

As businesses embrace a wider array of digital channels to interact with their customers, customer experiences are being transformed by digital assistants. Powered by conversational AI, intelligent chatbots can instantly assist customers when and where they prefer (at home, at work, or while commuting), anticipate their specific needs (inquiries for new purchases and upgrades, or for customer support and service) and deliver contextually relevant, personalized responses.

Bruviti Customer Assist applies market-leading AI-powered knowledge to deliver a powerful, interactive front-line support tool that helps customers troubleshoot technical issues without agent intervention.



## USE CASE

A leading appliance manufacturer wanted to reduce time spent by high-value contact center agents resolving low-level technical issues by offering a customer self-service option on the website.

## Challenges

A manual diagnostics and triage process resulted in ineffective problem identification.

## Bruviti Solution

Bruviti analyzed tech-support calls to develop an enhanced, AI-powered

self-service chatbot solution for consumers. Accessible on the web and on mobile platforms, the chatbot uses a dynamic decision tree and AI-enabled smart search capabilities. With access to online FAQs and known faults databases, it can assist users with troubleshooting tips to identify and resolve their problems without having to schedule a service call.

## Results

**3x**  
Increase in self-service chatbot usage

**20%**  
Calls deflection from the call center

## Features

- Optimized for web and mobile platforms
- AI powered dynamic decision tree
- NLP powered chatbot interface
- Smart search

## Benefits

- Self-service
- Assists in reducing truck rolls
- Increase first time fix rates
- Call deflection helps improve contact center efficiency

