Watson Assistant for customer self-service

Watson Assistant for customer self-service automates the customer experience with an AI assistant that knows when to provide a direct answer to a common question, reference more generalized search results or escalate to a human agent. Watson understands end users’ questions in natural language and enables an intuitive, human-friendly interface for your customers. Watson Assistant builds conversational support interfaces into any application, device or channel, creating a unified and consistent experience for customers.

Key Benefits

• Watson Assistant can be integrated directly into your voice channel, using voice capabilities to sit beside or even replace legacy IVR solutions.

• Only Watson Assistant can identify new topics from existing customer chat or call logs, highlighting gaps in training and empowering organizations to continuously improve their customer service experience.

To successfully deploy Watson Assistant for customer self-service, you need:

IBM or business partners + IBM Watson technology = Robust customer self-service solution

Solution elements:

Add-on voice capabilities with Watson Speech to Text

Watson Text to Speech

IBM Voice Agent

AI chat with dialog skill

AI search with Watson Discovery add-on

Connect to an agent via your service desk integration

Content management systems

CRM systems

Agent for escalation