Covid-19 and customer service: How it has changed chatbot ROI

There is no doubt Covid-19 has had a huge impact on customer support functions, in the immediate term and into the future.

Customer support teams are now managing more calls and interactions that require more time and effort to resolve than pre-pandemic times. This complexity has blown out first-time resolution rates and times, increased call hold times and reduced customer satisfaction.

In Australia and New Zealand, employers are facing additional pressures on their customer support teams as a result of the pandemic. Both economies are almost at full employment due to border closures, salaries are increasing and there is a high degree of staff churn making it even harder to meet the extra call demand. And when experts estimate it costs upwards of twice an employee's salary to find and train a replacement, it isn't hard to see that a creative solution is needed.

ROI of chatbots

Traditionally the ROI of chatbots has focused on their ability to divert demand from expensive one-to-one interactions, freeing up capacity to manage more complex queries that need a human touch. This move to shift channels is obviously an important one.

With Covid-19, other factors have come to the fore that influence chatbot ROI in addition to the amplification of some of the existing influences.

1. ROI improves when chatbots are used in periods of full employment. Chatbots remove pressure on existing customer support staff and therefore reduce the likelihood of churn. And if borders are shut and being able to find staff is an issue, then chatbots can easily fulfil part of the responsibilities of customer support agents.

2. ROI improves when chatbots take a genuine "no-code" approach to implementation. When you're not relying on developers to implement digital projects, it's more likely you can be easily up and running in hours. This flexibility lets you implement your project irrespective of any labour market shortages.

FAQBOT

3 ROI improves when chatbots are straightforward for customer support or communications teams to maintain. Typically, these chatbots are content-driven and flexible, rather than relying on complex conversation trees that need specialist management support. And when you're in control, updates can be made quickly and easily. This is particularly relevant in Covid-19 times as messaging is often updated as alert levels change for example.

4 ROI improves when chatbots are smart and easy to train. Chatbot capability varies widely. Some bots need 20 or more versions of the same question before AI kicks in. Other bots can work with much smaller datasets to drive results faster. So be sure to check and validate how much work is required to set-up and train any bot solution.

5 ROI improves when chatbots work across multiple channels like websites, Facebook etc. Being available 24/7 isn't enough to build satisfaction. Chatbots need to be available on the channels your customers frequent at all times.

6 ROI improves when chatbots have seamless handover to live chat. Being able to escalate as required to a customer support agent improves resolution rates, which is especially important at this time.

Next steps

If you want to get started with automating your customer service, but aren't sure where to start, let's talk. Our software can help you communicate effortlessly with your customers, improve satisfaction and lower costs.

If you're ready to pitch a chatbot as your next employee, check FAQ Bot's CV on the following page.

FAQBOT

faqbot.ai

RESUME

CUSTOMER SERVICE SUPER STAR

MY PROFILE:
I'm a team player with great communication skills.

I'm always keen to do my best to support a high-performing team.

I learn quickly – which means I can hit the ground running.

I adapt easily to new situations, I'm super-responsive to feedback, and I'm always looking for the most efficient way to do things.

I'm a flexible multitasker just as happy working on simple and repetitive or more complex jobs.

HOURLY RATE:
From $0.20/hour
Based on working 24/7

CONTACT DETAILS:
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Website: faqbot.ai

FAQBOT

CAREER HIGHLIGHTS

CUSTOMER SUPPORT REPRESENTATIVE
Provided front-line customer service support to high-performing teams across many organisations, including:

BREAST CANCER FOUNDATION (2021 – PRESENT)
- Saved my colleagues 25 hours/week on the first campaign I worked on
- As a result of this success, now I'm involved in all campaigns

HIREPOOL (2020 – PRESENT)
- Front-line customer service during Covid-19 lockdown and beyond
- Resolved 1300 customer enquiries in the first 7 weeks on the job

MAINFREIGHT (2020 – PRESENT)
- First point of contact for freight tracking and estimate enquiries worldwide
- Technical support
- Automated resolution of more than 2000 enquiries every month

DOMAIN NAME COMMISSION (2020 – PRESENT)
- Supported organisation through 146% increase in enquiries year-on-year
- Interactions consistently rated by customers as "high quality"

STEEL AND TUBE (2019 – PRESENT)
- Integrated customer support across wide, technical product range, via website, Sana ecommerce system and Dynamics AX ERP
- Support quality initiatives through automatic retrieval of test certificates

References available on request.