



AUTOMATION:

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Automation is making its way into every industry nowadays. This is because automation has the ability of accomplishing a wide range of chores that were previously handled by humans. These chores could include booking an appointment with the doctor, hailing a ride sharing car, booking a hotel room, checking your luggage into the airport or even ordering food from your favorite restaurant.

Artificial Intelligence (A.I.) is the future of automated customer experience (CX). This is because research suggests that 85% of all the customer interactions in 2020 will be handled without the need of a human agent. In the world of Customer Experience (CX), the challenge is how do you create a huge pleasure and pain gap (PPG) to differentiate an organization's brand experience from its competition? Automation can answer this question very easily.

Imagine standing in the extensive queue at Starbucks every morning or DIY browsing at IKEA to pick out your favorite furniture items. These everyday problems are examples of 'pain' in the customer's experience. Without these pains, it is difficult for customers to experience the contrasting pleasure peaks in competitor's services.

Pleasure in customer experience will be tantamount to the amount of pain customers have felt in previous services. This is where automation of services swoop in to save the day. With AI automation in the service industry, businesses can be guaranteed improvements in brand reputation and loyalty, alongside exponential increases in revenue streams too. Other than this, all the forward-thinking businesses out there will be able to experience amazing opportunities because of AI automation.

Let's take a look at some of the other benefits of this fruitful technological advancement:

### **1. Preemptive Action**

These advancements have the ability of bringing about levels of responsiveness that aren't humanly possible. Systems that will be embedded with AI will be able to monitor infinite amounts of data which include in-app activities. Any potential indicators of distress in services experienced by customers will be picked up on quite early. These systems may even be able to respond to customer's questions or problems in real-time with the help of virtual service agents.

### **2. You Only Have To Train Them Once**

Hiring and training service agents costs businesses a lot of time and money. On average, it costs a company around \$4000 for one service agent and an additional \$4800 for their training. With the help of automation platforms, businesses can save costs and only program their virtual agents once!

### **3. Customer Services That Are Available 24/7**

With a virtual service agent, customer services will not be constrained by any public holidays or differences in time zones. This positive advancement in customer experiences will greatly influence their value of your brand, trust and reputation.

## **How iOPEX is Your Gateway to Automated Customer Services**

iOPEX offers its clients Robotic Process Automation (RPA) services which have the ability to optimize any function of their business. Our RPA consultants have the ability to provide cutting-edge solutions in excel automation, chatbot, SAP, finance, HR, IT, front-office, middle-office and back-office automation. Visit our [website](#) to find out more.



iOPEX, is an intelligent automation and services company that drives digital transformation in user acquisition, service fulfillment, customer service and back-end operations. iOPEX was founded in 2009 and is headquartered in San Jose, US. Today we have over 1,600 employees servicing customers across the globe including Fortune 100 and some of the most world's most innovative companies.

**iOPEX Technologies Inc.**

1245 S. Winchester Blvd, Suite 309, San Jose, CA. 95128

**Email:** [solutions@iopex.com](mailto:solutions@iopex.com) | **Phone:** +1-408-747-1788 | **Website:** [www.iopex.com](http://www.iopex.com)