

GETTING STARTED WITH AUTO ANSWERS

Auto Answers Highlights

- Increase conversion rates
- Improve customer satisfaction
- Influence purchases in real-time, even when all of your agents are serving other customers
- Minimize wait times by allowing customers to self-serve routine issues

How to leverage Auto Answers to improve your customer engagement results

Introduction

Bold360's Auto Answers capability helps website visitors quickly find answers to frequently asked questions on their own. Auto Answers help offset volume and deflect routine inquiries, freeing up your agents to focus on more complicated issues and revenue generating opportunities.

Three ways Auto Answers can support your organization's customer engagement strategy:

1. Deflect Inbound Communications

Responding to routine inquiries about resetting passwords, billing, product options, etc. can be automated by intelligently serving customers the information they need using keyword triggers.

2. Escalate in Real-Time

For customers who don't find the answer they are looking for in the first search, thresholds can be configured for how many times they need to try self-service before escalating to a live agent. Additionally, triggers based on queue size help control live chat traffic with forced self-service when your agents are at or near capacity.

3. Cater to Problem Solvers

Customers increasingly prefer self-service. In fact, 72% of customers search for information on a website or app before reaching out to an agent. Auto Answers serve this market perfectly; allowing them to quickly search through available information to find their answer.

Let's take a look at how Auto Answers can play a strategic role in your customer engagement for both sales and support situations.

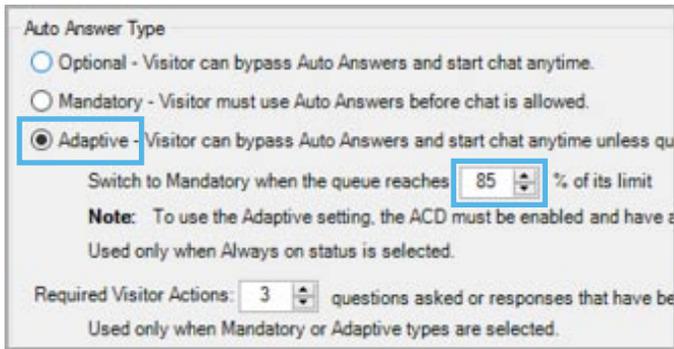
First, to enable Auto Answers go to your Custom Chat Window, then the Auto Answers Tab and check the box to turn on Auto Answers.



Influence Sales

One of the key benefits of live chat for sales is the ability to influence purchases in real-time. For this, you want your sales team to be able to engage in every opportunity available to assist with the sale. As the queue sizes increase, queue thresholds can automatically trigger Auto Answers to address the overflow until the queue becomes more manageable.

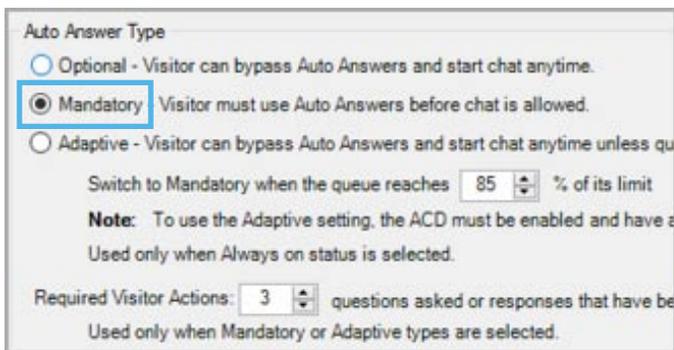
You can activate this within the Auto Answers Tab by selecting Adaptive under Auto Answer Type. Don't forget to set your queue size threshold.



Faster Support

Studies show that 44% of consumers believe the time taken to reach the right support agent has worsened. This has a negative impact on your customer satisfaction and retention. Auto Answers can minimize this time, allowing customers to quickly self-serve routine issues before escalating to a live agent if necessary.

Change your Auto Answer Type setting to Mandatory so every customer self-serves prior to reaching an agent – assuring agents are helping customers with more complex questions.

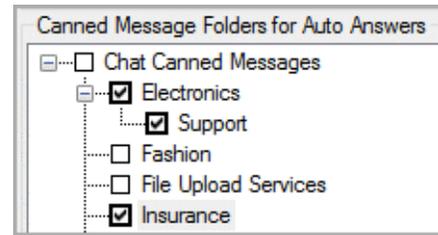


Additionally, use Offline Mode to have Auto Answers appear when agents are not available or at capacity - ensuring some level of assistance for your customers at any time of day.

Leveraging Your Canned Messages

Canned Messages are messaging templates an agent can insert into a conversation without having to re-type them. Canned Messages are customizable for each channel of communication, so you can have unique and appropriate responses for email, chat, text, and twitter.

Canned Message Folders can be found at the bottom of the Auto Answers Tab. You can organize your canned messages by folder and topic.



Tuning Your Auto Answers

By setting up your Canned Message folders appropriately, you can control which information you want your customers to see before they engage with an agent. Customers can vote the content up or down based on whether it answers their question.

The voting automatically tunes Auto Answers and makes it smarter for future users. More down votes will push content lower on the list, making it less likely to be presented to future customers. Up votes move content to the top of the list.

Auditing Your Library

It's important to continually audit the library, remove the least useful items, and add more relevant content. The Canned Message Summary report shows results of the most used Canned Messages to help with content auditing. You can find it nested under Chat Reports.

Auto Answers can be an important component in your customer engagement strategy. Leveraging a strong Canned Messages library can improve conversion rates and customer satisfaction with faster resolutions, even when your agents are busy helping other customers.

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