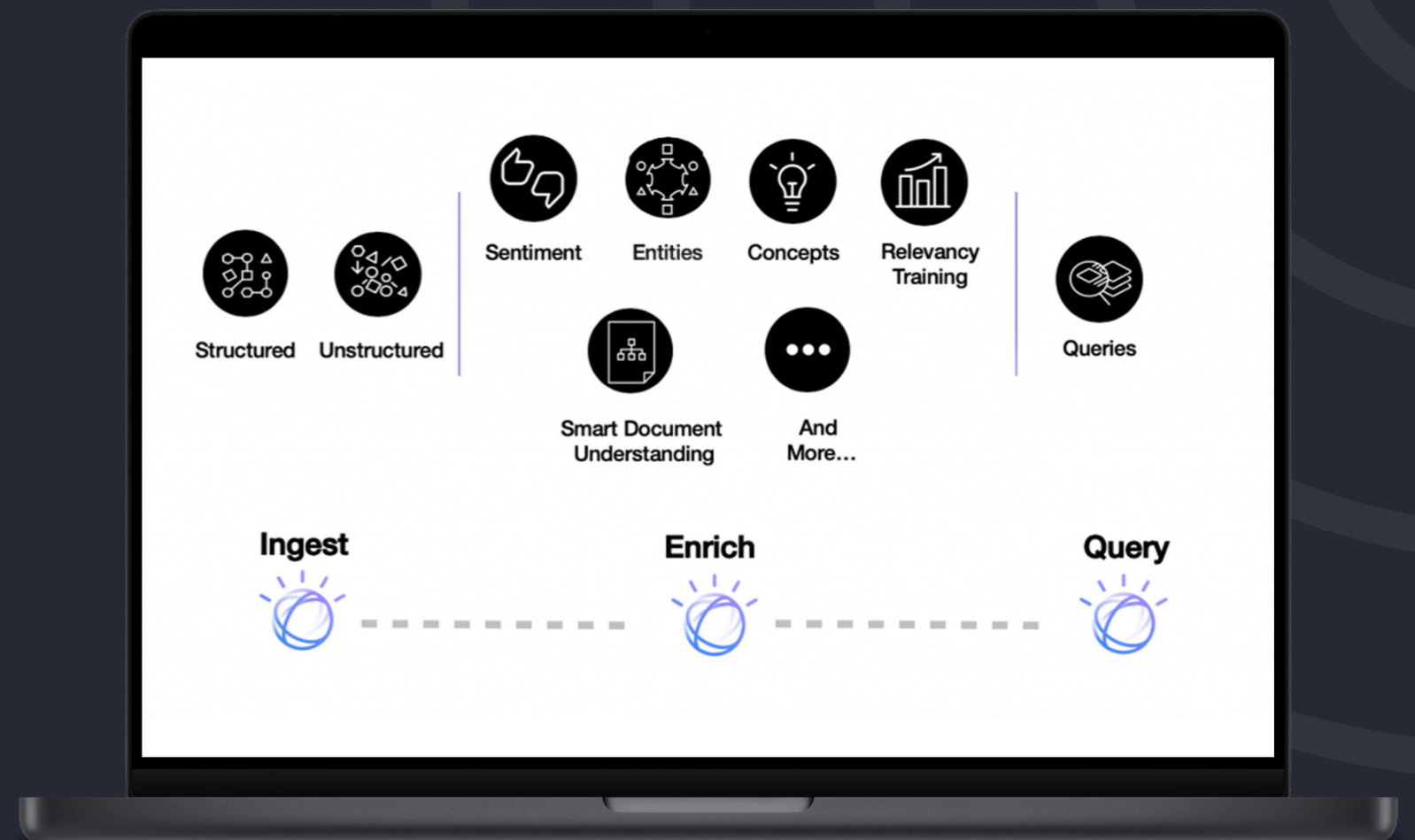# IBM Watson Assistant

Transforming Customer Care Beyond Traditional Support Systems

DATA TARGET

IBM
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WHY SWITCH TO IBM WATSON ASSISTANT?

In the rapidly evolving digital landscape, customer expectations have soared. They demand instant, accurate, and personalized support across multiple channels. Traditional customer care systems, often limited by human resources and operational hours, struggle to meet these escalating demands. Enter IBM Watson Assistant-a cutting-edge, AI-powered solution designed to revolutionize customer care by delivering intelligent, scalable, and efficient support.

IBM Watson Assistant leverages advanced natural language processing to understand and respond to customer inquiries with human-like accuracy. It operates 24/7 across various platforms, including chat, voice and messaging apps, ensuring your customers receive immediate assistance whenever and wherever they need it. By integrating IBM Watson Assistant into your customer care strategy, you can significantly reduce response times, enhance customer satisfaction, and allow human agents to focus on more complex issues.

But how does IBM Watson Assistant replace and surpass traditional customer support systems?
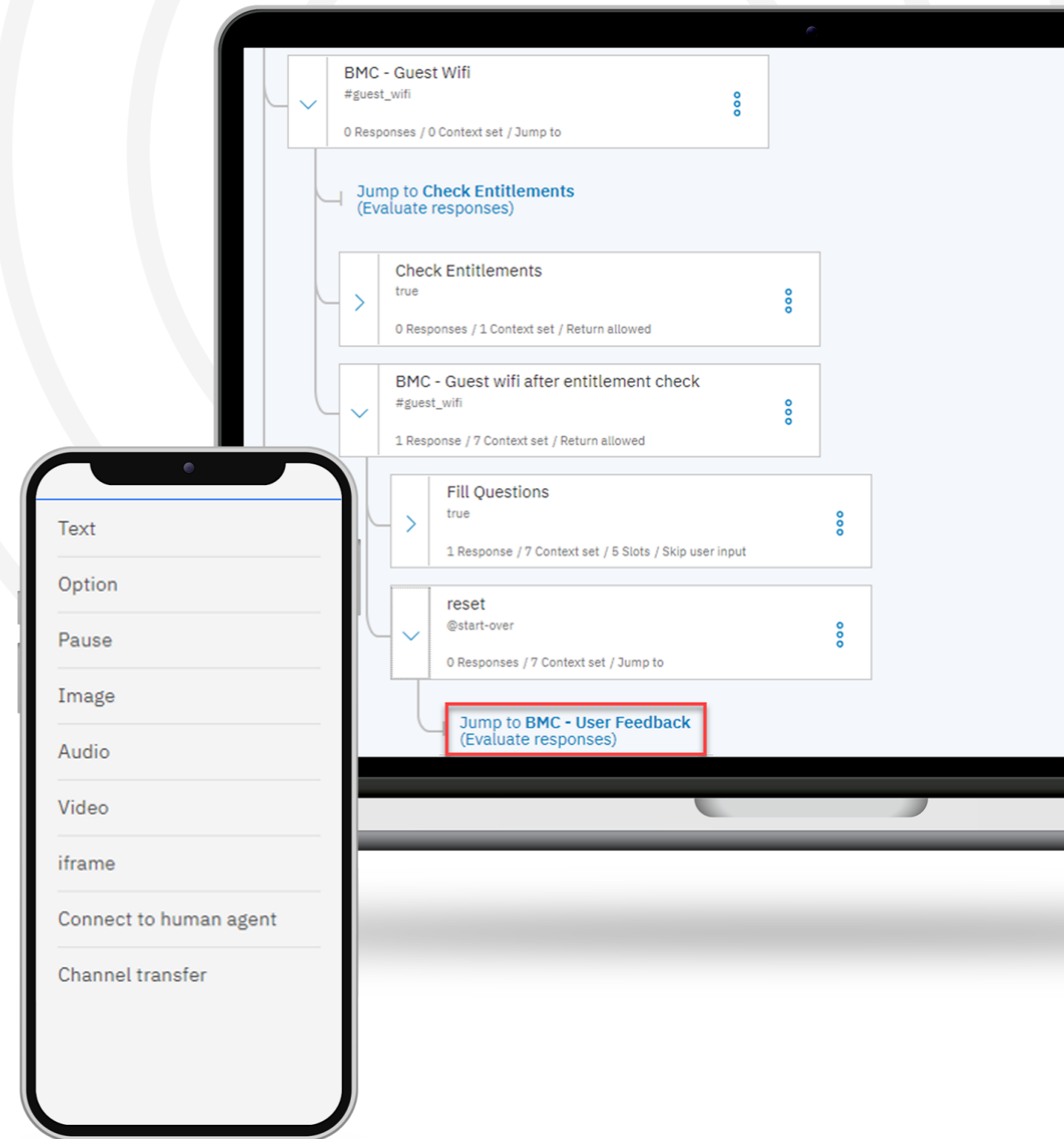
Select a data source to
connect to your collection

Salesforce

SharePoint Online

SharePoint OnPrem

box Box

Web Crawl

IBM Cloud Object Storage

SEAMLESS TRANSITION AND
ENHANCED FUNCTIONALITY

IBM Watson Assistant is highly customizable, allowing businesses to tailor the assistant to their specific needs. It replicates essential functionalities of legacy systems, such as ticketing, escalation protocols, and integration with customer databases. Moreover, it introduces advanced features like context retention, which enables the assistant to understand and remember previous interactions within a conversation, providing a more coherent and personalized customer experience.

While some legacy systems may lack multilingual support or struggle with handling large volumes of queries simultaneously, IBM Watson Assistant excels in these areas. It supports multiple languages out-of-the-box and can handle numerous interactions concurrently without compromising performance or accuracy.
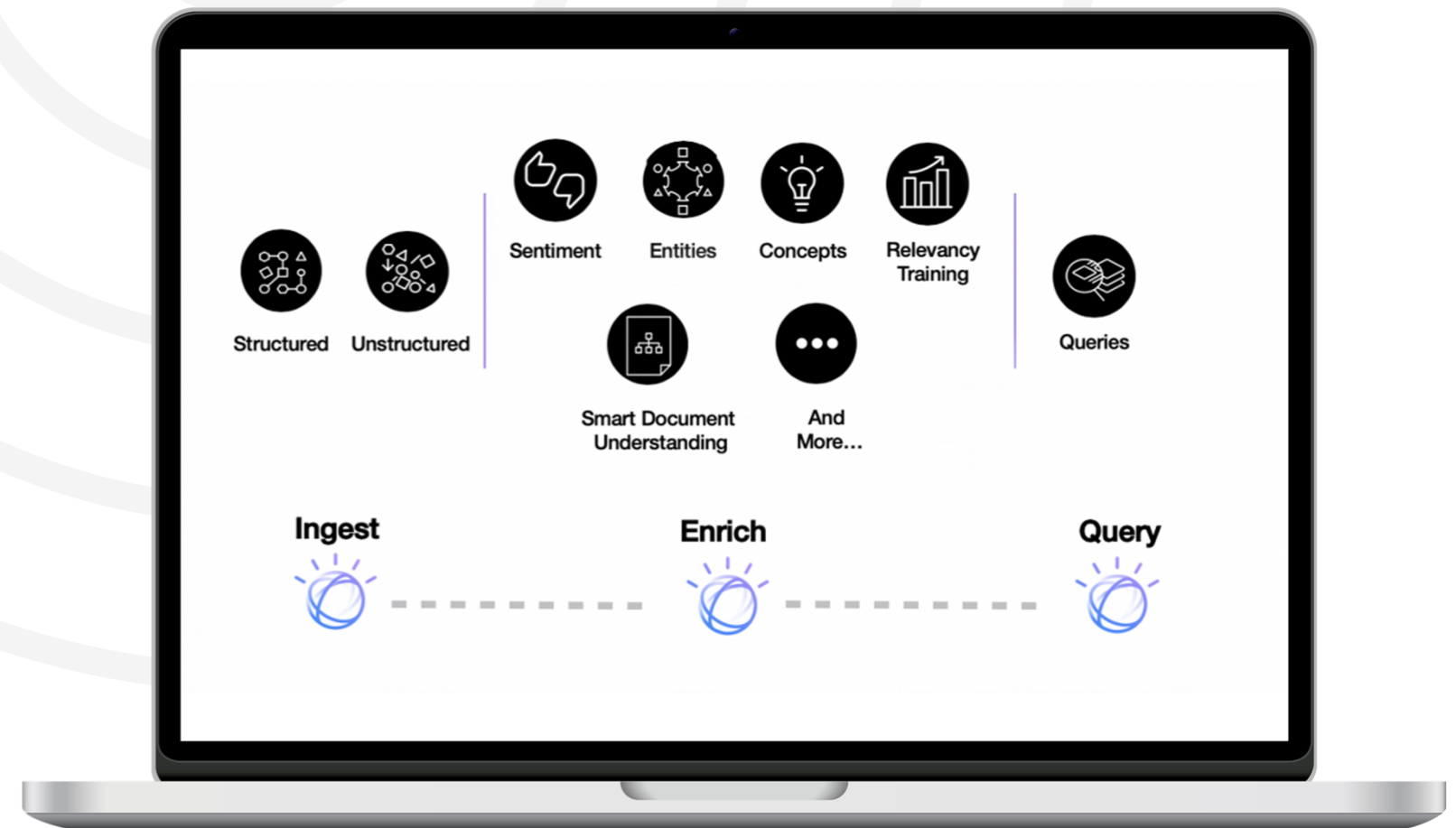
INTEGRATING IBM WATSON DISCOVERY FOR DEEPER INSIGHTS

When paired with IBM Watson Discovery, IBM Watson Assistant gains the ability to search and analyze vast amounts of structured and unstructured data. This integration empowers the assistant to provide precise and relevant answers by accessing up-to-date knowledge bases, documents, FAQs, and even historical customer interactions. It ensures that your customers receive the most accurate information, enhancing trust and reliability.

IBM Watson Discovery also enables the assistant to identify patterns and trends within customer inquiries, providing valuable insights into customer behavior and preferences. This data-driven approach allows businesses to refine their products and services continuously.

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IBM WATSON ASSISTANT
TRANSFORMING CUSTOMER CARE BEYOND TRADITIONAL SUPPORT SYSTEMS

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SCALING WITH IBM WATSONX FOR FUTURE-PROOF CUSTOMER CARE

Introducing IBM watsonx, IBM's next-generation AI and data platform, takes your customer care capabilities to new heights. IBM watsonx offers a comprehensive suite for building, deploying, and scaling AI models. It provides advanced tools for data management, ensuring compliance with industry regulations and data privacy laws.

By utilizing IBM watsonx, businesses can develop custom AI models tailored to their specific industry and customer base. This customization ensures that IBM Watson Assistant understands domain-specific terminology and nuances, delivering more accurate and contextually relevant responses.

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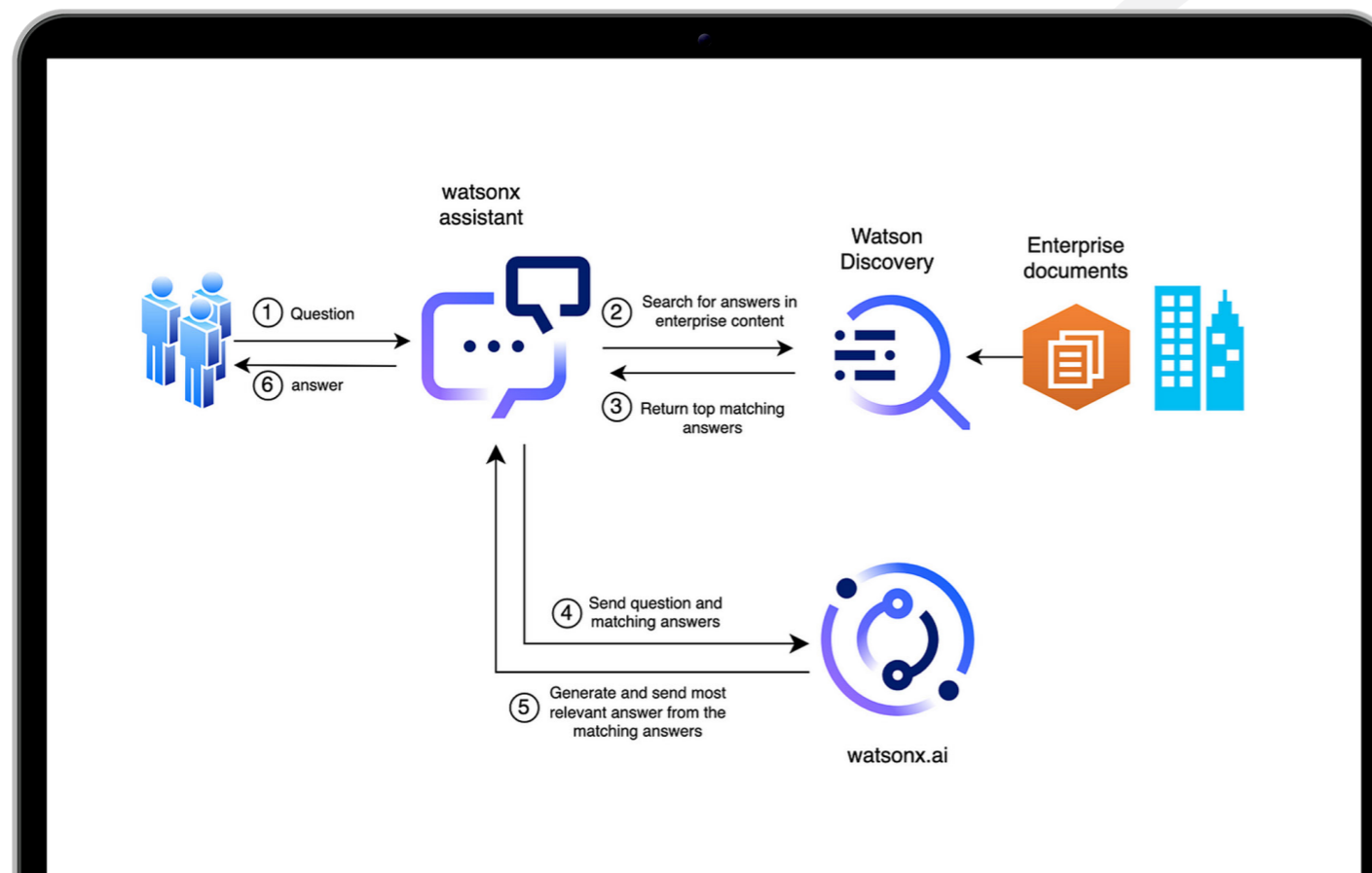
BEYOND TRADITIONAL SUPPORT

IBM Watson Assistant offers several advanced features that traditional systems lack:

Multichannel support: engage with customers on their preferred platforms, whether it's your website, mobile app, social media, or messaging services like WhatsApp and Facebook Messenger.

Proactive engagement: IBM Watson Assistant can initiate conversations based on user behavior, offering assistance before the customer even requests it.

Analytics and insights: gain access to detailed analytics on customer interactions, helping you identify common issues, peak inquiry times, and areas for improvement.

Create a skill

Skills can be combined to improve your assistant's capabilities. Learn more

Actions skill
Have an assistant ready to chat in less time. Compose step-by-step flows for any range of simple or complex conversations. Made so that anybody can build.

Dialog skill
Dialog offers all the smarts, power, and flexibility you've come to trust. Select to keep building with the tools you know and love.

Search skill Plus
Create Q&A experiences in minutes. Sync with websites and data sources for always-up-to-date answers. Handle even complex questions with inclusive, contextual responses.

Next

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IBM WATSON ASSISTANT
TRANSFORMING CUSTOMER CARE BEYOND TRADITIONAL SUPPORT SYSTEMS
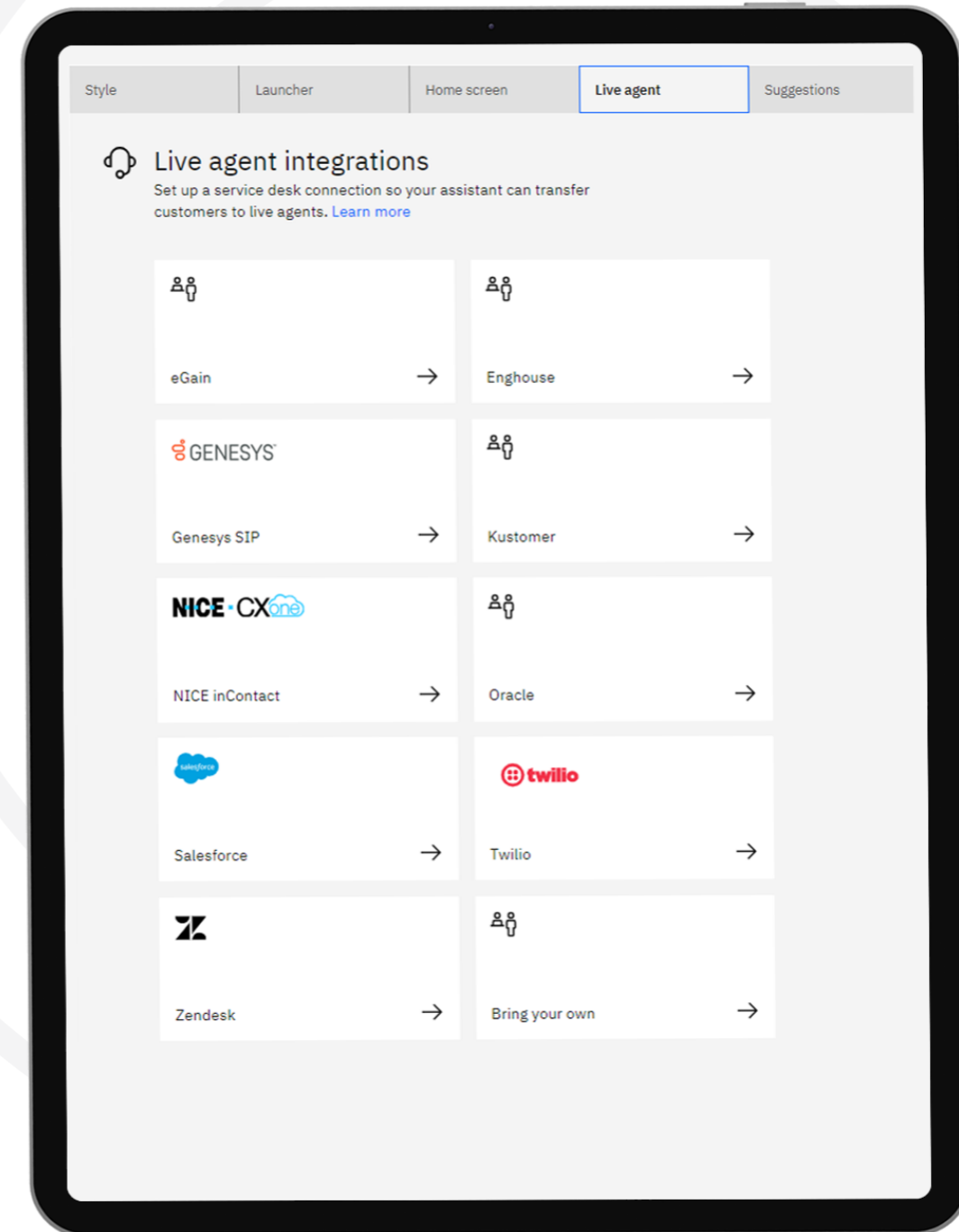
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ADDRESSING POTENTIAL GAPS

While transitioning, you might be concerned about missing features from your current system. IBM Watson Assistant addresses this by offering:

Easy integration: it seamlessly integrates with existing CRM systems, databases, and third-party applications.

Human agent handoff: when complex issues arise, the assistant can transfer the conversation to a human agent without losing context.

Customizable interface: adapt the assistant's interface to match your brand's look and feel, ensuring a consistent customer experience.

| Style | Launcher | Home screen | Live agent | Suggestions |

Live agent integrations

Set up a service desk connection so your assistant can transfer customers to live agents. Learn more

eGain →	Enghouse →
GENESYS Genesys SIP →	Kustomer →
NICE·CXone NICE inContact →	Oracle →
Salesforce →	twilio Twilio →
Zendesk →	Bring your own →

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IBM WATSON ASSISTANT
TRANSFORMING CUSTOMER CARE BEYOND TRADITIONAL SUPPORT SYSTEMS

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EMBRACE THE FUTURE OF CUSTOMER CARE

Adopting IBM Watson Assistant, enhanced by IBM Watson Discovery and powered by IBM watsonx, positions your business at the forefront of customer care innovation. It not only replaces traditional support systems but also introduces advanced capabilities that significantly enhance the customer experience.

By embracing these AI-driven solutions, you can meet and exceed customer expectations, streamline operations, and gain valuable insights into customer behavior. This transformation leads to increased customer loyalty, reduced operational costs, and a competitive edge in the market.

So why wait? Start your journey towards smarter, more efficient customer care with IBM Watson Customer Care systems today and redefine what's possible in customer engagement.

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