## Self-service customer support: a winning choice!

# What is self-service customer support?

It is a proactive service in which the clients have everything they need to answer their questions autonomously and immediately - without needing to contact a company representative.

## How to make it available?



#### Knowledge Base

Creation of a topic-based Knowledge Base on the website, including FAQs (Frequently Asked Questions), guides, articles, how-tos, and instructional videos.



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#### Automation

Automation with intelligent Chatbots (with the possibility of escalating to a live agent when needed).

# Why invest in this strategy?

### **9**0%

of customers worldwide expect brands or organizations to have an online self-care portal. (Microsoft)

### **91%**

of companies identified web selfservice as a relevant investment focus. (Customer Contact Week)

### **50%**

of customer self-care searches will be done through a virtual assistant, predicts Gartner.

### 81%

of consumers across all industries try to solve their issues themselves before speaking with a brand representative. (Harvard Business Review)

#### **92%**

of people use search engines to find information.

### **60%**

of the Portuguese banks' and financial institutions' customer service is done by bots.

## 4 main advantages of self-service customer support



Increased customer and employee satisfaction



Increased operational efficiency



Fast answers to the most common issues



24\*7\*365 access from anywhere and on any device

## What are the main reasons for offering self-care tools/channels?



Improve customer experience

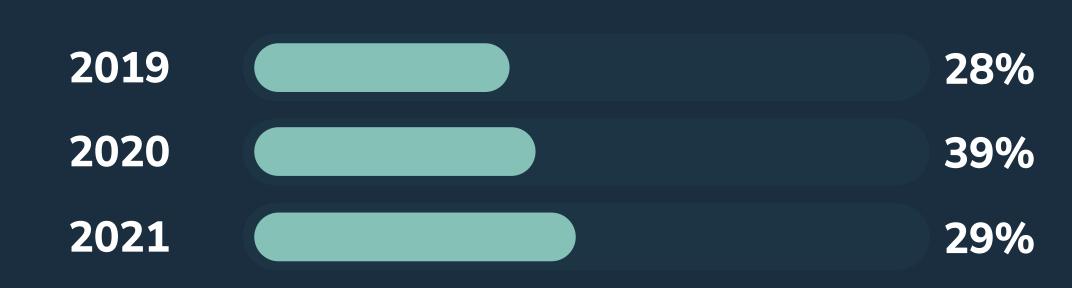
## Customer "Appetite" for digital solutions



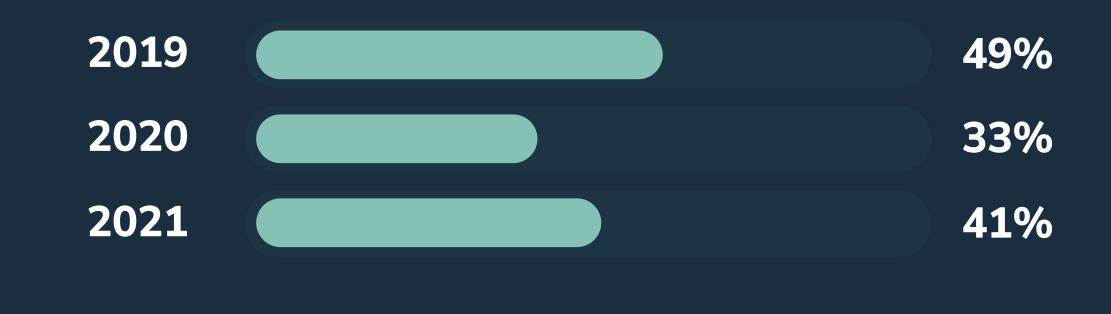
#### **Cutting of costs**



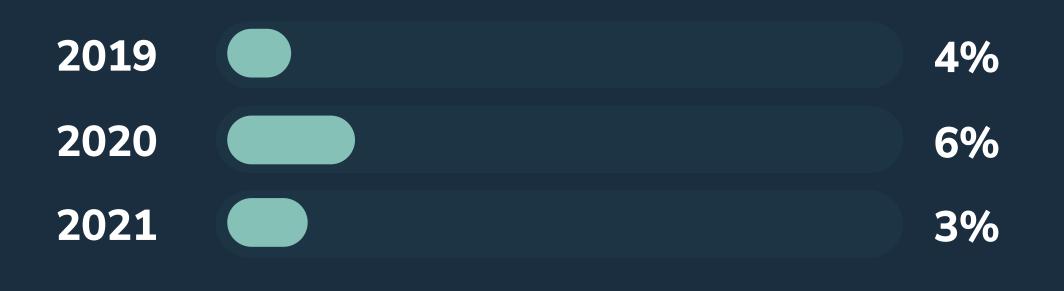
#### Improve business/sales opportunities.



#### Improve Agent Performance Operator/Contact manager



Other



APCC 2022 Study (Portuguese Association of Contact Centers)

Ten commandments to make it work:

<b>01</b> Make it easy and intuitive to get to the desired information.	O2 Keep your information enriched and updated.	03 Use Artificial Intelligence for greater customization and accuracy.	04 Provide different communication options (buttons, free messaging, voice calls).
<b>05</b> Provide a great experience, regardless of the channel.	06 Capture information, history, and metrics for further action/ improvement.	<b>07</b> Be as comprehensive and complete as possible to not disappoint expectations.	08 Have associated workflows for process optimization.
09 Have a back office that doesn't require technical knowledge.	10 Ensure security and compliance with current standards.		

Visor.ai Customer Service Automation

Understanding and addressing customers' needs and preferences is critical to their satisfaction and loyalty. In the digital age we live in, self-service is increasingly one of them, allowing their empowerment and independence in finding solutions.

You can count on the Visor.ai platform to leverage all the advantages of selfservice customer support.

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