

aivo

The Future of Customer Experience: State of Automated Video Conversations

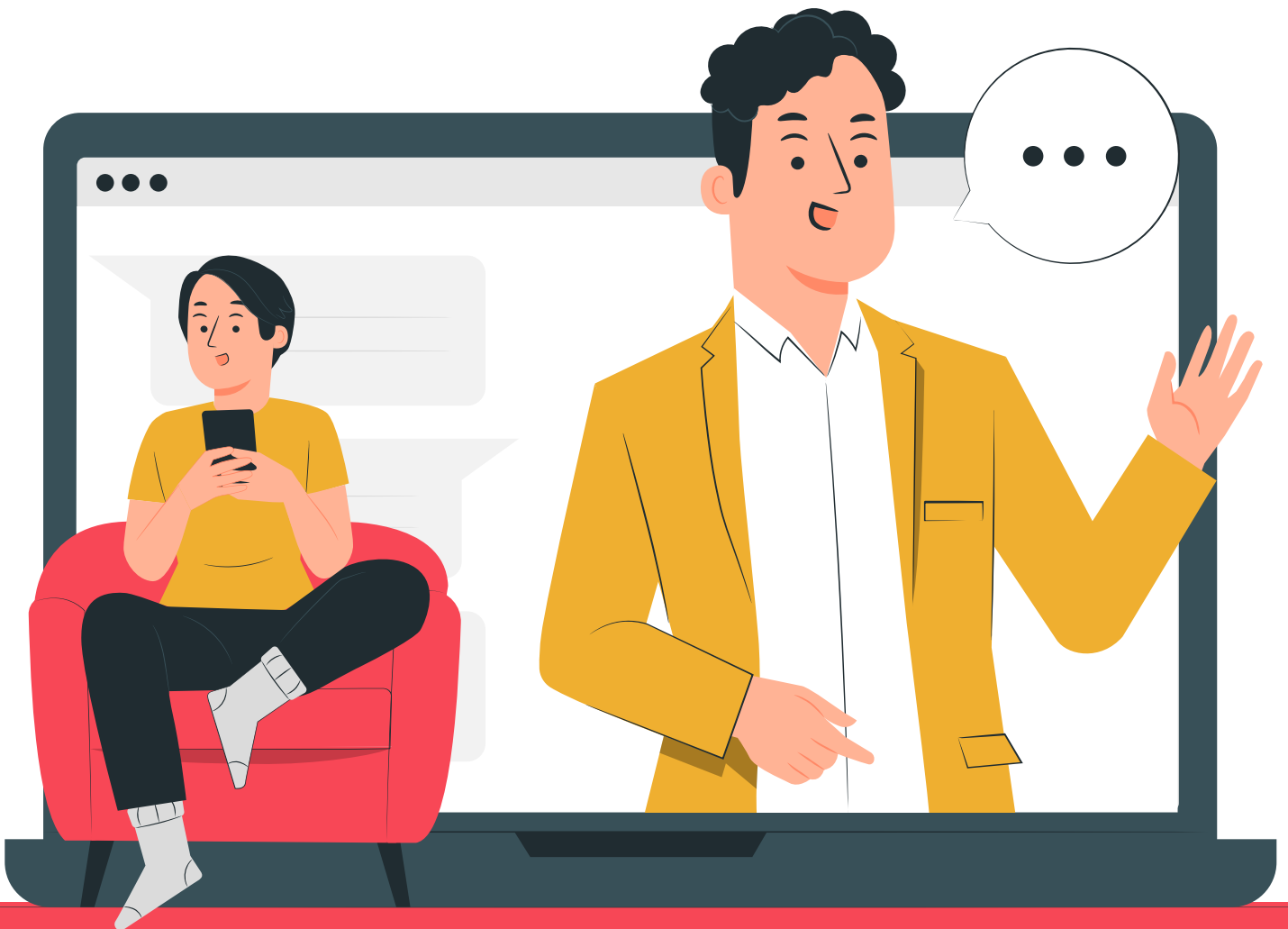


Table of Contents

– Opening Words

[CHAPTER 01:](#) The Future of Customer Experience Is Here: Automated Video Conversations.

[01.](#) What Is Automated Video Conversations

[02.](#) How automated video chat works

[03.](#) What Are the Key Features of Automate Video Chat Solutions?

[CHAPTER 02:](#) The Benefits of Automated Video Chat Solutions for Customer Experience.

[01.](#) Improved Customer Engagement

[02.](#) Innovation and Branding

[03.](#) Real Time Customer Feedback

[04.](#) Contactless Customer Experience

[05.](#) 24/7 Customer Support

[06.](#) Better Accuracy and Personalization

[07.](#) Efficiency and Productivity

[CHAPTER 03:](#) Market Trends Impacting The Rise of Automated Video Chat Solutions.

[CHAPTER 04:](#) Avatars powered by AI and the Metaverse.

[01.](#) Why Are Businesses So Interested in the Metaverse?

[02.](#) The Metaverse and Customer Experience

[03.](#) The Marketing Possibilities in the Metaverse

[04.](#) What Are the Challenges of the Metaverse?

[CHAPTER 05:](#) Introducing Aivo's Video Conversational AI.

[01.](#) Customization and branding: let your brand come to life!

[02.](#) Your first step towards the metaverse

[03.](#) Premium assistance

– Final Words



Martín Frascaroli
CEO & FOUNDER | AIVO

“

We are very excited to finally launch Video Conversational AI. It's something we've been working on for a long time and it has to do with what we think customer experience is going to evolve into. Today, most companies have two ways of doing customer service: digital or phone. It's been like this for more than a decade now, even if technology is providing all the tools to go beyond that.

But brands are eager to continue innovating while consumers are more demanding than ever. Therefore, we wanted to support companies in providing a differentiated experience and standing out in the market. This is the moment to take an extra step in innovation, and we think video conversational AI is going to lead companies in that direction”.

01.

The Future of Customer Experience Is Here:

Automated Video

Conversations

We are on the cusp of a new era in customer service, one where video conversations with artificial intelligence (AI) take the place of human interactions. This shift will bring about massive changes in the way businesses operate and how customers interact with brands. In this chapter, we will explore what these changes might look like and how your business can prepare for them.

What Is Automated Video Conversations

Automated video conversations are a new technology that enables businesses to have two-way conversations with their customers through video chat. This type of AI has the ability to understand and respond to

questions from customers in real time. It can also learn over time, so it can become more effective at handling customer queries.

In order to do so, these solutions use a number of different techniques. Let's take a look at its most important capabilities, based on [Aivo's AI conversational engine](#):

- To guarantee communication, the semantic engine **identifies typos and spelling errors** from the user and gets rid of unnecessary characters. If the errors are more complex, it corrects the sentence on a deeper semantic level.
- There are different ways of saying the same thing, and sometimes one sentence can have

multiple meanings. That's why a semantic engine is also able to identify the message intent and relevance beyond the written text.

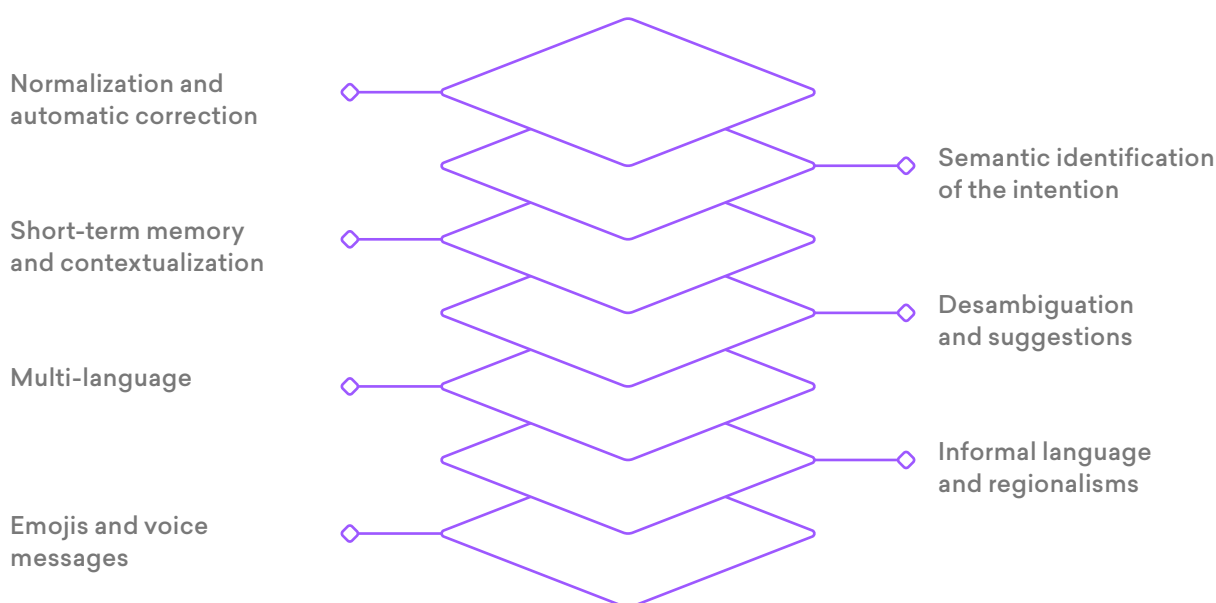
- The engine's **short-term memory** connects a question with the previous one to make sure the customer receives the information they're looking for.
- Aivo's engine precisely **evaluates possible answers and selects the best one**. When faced with long or vague questions, it clarifies and offers suggestions for an effective conversation. Unresolved queries are sent to

the platform's Training section for continued evolution.

- Availability to **adapt to multiple languages**, including Spanish, English, Portuguese, Italian, German, French and others. It also understands regionalisms and slang, just like emojis and voice notes for human-like conversations.

Also, conversational AI has the power to integrate to multiple platforms and channels to deliver transactional, resolute and personalized information. For instance, an

This is how Aivo's Conversational Artificial Intelligence works



e-commerce can integrate its AI chatbot to their CRM to remind a customer to complete a purchase, a bank can use an integrated AI chatbot to provide each customer with information about their accounts and credit/debit cards, and a healthcare provider can connect their chatbot to their software to send reminders about appointments.

Now, when it comes to Video conversational AI, this is still in its early stages of development, but it has the potential to revolutionise customer service. In the present, this technology could be used to handle a wide range of customer queries, from simple questions about product features to more complex issues such as returns and refunds.

How automated video chat works

Not all video chat solutions tools work the same, but let's use Aivo's solution, which we'll cover in chapter 5, as an example to showcase how easy it can be to implement this technology.

In Video Conversational AI, these automated conversations happen entirely through a video. **A human-like avatar is created using a 15-minute video or less of a real human.**

This AI avatar then can answer questions just like a chatbot would through a semantic engine that can easily replicate human-to-machines conversations. It can even help customers in conducting transactions.

You don't need to record every single interaction and question-and-answer session. Since the conversations are powered by AI, all you need to do is to record that first 15-minute video, and the rest is done through conversational AI.

The awesome thing about conversational AI is that it will not give a rigid set of standard answers to customer questions. Instead, it can provide more varied, context-dependent responses.

If you thought that the future of robots being used everywhere wasn't coming fast enough, get ready because it's here! Or at least this is the beginning of that brilliant future.

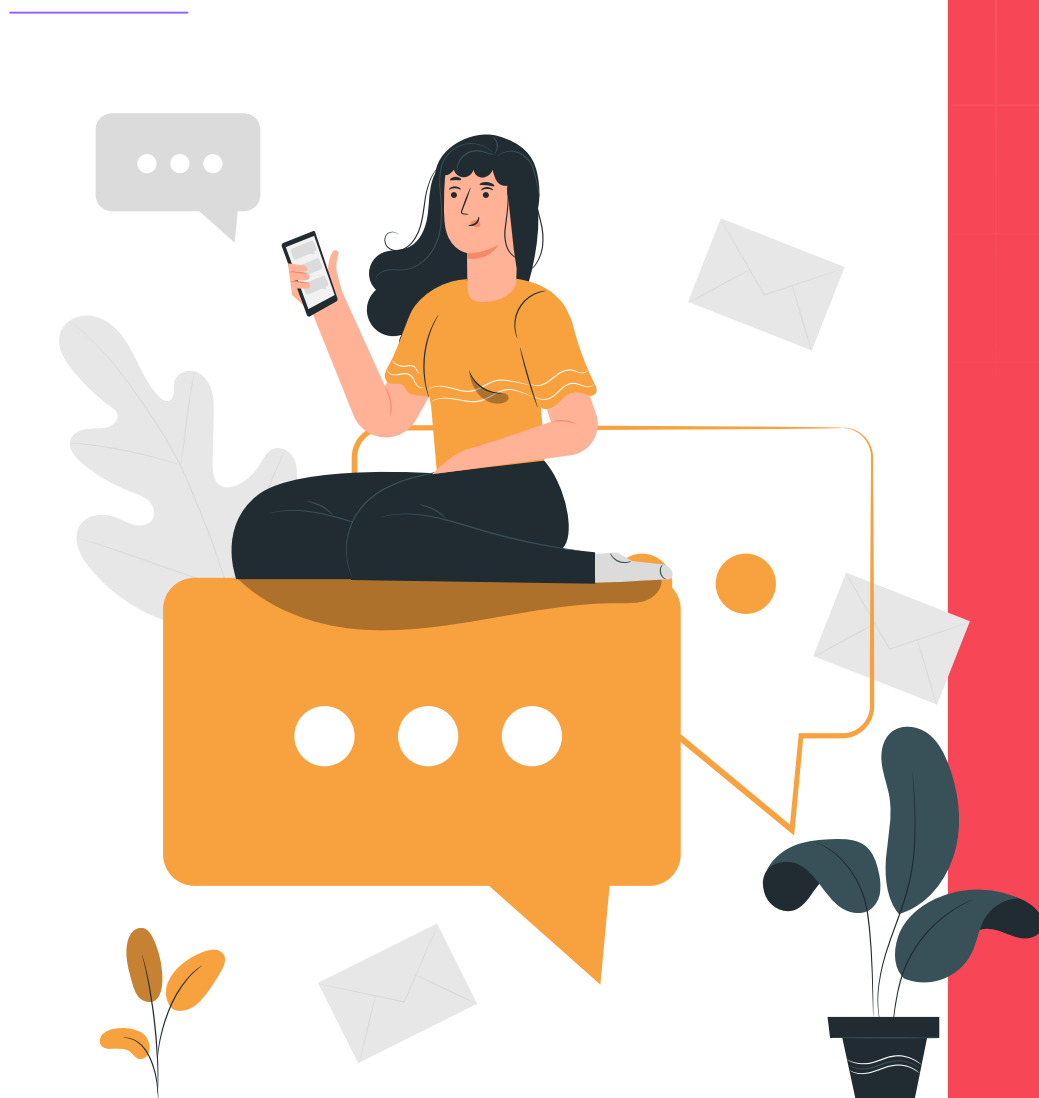
What Are the Key Features of Automate Video Chat Solutions?

Automated video chat solutions offer a range of features that businesses can use to improve the customer experience. These features include:

- Video support: enables businesses to provide real-time, two-way video customer support.
- Conversational AI: powered by artificial intelligence (AI), conversational AI enables businesses to provide instant, personalized responses to customer questions and queries.
- Omnichannel support: businesses can use automated video chat solutions across

channels, including website, mobile app, and social media.

- Integrations: businesses can also use automated video chat solutions with existing customer service tools and systems, such as CRM and live chat.



02.

The Benefits of Automated Video Chat Solutions for Customer Experience

In recent years, the customer experience has become one of the most important competitive differentiators for businesses. In order to meet the ever-growing expectations of customers, businesses must continuously find new ways to improve the customer experience.

There are many benefits of using automated video chat solutions to improve the customer experience. Let's dive into some of those benefits now.

Improved Customer Engagement

A major benefit of using automated video chat solutions for customer experience is that it can help improve customer engagement. This is because **it allows businesses to create more personalized and engaging interactions with their customers**, either to

solve queries, welcome them on a website or app or assist them through complex processes.

Moreover, automated video chat solutions can also be used to **create interactive and engaging customer experiences**. Let's say, for example, that a customer is looking at a product on a website. The business can use this technology to provide the customer with a virtual tour of the product. This would be a much more engaging experience than simply providing the customer with static images of the product.

Also, **by connecting your automated video chat solution with other softwares, platforms and tools you already use, your avatar would be able to assist transactional queries**. As an example, let's take a look at some specific use cases for two verticals.

Banking:

- Latest bank movements information
- Sharing card summary
- Sending an invoice
- Card activation support
- PIN recovery
- Information about products and services
- Card delivery tracking
- Reporting lost or stolen card
- Scheduling an appointment to visit a branch
- Loan requests
- Currency exchange information
- Technical support

Conversational E-commerce:

- Purchase tracking
- Information about products, services and deals
- Return and exchange processes
- Purchase assistance
- User creation
- Sending invoices
- Lead generation
- Technical support

Innovation and Branding

Since this technology is just emerging, companies can use this to their advantage to position their brands as innovative. **The first companies to implement this technology will surely be seen as trailblazers**, which is a great way to increase your brand awareness and reputation.

Companies can even take an extra step by using a celebrity as their avatar. This is a big draw of using video conventional AI chatbots. If you have a celebrity that endorses your products, then you could potentially get them to do that 15-minute video and create a video

chatbot from that.

Can you imagine? A celebrity assists your customers through video and solves their problems. Your customers will be so excited about it; they might just keep calling customer service to interact with the celebrity video chatbot.

Real Time Customer Feedback

One of the major benefits of using automated solutions for the customer experience is that **it allows businesses to have real-time conversations with their customers.** Not only does it create a more natural and human

interaction, but it also allows businesses to get an immediate response from their customers. This is extremely valuable as it can help businesses quickly resolve any issues that their customers are having.

Additionally, **automated conversational solutions allows businesses to get feedback** from customers in real time, which can be used to improve the customer experience. For example, if a customer is having a problem with a product, the business can quickly ask the customer for feedback and use that information to improve the product.

Contactless Customer Experience

Another major benefit of using automated conversational solutions is that it allows businesses to provide a contactless customer experience. In today's world, many customers are looking for ways to avoid human contact. An **automate video chat tool provides a splendid solution as it allows businesses to interact with customers needing face-to-face interaction**, without actually requiring any face-to-face interaction. This is extremely valuable as it can help businesses keep their customers safe and healthy, while still providing an excellent customer experience.

24/7 Customer Support

Automated conversational solutions enables businesses to provide 24/7 customer support.

Customers can interact with chatbots and virtual assistants any time of the day or night, and they will always get a quick and helpful response. This is extremely beneficial, as it can help businesses resolve customer issues as quickly as possible.

Better Accuracy and Personalization

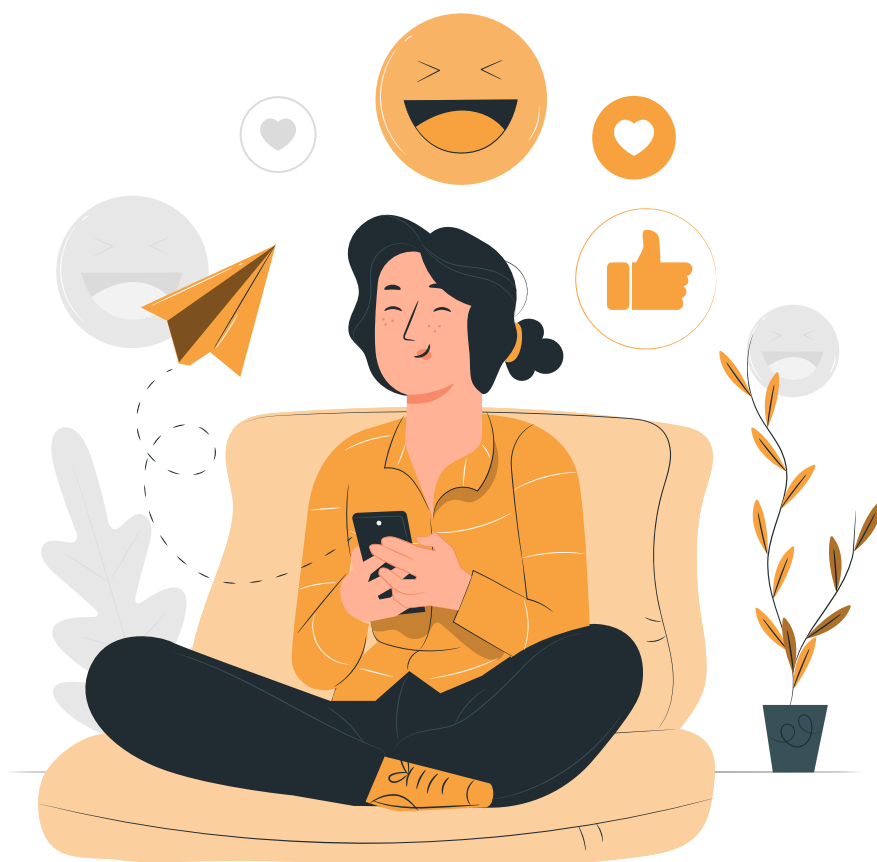
AI-powered solutions also provides businesses with the ability to achieve more accurate and personalized customer interactions. Imagine, for example, that a customer is trying to book a hotel room. The business can use video AI to ask the customer questions about their preferences and then use that information to find the perfect hotel room for the customer. This is much more accurate and personal than simply providing the customer with a list of hotel rooms.

Efficiency and Productivity

One of the biggest benefits of using automated conversational solutions for customer experience is the efficiency and productivity gains it can bring. With video AI, **businesses can automate many of the tasks that are traditionally done by customer service representatives**, such as answering frequently asked questions, taking customer orders, and providing product recommendations.

This frees up customer service representatives to do other tasks that require

human interaction, such as handling complex customer inquiries and resolving complaints. In addition, automated conversation solutions can also speed up processes that are currently manual, such as product returns and exchanges.



03.

Market Trends Impacting The Rise of Automated Video Chat Solutions



Now you might be wondering... what is driving automated video chat solutions' growth in the market? There's no doubt that we've come a long way when it comes to implementing cutting-edge technology in business strategies, and the pandemic only accelerated some of the changes that were already taking place.

Here are some of the most important market trends that are impacting the rise of video chat powered by AI and that businesses should be aware of.



01

The Rise of Digital Customer Service:

Digital customer service is on the rise, and video chat will be a big part of that in the coming years. More and more businesses are already using AI to provide customer service, and the trend is only going to continue. There are many reasons for this trend, but the most important one is that it can provide more efficient interactions than traditional phone or text-based customer service.

This trend is being driven by the 2020 pandemic, as businesses are looking for ways to provide customer service without face-to-face contact. Conversational AI in general is the perfect solution for this, as it allows businesses to provide customer service without the need for physical contact, while video chat with AI adds a layer of empathy and closeness to the interaction.

With that same idea, video is emerging to add a new layer of empathy in customer communication.

02

Messaging and Video Chat Apps:

Messaging apps are another big trend that is impacting the conversational AI market. More and more people are using messaging apps

like WhatsApp, Facebook Messenger, and Instagram for customer service. The ease of messaging apps and the fact that they enable businesses to deliver a more personal customer experience are driving this development.

These messaging apps allow users to video chat with whoever they want with just a single click, naturalizing this new way of interacting. Over time, users will be so familiar with this type of interactions that will probably find it easier and more efficient to video chat with brands as well.

03

Visual Search:

Visual search technology is also becoming more and more important in the world of customer service. Customers are increasingly using visual search to discover products and services, which is why the popularity of visuals has increased. Automated video chat solutions are the perfect tool for businesses that want to take advantage of this trend, as it allows businesses to provide a more visual customer experience.

04

The Internet of Things:

Customer service is also beginning to be influenced by the Internet of Things (IoT). The

IoT is a network of physical devices that are connected to the internet. These devices can collect data and communicate with each other, which is why businesses are beginning to use them for customer service. The IoT can be used to provide a more personalized customer experience and to automate customer service tasks.

05

Cloud-Based Customer Service:

Cloud-based customer service is also on the rise. More and more businesses are moving their customer service to the cloud, and the trend is only going to continue. Cloud-based customer service has many advantages, including the fact that it is more scalable and easier to use.

How Big Is the Conversational AI Market?

The conversational AI market is expected to grow to \$41.39 billion by 2030, at a CAGR of 23.6% from 2022 to 2030. The rise of digital customer service and the shift to virtual customer service are the two key drivers of this growth.

04.

Avatars powered by AI and the Metaverse



As we've been mentioning in this ebook, the next big thing in computing is conversational AI. And the Metaverse is the perfect place for it. What is the metaverse, though? **The metaverse is a shared, persistent, 3D virtual space where people can meet and interact with each other.** It's basically the internet made into a 3D virtual world, where you can create an avatar of yourself and explore different spaces.

Virtual reality (VR) and augmented reality (AR) play a big role in the metaverse. VR is a computer-generated simulation of a three-dimensional environment that can be interacted with in a seemingly physical way by a person using special electronic equipment, such as a helmet with a screen inside it. AR, on

the other hand, is a technology that overlays digital information on the real world.

Why Are Businesses So Interested in the Metaverse?

The answer is simple: Customer Experience. **In the near future, businesses will be able to use the Metaverse to create immersive, interactive experiences for their customers.**

This technology will allow businesses to provide their customers with an unprecedented level of service and engagement. For example, a customer could come into a store and try on clothes without actually physically wearing them. Or, a customer could test drive a car without ever leaving the dealership.

Or consider the customer support possibilities. Imagine being able to talk to a customer service representative who is actually an avatar of the company's CEO or a celebrity, like we mentioned before. This would allow businesses to provide a level of customer service that is currently not possible.

The possibilities are endless and the Metaverse presents a unique opportunity for businesses to create experiences that are unlike anything that has come before.

The Metaverse and Customer Experience

The potential applications of the metaverse are vast, but one area where it is particularly well-suited is customer experience.

Imagine for a moment that one of your customers is having trouble with a product. In the past, they would have to call customer service and hope that the representative could help them solve the problem. But what if, instead, they could enter into a virtual world where they could speak to an avatar of the customer service representative? The representative could assist customers through visual and verbal cues, with virtual examples of the exact problem they are experiencing.

Customers could point out the issue of a virtual product and the customer service representative could provide a solution in real-time. This would allow businesses to provide a level of customer service that is currently only possible through video call applications.

The Marketing Possibilities in the Metaverse

In addition to customer service, businesses will also be able to use the Metaverse for marketing purposes. For example, companies could host virtual product demonstrations, or even educational seminars. Customers could “attend” these events from the comfort of their own homes, without having to physically travel to the location. This would allow

businesses to reach a larger audience than ever before, and do so in a way that is interactive and engaging.

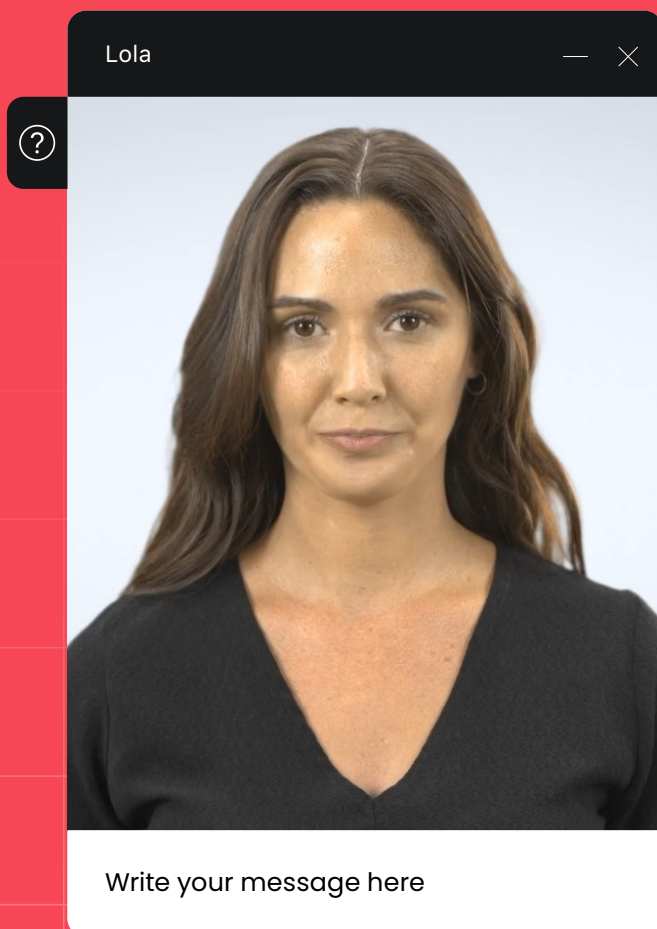
What Are the Challenges of the Metaverse?

Of course, the Metaverse is not without its challenges. One of the biggest challenges will be ensuring that the virtual world is secure. With so much personal data being stored in the Metaverse, businesses will need to have robust security measures in place to protect their customers' information.

Another challenge will be creating an immersive experience that can rival the real world without the current side effects caused by VR headsets. This will be a difficult task, but one that businesses will need to overcome if they want to succeed in the Metaverse.

05.

Introducing Aivo's Video Conversational AI



So... why are we so excited about Video Conversational AI? Because **we now offer this startling feature!**

Aivo's Video Conversational AI is the first solution that offers a premium interaction experience for customers, using an avatar developed from a real person. Just like **AgentBot**, Aivo's conversational AI bot, Video Conversational AI can establish natural, open and unstructured conversations using artificial intelligence.

It is a new add-on that is added to Aivo's conversational AI platform and that incorporates video in automated interactions. Instead of using a traditional chat window, a humanized avatar interacts with customers in

real time and resolves their queries instantly.

This development is carried out in partnership with [Synthesia](#), a leading company in the creation of video content using artificial intelligence. Its mission is to radically change the way of creating audiovisual content, eliminating cameras, microphones and recording studios, in order to simplify the process and free creativity.

Thanks to Aivo's technology, Synthesia's avatars can now perform interactions powered by artificial intelligence. In this way, this add-on covers everything we talked about so far in this ebook. **It can serve as a customer experience channel in a premium, innovative and empathetic way.**

Let's see its main uses and benefits.

Customization and branding: let your brand come to life!

Together with Synthesia, we offer a broad variety of characters companies can choose from to implement their conversational AI.

But it is also possible to customize each avatar by creating it from scratch, using a familiar face from the company, a celebrity, or any other person. In addition, companies can customize the character's background, choosing any of the available ones or uploading a new one. For example, you can have your headquarter's background or your

logo. All of this can be customized through Aivo's conversational platform.



*Images provided by Synthesia.

“We created the possibility of placing a human avatar that speaks like a person through Machine Learning, allowing interaction in a natural way. We believe that this is the evolutionary process towards which companies are heading and we are offering brands the possibility to be the first ones in the market to use this technology”

Martín Frascaroli

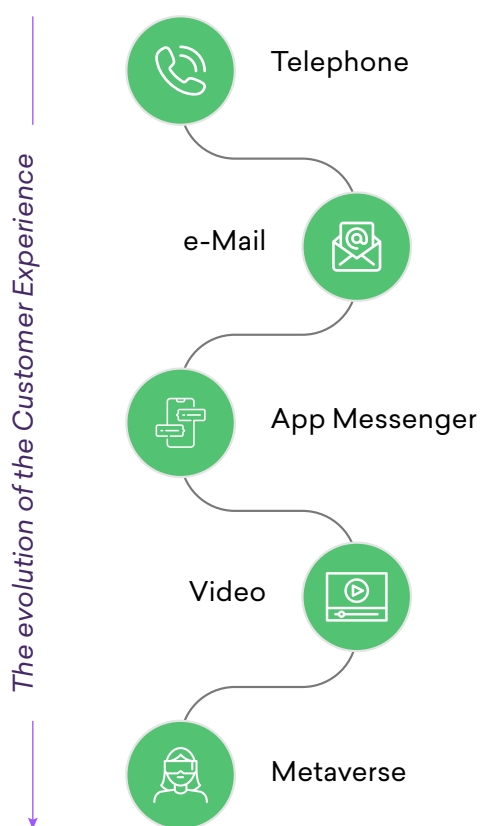
Founder & CEO at Aivo

Your first step towards the metaverse

As we mentioned in the previous chapter, the metaverse is a complex yet fascinating environment for brands to interact with their customers. But not many companies are using it yet since there's still a lot to develop from a

technology perspective.

With Video Conversational AI, you can take your first step towards the metaverse. Either if you implement it on your website, in a virtual event, or within any URL that supports this technology, your avatar's chat window can tag along in every step of the way to keep your customers company and provide assistance.



Premium assistance

As we mentioned in previous chapters, video conversational AI is an evolved version of a

chatbot that can support customers in multiple ways and improve the overall customer experience.

But on top of that, it can help you provide an innovative and empathetic experience for premium customer segments. In comparison to a chatbot, **video conversational allows companies to establish closer, warmer and more empathetic interactions to make them feel special.**

Either if you have a bank, a retail store or a health-care institution, there's always an extra step you can take to stand out from competitors. Imagine having your best banking executives welcoming their customers in your home banking, or having the celebrity of the moment helping your customers make a purchase in your E-commerce store.

Or let's say you want to launch a huge campaign for the World Cup that's coming up soon. You can use Messi, Neymar or Cristiano Ronaldo as your customer support agent! The only thing to keep in mind is that the person you choose as your avatar has to explicitly consent and record the 15-minute video.

That's it!

Truth is, video conversational AI takes your customer experience to a whole new level, and it's up to your strategy how to implement it to drive the best results.

06.

Final words

As technology continues to move forward at breakneck speeds, businesses need to stay on top of the latest trends. The metaverse will provide brand new opportunities in every aspect of business, from marketing to sales to customer service.

Not only does the future of CX look bright and shiny, but it's also all about video conversational AI. You are just jumping on the bandwagon a bit sooner than everyone else.

With Aivo's new technology, we're excited to work with brands to empower them in this journey towards a more immersive, empathetic and innovative customer experience. Our team of experts is ready to share with you how this technology can help you boost your business.

Ready to take your CX to the metaverse and beyond?



Get to know us

About Aivo

Founded in 2012, [Aivo](#) is a tech company specialized in helping companies improve customer service and increase sales with AI-powered solutions. Its mission is to help give time back to people, including companies, their employees, and their customers, by transforming automated conversations into responsive, efficient and intelligent experiences.

Our conversational AI platform includes:

Agentbot: Automated solution with conversational AI for digital channels. It empowers companies to build a customer service experience that respects people's time and resolves their queries instantly through natural, open and empathetic conversations via web channel, WhatsApp, Instagram, Facebook Messenger and mobile apps.

Engage: The solution for creating WhatsApp campaigns and starting proactive and valuable conversations with customers.

Live: Omnichannel chat solutions with artificial intelligence for human agents.



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