

# Making the Case for Change

How to sell the need for a chatbot internally to your CEO, Operations and IT

## Position Customer Service as the Biggest Lever

You know customer expectations in today's instant economy are sky-high and the only way to meet them in an effortless and scalable manner is investing in customer service automation. The trick is to continue to offer as personalized an experience as possible. Solvemate allows you to do both, simultaneously.

Automation gives customers the answers they are looking for so you can create a great experience full of:

- Convenience
- Speed
- Knowledgeable and friendly service
- Personalized support

**CX is a clear competitive differentiator and customer service is its biggest lever.<sup>1</sup>** Stay ahead of your competitors by making self-service your top priority with an always-on chatbot. It's easy to integrate it into your existing customer experience systems to help you stay on top of customer requests for a seamless experience.

This guide is designed to help you make the case for change of important internal stakeholders by understanding their goals and how Solvemate's customer service automation platform can help them on the path to success.



**“Even while they broadly prioritize CX, customer service organizations struggle to justify the cost of, gain support for, and quality the results of technology investments.”**

SOURCE: FORRESTER (2020)<sup>2</sup>

## Who Will be Involved in the Decision and What Keeps Them up at Night?

Every organization is different but we’ve been around for a while and pretty much know who might get involved in deciding whether to purchase a chatbot and customer service automation tools in your company.

Executives often aren’t as close to the issues you face day to day and the opportunity cost of waiting is bigger than executives may appreciate at first glance.

Here are a few key job roles to consider in the decision-making process. It’s important to keep in mind their perspective on the decision so we’ve created a quick overview of what is probably top of mind for them and how you can position the Solvemate solution.

If you find a role is missing below, please contact your Solvemate representative and they can give you tips for how to address any other concerns in your organization.

# CEO

## Top Priorities

- Customer growth and retention
- Increase revenue
- Reduce costs
- Reduce risks

## How Solvemate Helps

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### Improve your customer experience

- Chatbots give customers what they want: **86%** of customers expect a self-service option and **66%** try self-service first before contacting a live agent<sup>3</sup>
- Chatbots allow companies to offer **24/7** service to meet customers 'always on' expectations
- The unique Solvemate's Contextual Conversation Engine™ allows you to create highly personalized conversations at the quickest possible resolution speed
- Integrate Solvemate into existing customer service systems for an efficient, effective, and seamless experience

### The competition is on it!

- Customer service chatbots are going mainstream - make sure your self-service options stay ahead of the pack as high performers are **76%** more likely to offer self-service
- Don't risk losing your customers: **80%** of customers would switch to a competitor after more than one bad experience<sup>4</sup>

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## Improve the bottom line

- **75%** of customers are willing to spend more to buy from companies that give them a good CX<sup>4</sup>
- High performers see the following impacts on their bottom line: 36% faster resolutions, **79%** reduction in wait times, and they solve four times the number of customer requests<sup>4</sup>
- Automation allows companies to scale up without increasing service costs - particularly with seasonal highs and lows
- Use gained customer service time to upsell and cross sell to drive revenue
- Reduce customer service team churn and increase productivity

## Quick payback - ROI within 3 months

- It's intuitive, easy to set up and cost effective to maintain

[Check out this data sheet to share with your CEO.](#)

# Operations

## Top Priorities

- Productivity and efficiency between departments
- Contain costs and margins
- Project delivery and timelines

## How Solvemate Helps

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### Increases productivity, efficiency and effectiveness

- Customers self-serve to find the answers they are looking for while service agents can focus on high value conversations
- A chatbot can serve thousands of customers at the same time while delivering the same high quality and level of personal care
- The chatbot helps to deflect customer support tickets (volume of tickets) and free up the backlog
- Escalated tickets are routed to the right agent to offer an effortless service experience
- Agents have more time to focus on the requests that require a human touch

### Integrates with existing CRM systems

- Solvemate integrates into existing CRM systems so requests are automatically routed to the right agents and customers have a seamless experience. Win, win!

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# IT

## Top Priorities

- Data security and compliance
- Systems performance
- Costs
- Avoiding data silos

## How Solvemate Helps

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### 100% SaaS

- No IT maintenance effort

### Secure

- Hosted in Germany, SSL, 2FA, pen-tested, 100% GDPR compliant
- Version controlling allows who can read, edit, train and publish on the Solvemate platform
- With rights management you have full control that only eligible people publish changes

### Easy integration & no data silos

- All conversations are handed over to your CRM so that there is not data silo
- Open APIs and out of the box integrations with leading CRM systems

[Check out this data sheet to share with your IT colleagues.](#)

# There is no Time to Lose! Now Is the Right Time to Automate

Here are a few general objections you may hear internally and the facts to share:

**1**

## There is no or little time to set up and maintain a chatbot

With Solvemate's efficient and effective chatbot it takes only about:

- 8 hours to onboard your team
- 2 to 14 days to set it up and go live
- 2 to 3 hours to train and maintain it every week

Solvemate's chatbot saves your team on average 30 working hours per week

**2**

## We don't have any IT-resources

- You won't need IT to get started and integrate your chatbot to your existing systems
- Adding your chatbot to your website is also just one line of code - easy peasy.
- Solvemate is a 100% SaaS (software as a service) solution, so there is no IT maintenance effort required

**3**

## We need to have a CRM first

- To get started with Solvemate's chatbot, a simple ticketing or email system is sufficient to ensure a smooth agent handover and capture all relevant information
- With a CRM, more personal requests can be automated
- Relieve your service department first with a chatbot to facilitate the implementation of a bigger project such as a CRM

**4**

## We should offer live chat before implementing a chatbot

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## 5

### We need to understand our customer needs better first

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- A chatbot will help you achieve this goal by delivering strong customer analytics and actionable insights
- The gathered data range from conversations, including requests and solutions, to feedback through interactions with the chatbot
- Use this knowledge to continuously improve your CX, your customer journey and ultimately your bottom line

## 6

### I've heard chatbots deliver frustrating experiences

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- Not all chatbots are created equal and some deliver a better service experience than others
- Most often free text field chatbots NLP-only (Natural Language Processing) fail to understand customers and their intent due to the complexity of maintaining them
- Chatbots based on static decision trees (buttons only) are limited in their ability to solve customer problems
- To provide the best experience possible, a combination of dynamic decision trees and NLP offers the best results. This approach is called Solvemate Contextual Conversation Engine™ and is unique to Solvemate



# Your Winning Arguments: Key Benefits of Solvemate



## Improve CX

- Give your customers what they want: speedy and convenient 24/7 support
- Don't put your customers on hold: Provide highly personalized, fast and accurate answers for high first-contact resolution
- Benefit from an improved CX with reduced cost and risk as well as increased revenue
- Offer personalized support to create more trust in your brand and strengthen customer loyalty in the long term
- Reduce the risk of losing customers to competitors and make great CX your advantage



## Increase Effectiveness

- Integrate the chatbot into your existing customer service tools to harness the full power of automation
- Define effective escalation strategies for a seamless handover to other contact channels (live chat, phone, email, messenger) whenever a human touch is needed
- Back up your service agents with automation to help them focus on complex cases and creating more meaningful conversations and customer relationships
- Use Solvemate's best practices to increase your CSAT, self-service rate and employee satisfaction



## Boost Efficiency

- Go live in just a few days with no IT resources needed
- Deflect tickets before they even reach your agent and reduce waiting times on other channels such as live chat, phone or email
- Relieve your service department from the flood of repetitive requests and enable them to spend their valuable time on conversations that really matter
- Improve your service agents' morale and scale their output while containing costs
- Get a quick payback: implemented correctly, most customers see an ROI within 3 months



## Understand Your Customers Better

- Get a holistic view of your customer journey and use these insights to upsell and cross sell
- Taylor your service offer exactly to your customers' needs and deliver more personalized support than ever
- Action insights to continuously improve the customer experience to stay ahead of your competitors
- Use customer feedback to enhance your service quality and make the right business choices

# Show What Success Looks Like With Solvemate

**JustPark**



In the first two months

Decreased their contact ratio by



Increased their CSAT by



 **CHILLY'S**



In the first months

Decreased their ticket volume by



Reduced their first reply time by



**ARMEDANGELS**



In the first two months

Decreased their ticket volume by



Reduced their first reply time by



**musicMagpie**



On Bot Launch

Live chat waiting times decreased by



On Average

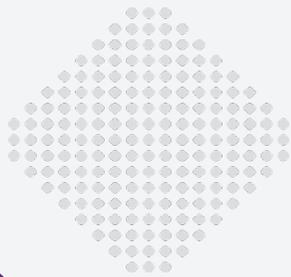
Time to solution



[Learn More from Our Case Studies](#)

## We Are on Your Side

We hope this guide will help you make the case for why a chatbot could really help your team and the business overall. If you need any additional support in making your case, please be sure to reach out to your Solvemate Account Executive!



# References

<sup>1</sup> Forrester (2020), "[Customer Service Is The Most Important Lever Of Great Customer Experience](#)".

<sup>2</sup> Forrester (2020), "[Win Funding For Your Customer Service Project](#)".

<sup>3</sup> Microsoft Dynamics 365 (2020), "[Global State of Customer Service](#)".

<sup>4</sup> Zendesk (2020), "[The Zendesk Customer Experience Trends Report 2020](#)"

## About Solvemate

Solvemate enables brands to deliver quality customer service through meaningful conversations. Our customer service automation platform is powered by smart conversational AI that allows companies to create chatbot conversations so service teams can focus their expertise where it matters most. Solvemate's unique contextual conversation engine learns more quickly, integrates more easily and resolves requests faster and more reliably than any other chatbot on the market. Brands benefit from a personalized, real-time self-service experience that increases customer satisfaction, reduces costs, and offers actionable customer service insights.

[www.solvemate.com](http://www.solvemate.com)

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