

# Enabling customer loyalty through AI



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Customer Support Quality Assurance Manager



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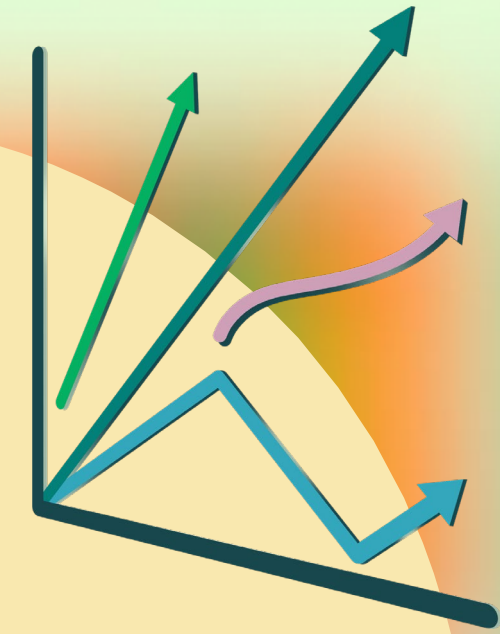
Customer Success Manager

**Zendesk**

The intelligent heart of customer experience



**Businesses around the world have had to pivot time and time again to remain competitive.**





AI is becoming more evolved and seamless



Conversational experiences are empowering consumers



Customers are eager for deeper personalization



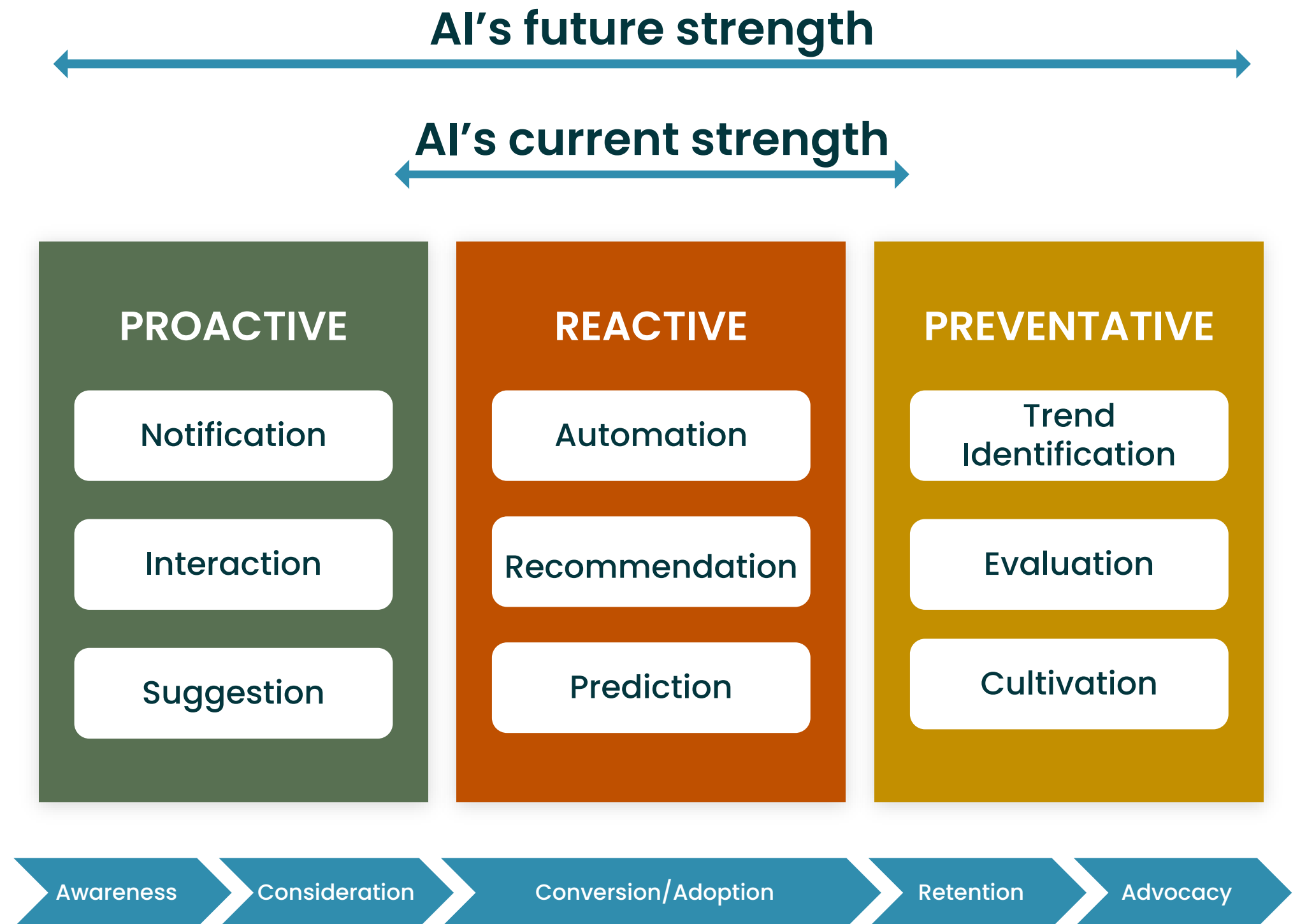
Consumer well-being and sentiment are reshaping CX

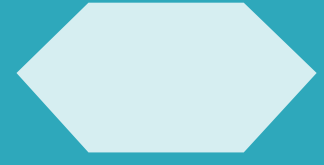


CX teams are breaking down silos as they become more integrated

**Automation/AI is connecting all 5 trends and allows you to strengthen your customer loyalty**

**Imagine adding AI  
to any customer  
experience use  
case**

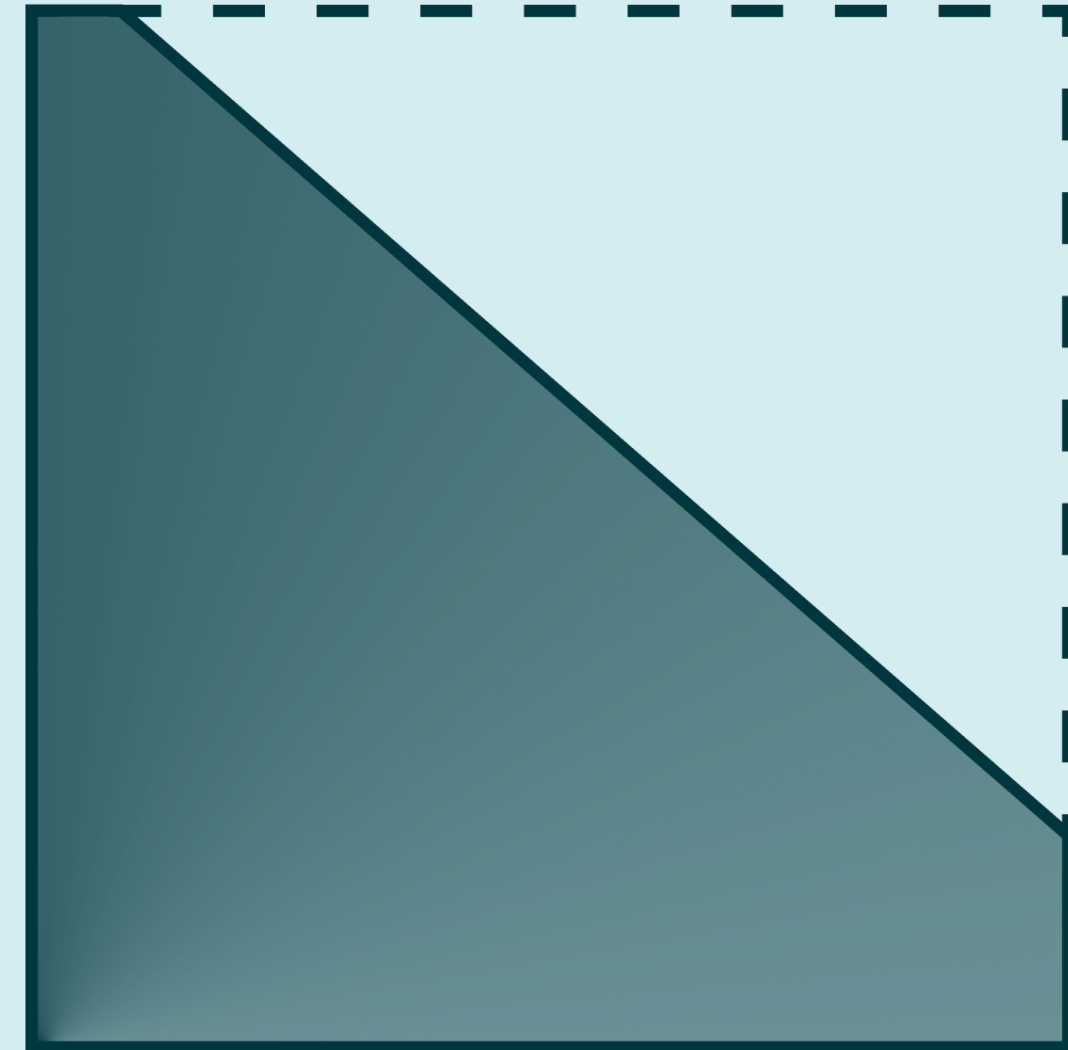


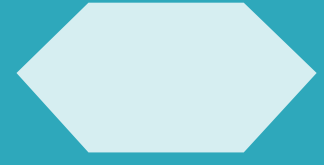


# Nearly two-thirds

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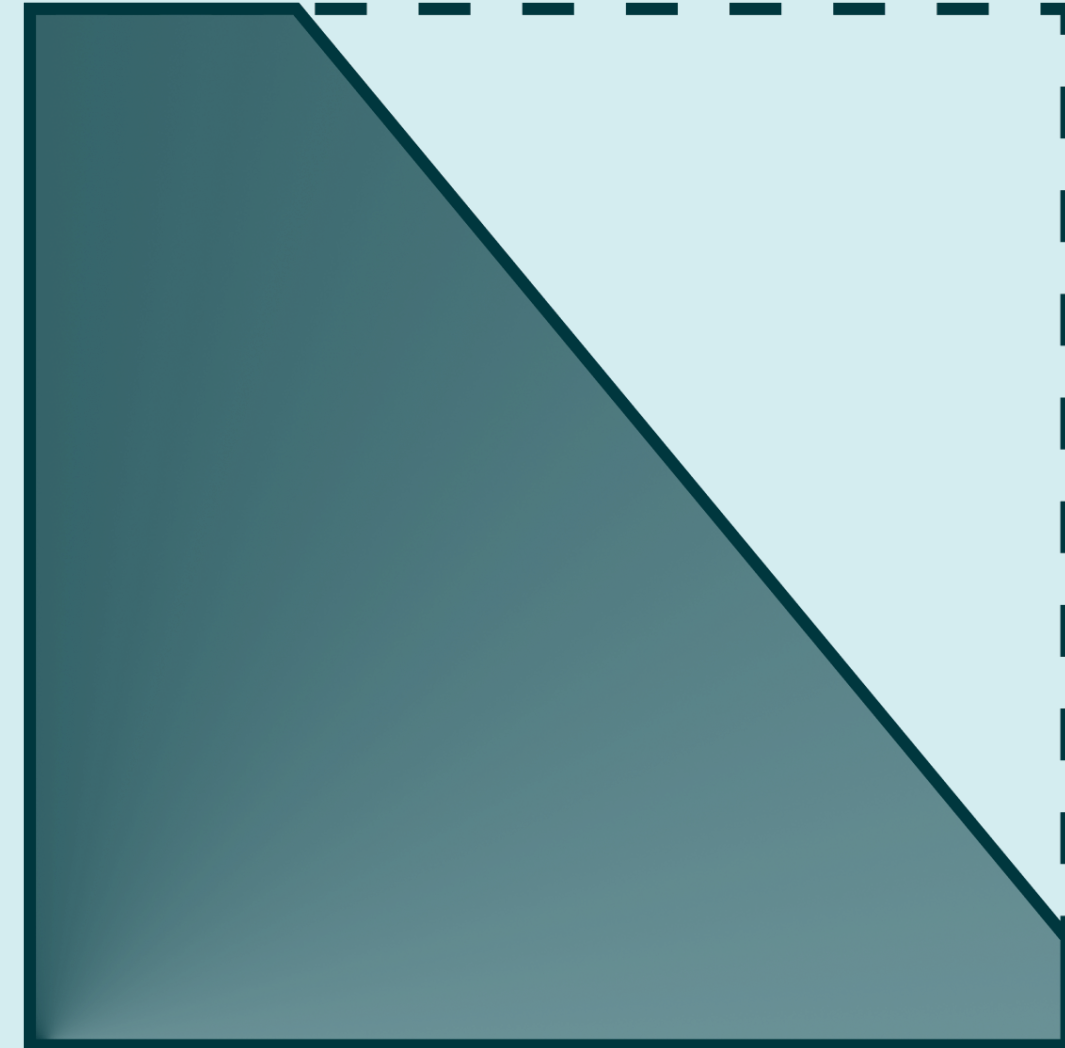
of business leaders tell us that their investments in customer AI have resulted in significant performance improvements

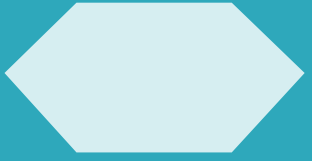




# 72%

of consumers who  
regularly interact with  
customer service bots  
report noticeable  
improvements in quality





## About 3 in 4 consumers expect:



More interactions with AI in their daily life and that it will improve customer service quality



AI will improve customer service efficiency



AI will be able to access and use data about them quickly

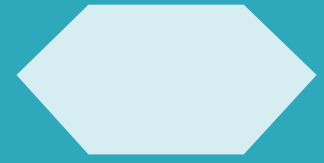


AI should be able to provide the same level of service as human agents



AI interactions will become more natural and human-like over time





# 62%

of these leaders telling Zendesk that their companies have been lagging behind in the use of AI

# 60%

describing their organization's plans as being ad hoc rather than strategic



## Who benefits from automation & AI?

- ❑ Instant support
- ❑ Faster replies
- ❑ Personalization

**Consumers**

- ❑ Customer context
- ❑ Empowerment
- ❑ Value creation

**Agents**

- ❑ Efficiency gains
- ❑ CX
- ❑ Scalability

**Admins / Business**

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# Using AI automation in Customer Support

Anna Degrell - Storytel  
01.06.2023

# About Storytel

**Storytel is an audiobook and e-book streaming service available in over 100+ markets**

**23 support agents, located in 9 different countries, providing support in 13 different languages**

**Responsible for our AI Bot implementation and development**

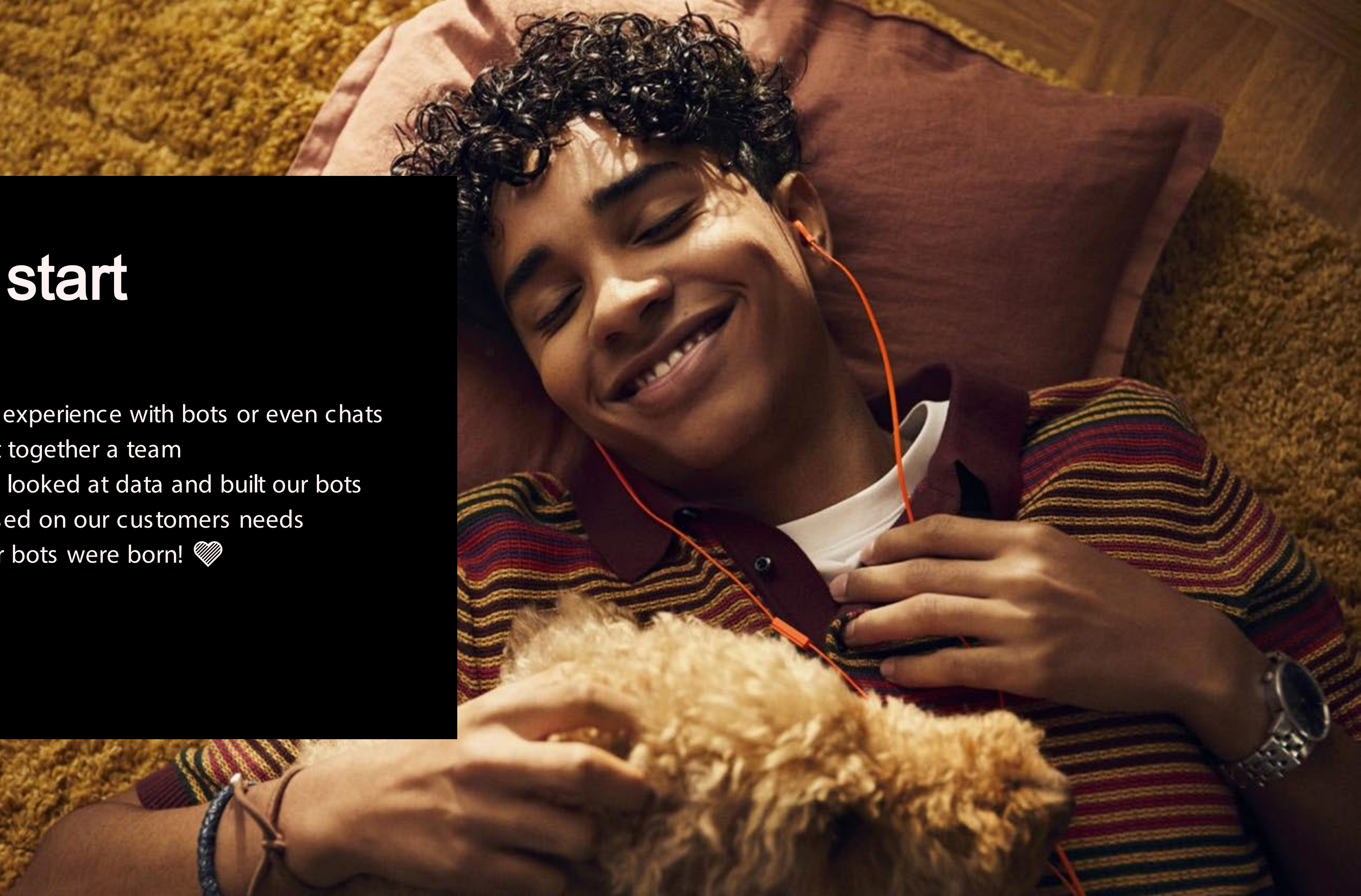
# The why?

- Storytel is growing, in 2022 Storytel was launched in 80+ countries
- We had to scale our customer support to handle the growth.
- We needed ways to work smarter- reduce the “easy” inquiries.
- Become more available for our customers 24/7, all days of the year, no matter the time zone.
- We wanted a solution well fitted to Zendesk and choose Ultimate.ai

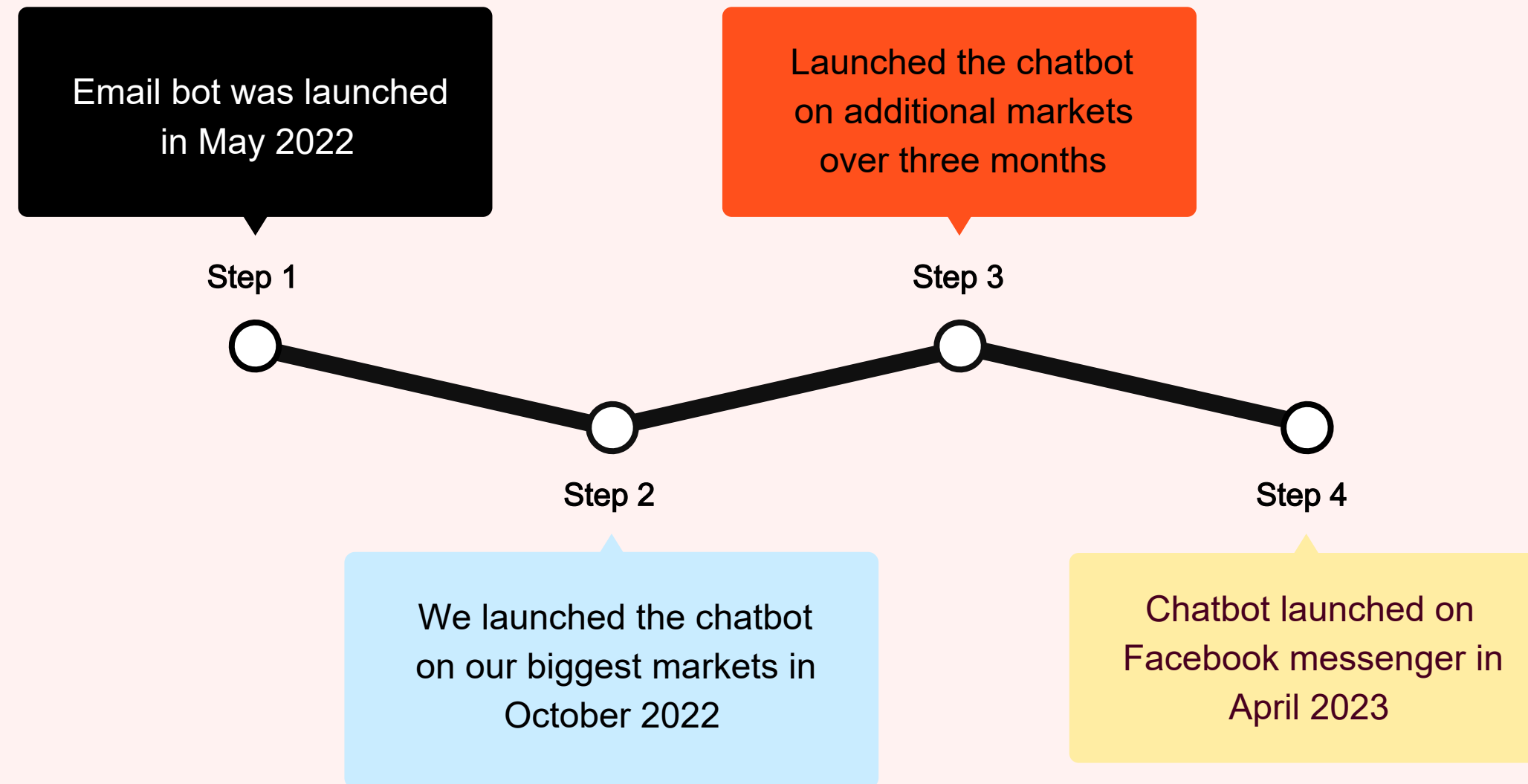


# The start

- No experience with bots or even chats
- Put together a team
- We looked at data and built our bots based on our customers needs
- Our bots were born! 🤍



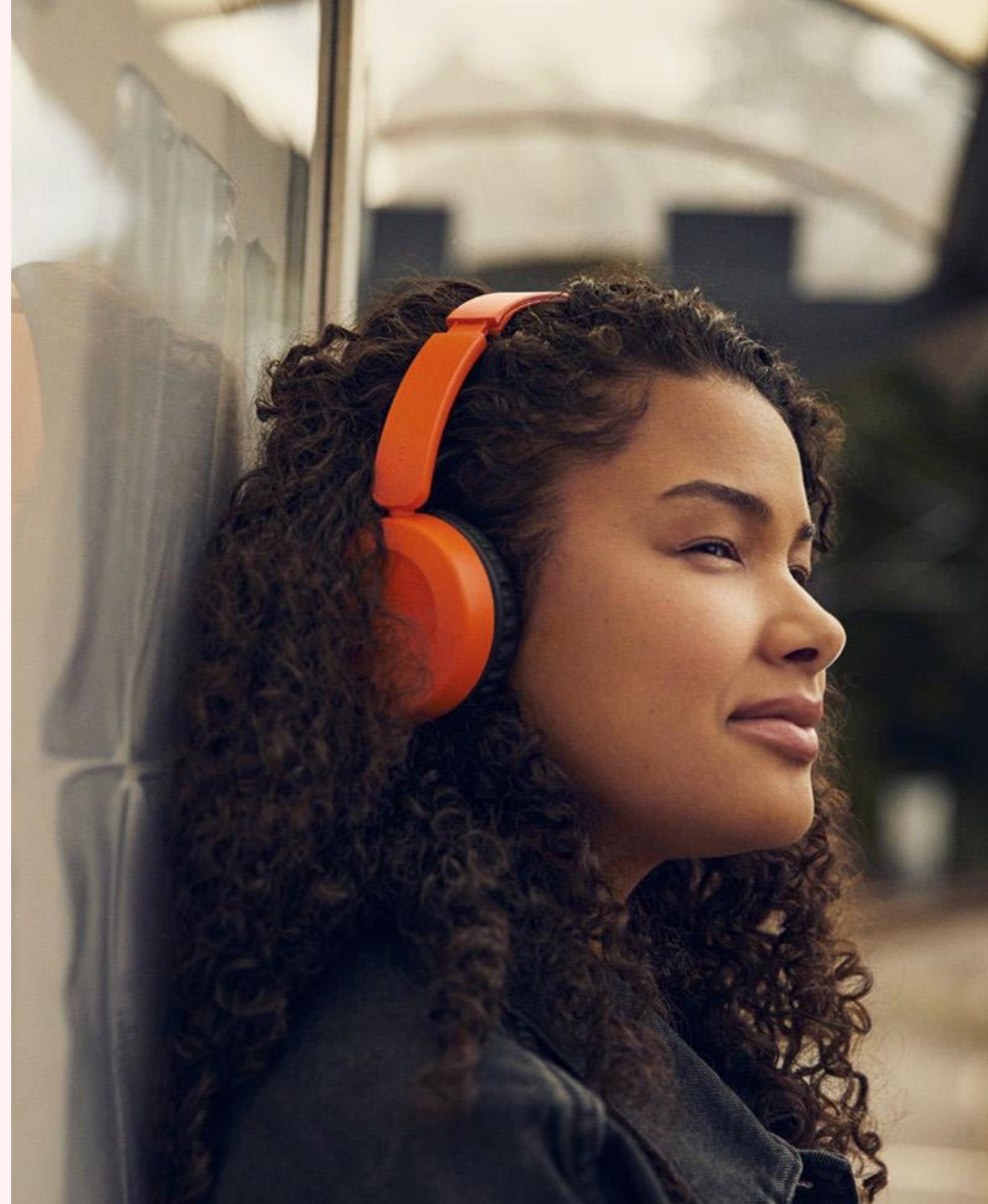
# The launch



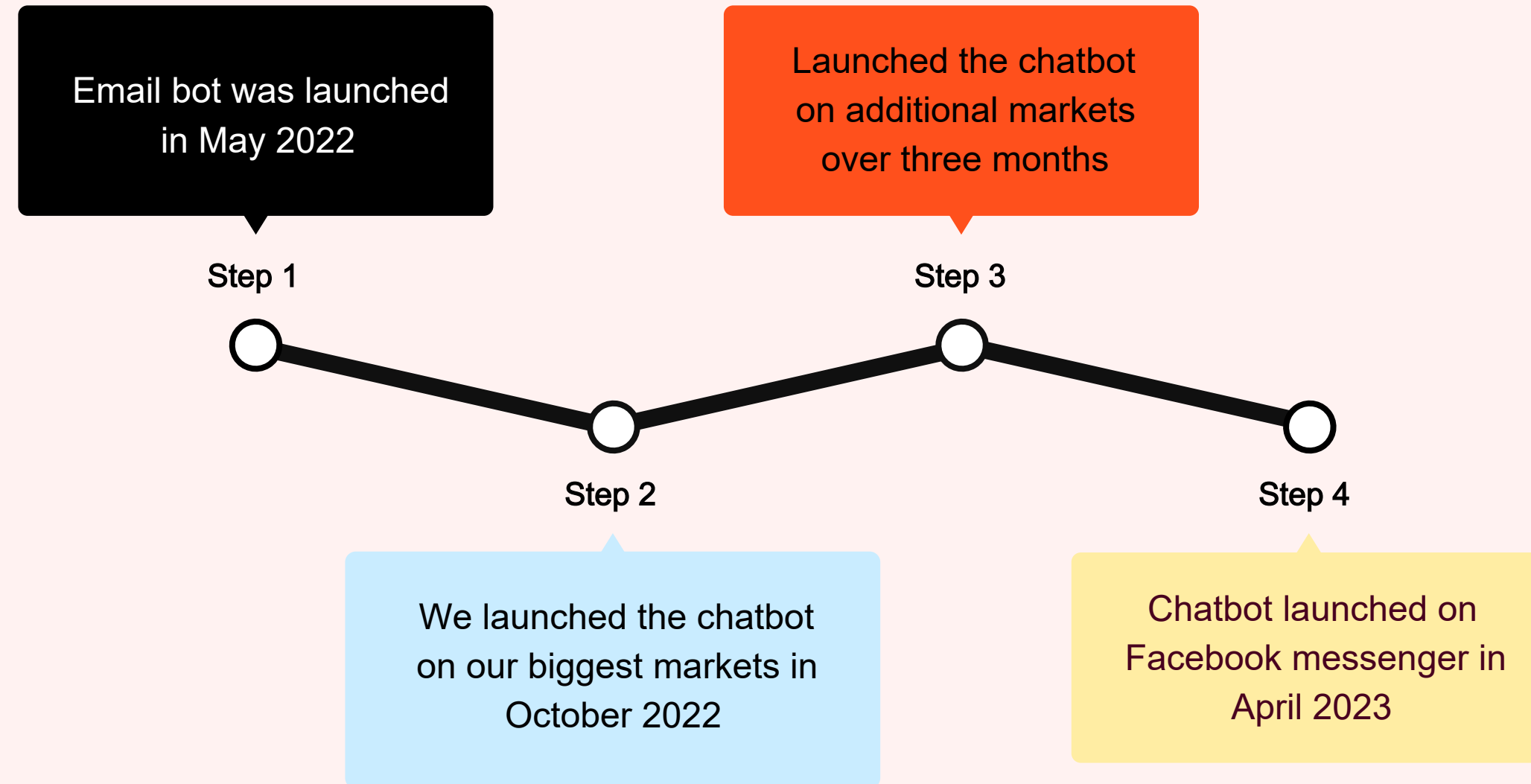


# The launch

Launching a chatbot is very similar to raising a teenager, you think you've got them under control but then they go out and do the complete opposite of what you agreed on



# The launch





## The results (so far...)

Our automation AI project has been going on for over a year and the chatbot has been live for more than 6 months now and it's working very well!

- 45 topics in 13 languages
- Over 40% conversations handled by the bot
- Very easy handovers for our agents directly in Zendesk
- Quick and easy for the customers both to chat with Stella and get in touch with an agent

# Thank you!



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