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Companies often overlook the value of good customer service, despite its importance in driving business growth. According to research, only 14% of marketers consider their company to be truly customer-centric, and even fewer believe their customers share this view. It's a challenge that has been ongoing for nearly two decades, with many companies struggling to balance the need for speed and efficiency in their support teams with providing a great customer experience. However, thanks to advancements in AI technology, this problem can now be solved. By hiring people who genuinely care about the customer experience, businesses can start to address this issue. For example, Brinks Home, a smart-home-technology company, has faced difficulties in gaining brand recognition despite its excellent product and customer reviews. But what's more interesting is that the company has accumulated vast amounts of data on customer behavior through its call centers and field reps. This information could be used to improve customer service and provide a better experience for customers. As social media continues to give unhappy customers a louder voice, getting customer interactions right has never been more crucial. Businesses must find ways to raise their level of service without breaking the bank or sacrificing quality. AI can help break this linear growth model by allowing support leaders to scale their teams efficiently and provide exceptional customer experiences while keeping costs low. Given article text here Focus on key performance indicators such as customer satisfaction and involvement rates to measure success. To get started with implementing AI, begin with small steps and gradually build up, this approach will help win over executives. Start by introducing an AI agent for a small group of customers to resolve frequently asked questions, gather feedback and refine the approach before expanding. This gradual rollout helps reassure executives that AI can be implemented without disrupting business or customer operations. Sharing early return on investment calculations and real-world impact can also help get leadership on board. Companies often struggle with siloed customer data, but digital customer hubs can provide a solution. Meanwhile, CEOs face challenges when implementing new technology, including pushback from customers and team members. Brands must be careful not to neglect disabled communities when adopting customer service chatbots. Researchers have found that using warm language in conversations and focusing on problem-solving yields better results for service agents. Prioritizing efficiency over customer experience can erode a company's selling points, instead, focus on building genuine connections and offering exceptional customer service to achieve year-round success. Voice of the customer applications are also promising, as they involve parsing, interpreting, and responding to customer input. Businesses can prepare their staff and workplace by adopting strategies such as using evolvable scripts and warm language in conversations. Companies can win over consumers by delivering value to all customers regardless of geography, and using Gen AI to enhance the customer experience.

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