

Help customers find the answers they need quickly.

## Auto Answers Highlights

- Improve customer satisfaction by helping visitors quickly find the answers they're looking for
- Lower support costs by eliminating many routine agent-assisted inquires
- Analyze auto-answer inquires to remediate customer effort, user journey pain points, and content needs on your website

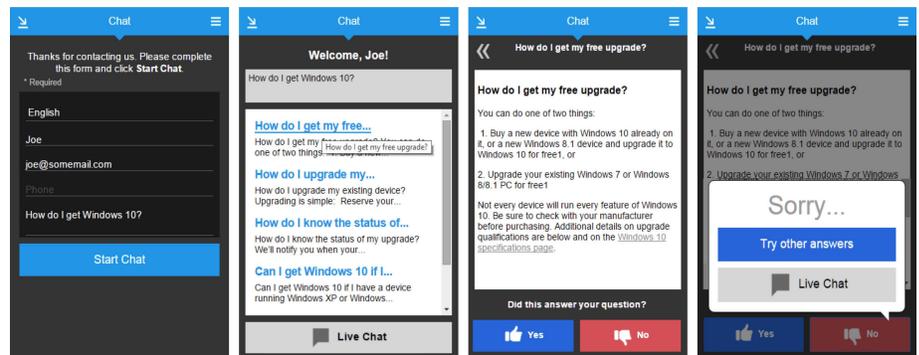
More and more customers are turning to web self-service channels (website, mobile app, FAQs, etc.) when looking for support. 84% of them, in fact – up from 67% in 2012.<sup>1</sup> These channels are a win-win for customers and businesses alike, as customers are able to seamlessly get the help they need, when they want it, and companies can lower support costs by eliminating many routine agent-assisted inquiries.

## What Is Auto Answers?

Bold360's Auto Answer capabilities help website visitors quickly find answers (including links and HTML content) to frequently asked questions, on their own, before being escalated to a chat session for more advanced, personalized support. Auto Answers help offset volume and deflect minor inquiries, freeing up resources for more complicated issues. They can also help to analyze and remediate customer effort, user journey pain points, and content needs on your website.

## How Does It Work?

Driven by our Adaptive Canned Messaging engine, Auto Answers transforms this capability into a convenient, customer facing self-help channel. A built-in feedback mechanism continually learns from and adapts to user feedback and interactions with suggested content. Auto Answers is completely configurable to direct self-service to the right people at the right time. Offline mode allows Auto Answers to activate when no agents are online - providing customers an option for service after hours. Relevancy controls, with flexible thresholds, help determine if the customer's initial question has a direct match for the library of Canned Messages. When the determination is "no," customers go directly to live chat.



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<sup>1</sup>Trends 2016: The Future of Customer Service, Forrester, 2016