate answers. Watson Assistant learns from customer conversations, improving its ability to resolve issues the first time.

Virtual agents increase agent satisfaction by an average of 7%.<sup>2</sup>



For customers, this relieves the frustration of long waits to speak with an agent, tedious online searches and chatbots that deliver little more than simple answers to FAQs.

For your agents, Watson Assistant helps them stay engaged and empowered to solve complex customer needs.

## AI-powered search helps agents respond to complex queries

Complex queries may require an agent, yet Watson Assistant still plays a role. It can help agents answer questions faster and with more confidence. When paired with Watson Discovery using a “search skill,” Watson Assistant delivers accurate information drawn from enterprise data. Using natural language processing to understand your industry’s unique language, Watson Discovery finds answers fast.



Chatbot-augmented agents reduce handle time by 10%.<sup>3</sup>

## AI-powered customer service in action

GM Financial replaced a basic FAQ chatbot with Watson Assistant. Automating customer inquiries and enabling agents to focus on more engaging and complex customer issues helped boost agent and customer satisfaction.

[Watch the full video.](#)

The Clerk of the Superior Court in Maricopa County in Phoenix, Arizona receives thousands of service requests daily from its 4 million residents. They used Watson Assistant to use AI to better answer customer service questions and Watson Discovery to extract information from documents that could answer more complex questions. In the first month, Watson Assistant handled around 70% of conversations without human intervention, and agents saved roughly 100 hours of handling inquiries directly.

[Read the Blog.](#)



Are you ready to improve customer experience with AI?

Add customer self-service to your business, no matter its size or industry. Watson makes it easy with solutions for every business, from an organization of one to a very large enterprise.

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1 2020 Retention Report, Work Institute

2 The value of virtual agent technology, IBM Institute for Business

3 The Total Economic Impact™ Of IBM Watson Assistant, a Forrester Total Economic Impact™ study commissioned by IBM, 2020