AI-powered solutions for Customer Service - Buyer's Guide

How to choose the best technology to enhance your customer service strategy, increase sales and improve customer experience

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Technology at the service of customers

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Technology at the service of customers

Incorporating new automated technology for customer service or changing providers shouldn't be a snap decision. There are dozens of "chatbots" and live chats on the market, with similar promises, varied prices and different results.

Some companies wind up buying expensive solutions that take up a lot of resources to install. When they finally launch them, they find out they don't get the results they hoped for.

Why does this happen? Because companies didn't start from a strategy based on the needs of their customers.

The truth is that when it comes to getting support, people look for an instant, personalized solution that respects their own time. So it's crucial to start with a strategy focused on these needs in order to analyze what's the ideal kind of technology.

This means that companies shouldn't try to mold their strategy to technology. Just the opposite. The technology has to be adapted to the strategy.

This way, you'll be able to offer innovative and efficient experiences that will build a positive and long-term bond with your customers.

Next, we share a template with our key features to help you analyze Aivo's end-to-end solutions in comparison to other vendors.

2.

Conversational experience

Omnichannel service
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Proactivity

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Omnichannel service

People use different channels to communicate with companies. An automated and omnichannel customer service strategy unifies every point of contact so that you can offer the same consistent and consolidated experience. In turn, multi-channel management facilitates controlled user movement to strategic channels. This leads to higher satisfaction and, hence, retention by resolving queries on the customer's preferred channel, without redirects or instructions.

Can your product interact on...?	Aivo	Other
Web	✓	
Web Mobile	✓	
Embedded App	✓	
Facebook Messenger	✓	
WhatsApp	✓	
Instagram	✓	
Open Messaging API	✓	
Phone Call	✓	
Slack (beta)	✓	

Does your product offer...?	Aivo	Other
No-wait, 24/7 customer service on messaging and phone channels.	✓	
Ability to embed a chat window on the website, without needing to open in a pop-up window.	✓	

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Does your product offer...?	Aivo	Other
80% window opening on mobile devices to avoid covering the website and maintain visibility.	✓	
The interactive window fits automatically on mobile devices.	✓	
Option to maximize and minimize the web chat window on desktop.	✓	
Chat window can be personalized with parameters to customized customer experience or execute actions in response to specific events (i.e. starting the conversation with a proactive message)	✓	
Negative or positive feedback for each web interaction.	✓	
Satisfaction surveys on synchronous and asynchronous channels.	✓	
Configuration of the look & feel of the interactive window, visual details in header and customization of colors.	✓	
Co-browsing (assisted navigation) from the chat window.	✓	
Value-added complements on every channel, like images, videos, number options, etc.	✓	
During a WhatsApp conversation, customers can share their current location with the bot or write a specific address to get personalized recommendations.	✓	
Native connection with WhatsApp Enterprise.	✓	
WhatsApp connection through an external provider.	✓	
Native connection with Facebook Messenger and ability to connect the bot to multiple Fan Pages.	✓	
Messaging API for SMS that adjusts each interaction to the channel's capacity.	✓	
Phone customer service through SIP channels.	✓	
Creation of microsites from a knowledge base.	✓	

	Aivo	Other
Message exchange API for connecting other types of interfaces.	✓	
Automatically adapting answers to the capabilities of each channel without needing specific responses to be created for each one.	✓	
Resolving a query on the same channel without transferring to others or giving internal instructions.	✓	
Voice-to-text message transcription on asynchronous channels like WhatsApp and Facebook Messenger.	✓	
Transfer to a live chat in the same chat window as the web chat, WhatsApp and Facebook Messenger.	✓	
IVR to WhatsApp deflection through an HSM message (WhatsApp Template Message).	✓	

Conversational engine with Artificial Intelligence

Customers expect to talk with a company like they do in their day-to-day lives: informally. This means there's bound to be spelling mistakes, emojis, voice recordings and regionalisms. A solution with a conversational AI semantic engine is essential to understand your customers beyond just how they phrase their questions.

Does your product offer...?	Aivo	Other
Multi AI technology stack.	✓	
Natural language understanding (NLU) based on Deep Learning, understanding the meaning and not just keywords.	✓	
Multi-language.	✓	
Normalization, auto correcting errors and unnecessary characters.	✓	
Automatic categorization of meanings.	✓	

	Aivo	Other
Understanding of informal language, similar ways to ask, complex linguistics forms, slang, regionalisms and other variations in language.	✓	
Identification of the context and question importance, giving more relevance to products, services, places, activities, objects, characteristics or emotions.	✓	
Identification of the identity and relevance of the intent behind the written text.	✓	
Predicting the next question thanks to Machine Learning. When the bot doesn't have the requested information, it suggests related content based on similar interactions.	✓	
Disambiguation and suggestions for questions that are vague, short or lengthy, like a story.	✓	
Selective responses based on a condition, such as channel or user information.	✓	
Retention of relevant information from the previous question, creating a short-term memory.	✓	
Ability to provide multiple answers to the same question (Shuffle Block).	✓	
Understanding emojis.	✓	

Middleware integration

Getting to a solution right away is a priority with modern customer service. Integrating the bot with information systems via API or Web Service is key to creating an integrated work environment with the platforms you already use.

Does your product offer...?	Aivo	Other
Push and pull information from any API or web service to complete an answer, make a decision or provide information from a form.	✓	
Creation of self-service integrations.	✓	

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	Aivo	Other
Custom integrations development team.	✓	
Integration with authentication service.	✓	
Data isolation. Doesn't store private or sensitive information in the chat report.	✓	
Creation of support tickets in Zendesk Support. Delivery of the ticket number to the customer and the ability to monitor its status.	✓	
Creation of cases or opportunities in Salesforce.	✓	
Ability to connect the bot with other applications through integration with Zapier.	✓	
Facebook Messenger handover protocol in order to transfer an event from one application to another.	✓	

Conversations orchestrator

There are times a human agent is needed, either because there's a sensitive issue or because the company prefers it. For these cases, it's a good idea to combine the chatbot's automatic and instantaneous response with the transfer to a live chat agent. So when the bot detects a query that needs human attention, it'll transfer the session. When finished, the conversation goes back to the chatbot to continue the service.

Does your product offer...?	Aivo	Other
Control of the Bot-Human-Bot experience.	✓	
Seamless incorporation of a customer service agent in the same interface.	✓	
Modification of the response according to the channel's capabilities.	✓	
Connecting the intent with a specific group of agents.	✓	

	Aivo	Other
Sharing the virtual assistant's conversation history and context with the live chat agent.	✓	
Transfer according to rules (e.g., before the third unsatisfactory answer).	✓	
Connection with the main live chat systems on the market.	✓	
Integration with Zendesk Chat.	✓	
Native integration with Genesys Engage 8.5 + GSM.	✓	
Native integration with Genesys Cloud 2 & 3.	✓	
Native integration with LivePerson.	✓	

Live Chat interactive solution

A live chat lets you answer Tier 2 queries in real time or asynchronously. With artificial intelligence, agents also have a co-pilot to boost productivity and streamline service.

Does your product offer...?	Aivo	Other
Its own, integrated live chat.	✓	
Transfer to agents from multiple digital channels.	✓	
Lead assignment based on a flow specifically set for the customer.	✓	
Multiple transfer groups.	✓	
Frequent answer suggestions thanks to your agent AI co-pilot (Agent Augmentation).	✓	

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Receiving and sending images, emojis, location and contact card.	✓	
Voice-to-text transcription of messages.	✓	
Customizable writing shortcuts.	✓	
Customer digital profiles with the conversation history from all channels in one spot.	✓	
Automatically sending messages or ending the conversation after periods of inactivity (triggers).	✓	
Monitoring agents in real time.	✓	
Whitelist for blocking insecure IPs.	✓	
Synchronous and asynchronous queue manager.	✓	
In conversations on asynchronous channels like WhatsApp or Facebook Messenger, it frees the agent after the response and keeps the conversation active up to 24 hours from the last interaction.	✓	
Transfer conversations between agents.	✓	
Ability to attach a video, pdf or image to send to the customer during the conversation.	✓	
Emailing the conversation to the customer and to supervisors or supervisor agents.	✓	
Spell check.	✓	
Ability to make internal notes on customers.	✓	
SLA status and configuration.	✓	
Operations report.	✓	
Agent report.	✓	

	Aivo	Other
Chats report.	✓	
API for access to analytics and conversations.	✓	
Downloading agents report and pauses report.	✓	
Desktop status notifications.	✓	
Transfer form for personalized service.	✓	
Satisfaction survey configured for each service group (binary, CSAT, stars, NPS).	✓	

Proactivity

Keeping your customers informed is vital to offering a good experience. Proactive communication lets you take the first step and start the conversation at key moments.

Does your product offer...?	Aivo	Other
Ability to advertise promotions, offers, etc., through ads with images on the website or mobile website, following inactivity rules.	✓	
Sending proactive SMS messages.	✓	
Sending WhatsApp template messages.	✓	
Opening the bot window to a web event (SDK) at a predefined intent.	✓	
Configurable chat window buttons (CTA), including interactive buttons.	✓	

3.

Evolution in real time

Knowledge management
Operational and customer experience reports
Learning and training tool
Specialized support team

Knowledge management

If a bot is too complex to manage, it becomes a job saved for programming experts. The point is that these kinds of solutions are typically managed by customer service teams. It's important the chosen technology is easy to handle so that it's quickly adopted and implemented within the company.

Does your product offer...?	Aivo	Other
A knowledge management tool that doesn't require specialized technical or linguistic skills.	✓	
Uploading, editing and publishing content without a single line of code.	✓	
Constructing flows for a structured experience.	✓	
Visual flow tools with navigation capability.	✓	
Add-on complements: buttons, carousels, images, videos, forms, maps, tickets, assisted navigation, embedded page, connection with a live chat.	✓	
Publishing on all channels with just a click.	✓	
Ability to condition a response according to the type of channel or user variable.	✓	
Importing questions and answers from Excel.	✓	
Importing questions and answers from Zendesk Guide.	✓	
Customer guidance through FAQs in the startup window. Ability to choose between static methodology (FAQs on a specific topic) and dynamic methodology (FAQs change with the topics most asked each week).	✓	
History of changes and the users who made them.	✓	
Status of the intent maturity cycle to establish whether it needs to be published, revised, or deactivated.	✓	

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	Aivo	Other
Publishing changes in real time. "Hot Deployment" of changes on the fly without making service unavailable.	✓	

Operational and customer experience reports

Data is an invaluable resource when it comes to making informed decisions. This is why a Business Intelligence tool is essential in any customer service solution. It offers advanced reports that let you evaluate the support experience and the main operational metrics.

Does your product offer...?	Aivo	Other
View of a complete panel with the main management numbers (Dashboard).	✓	
Filtering information by periods, channels, conditions, labels, feedback, devices, source and location.	✓	
Analysis on the amount of interactions.	✓	
Details on transferred sessions.	✓	
Viewing the number of unique and repeat users.	✓	
Comprehensive chats report, with details about the type of channel used, condition, user data, interactions carried out, feedback, label, source, location, IP and device.	✓	
Details on positive and negative feedback from interactions in the chat window, information by periods, channels, conditions, labels, devices, source and location.	✓	
Satisfaction survey reports, with the percentage of answered surveys, variation from previous periods and histograms.	✓	
Intentions report according to the type of satisfaction survey activated, with the detail of the average ratings, percentages, and Satisfaction Score (a score that determines which are the intentions that affect customer experience the most).	✓	

	Aivo	Other
Performance analysis of the ads set up to solve specific issues.	✓	
Report on interactions grouped by tag to identify the most consulted topics.	✓	
Reports downloaded as CSV files.	✓	
Charts exported as PNG files.	✓	
Ability to send reports as a regularly scheduled email.	✓	
API with access to all analytical information and conversation details.	✓	

Learning and training tool

Once the bot is launched you have to keep it updated. This is the only way you'll be able to optimize its knowledge based on the needs expressed by your customers. For this, it's important to know how they interact with the virtual assistant, obtain feedback and measure satisfaction. It'll also help you identify the most frequent topics and unanswered questions in order to detect new content and evolve. This way you can learn from the interaction with customers and offer increasingly complete, consistent and efficient responses.

Does your product offer...?	Aivo	Other
NPS, CSAT, stars, negative / positive satisfaction measurements	✓	
Sends a satisfaction survey after WhatsApp and Facebook Messenger conversations are over.	✓	
Additional and qualitative feedback can be requested, in addition to satisfaction measurements.	✓	
Ranking of intentions that helps you identify those that generate a low level of satisfaction or a bad experience (Satisfaction Score). Possibility of improving the specific content of these intentions with just one click.	✓	

	Aivo	Other
Details on the quality of service, including a general performance report of the conversations handled by the bot.	✓	
A training tool that consolidates all unresolved interactions. This lets you learn from your users and enhance the bot content, adding new questions, meanings or ways to ask.	✓	
Ability to import ready-to-use content to the chatbot from the Marketplace section of the platform. There you'll find packs with frequently asked questions by industry, special events, like Christmas, Halloween or Black Friday, and personality queries.	✓	

Specialized support team

As a customer, it's essential that you also receive great support when implementing a new solution. Check that the provider you choose has a team specially focused on offering the best experience at every step of the relationship.

Does your product offer...?	Aivo	Other
Support staff in different locations and geographical areas, fluent in Spanish, English and Portuguese.	✓	
A technical support team to carry out web services or API integrations.	✓	
Frequent online trainings.	✓	
Onboarding Team specialized in customer service.	✓	
Customer Success Manager.	✓	
Account Manager.	✓	
24/7 technical support for integrations.	✓	
Learning and evolution team.	✓	

4.

Enterprise ready

High availability
Data privacy
Data security

High availability

Since these are products for large companies, it's essential that the solution infrastructure can be adapted and accompany the growth of your business, always offering the same level of service.

Does your product offer...?	Aivo	Other
99.9% public and contractual service availability (SLA).	✓	
Autoscaling microservices.	✓	
Service supported by a world-class global infrastructure provider.	✓	
Infrastructure redundancy.	✓	

Data privacy

When you handle confidential customer information, like card numbers or bank codes, confidentiality is non-negotiable. Make sure the solutions you implement are in line with international regulations and use the latest technology available in terms of data privacy.

Does your product offer...?	Aivo	Other
GDPR and LGPD compliance.	✓	
Masking of credit card numbers in the chat window.	✓	
Data isolation so any required information is not visible in the chat history.	✓	

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Data security

The demands of today's cyber environment require companies to make a conscious effort to guarantee both their own and their customers' security. This is why any technology that you include in your processes has to comply with the relevant legal requirements.

Does your product offer...?	Aivo	Other
Connection through VPN.	✓	
ISO 27001 compliance.	✓	
Infrastructure with ISO 9001, 27001, 27017, 27018 compliance.	✓	
Infrastructure with SOC 1, 2 and 3 compliance.	✓	
Infrastructure with Cloud Security Alliance Controls (CSA).	✓	
Infrastructure with PCI DSS.	✓	
+TLSv1.2 y AES 256 data encryption.	✓	
Database encryption.	✓	
Single Sign-On (SSO) support through different protocols, like SAML, and different identity providers.	✓	
Password encryption.	✓	
Audit logs to generate complete records in order to see all the movements made on the administration platform, identifying those implementing and those in charge.	✓	
Disaster recovery plan.	✓	
Access to information according to permissions and roles.	✓	

Automate your customer service with AI

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