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Conversational AI Case Studies:

How To Improve Service And Reduce Costs.

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Contents

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1. Conversational AI Delivers Real Success

This eBook looks at how four innovative organisations from different sectors are using intelligent Chatbots and Virtual Assistants to create better experiences and increase ROI.

These companies are using Conversational AI to streamline their operations and make it easier for people to interact with them by automating complex tasks and conversational flows.

We will be sharing how intelligent Chatbots and Virtual Assistants can add value across key communication channels like websites, mobile apps, messenger, SMS, email and social media platforms. In each of the 4 case studies covering Retail, Healthcare, Security and Finance, you will see how they successfully use Conversational AI to deliver faster, more efficient services.

Conversational AI uses artificial intelligence to create sophisticated humanlike intelligent Chatbots and Virtual Assistants that enables customers to automate complex business processes. With OpenDialog you are able to accurately interpret speech and text transforming the way humans and machines interact to provide much better experiences without human interaction.

Conversational AI end-user spending to reach nearly $2 billion in 2022.[1]

How Conversational AI Works

Input From A User

User Requests

Identify Intents

Real Time Response
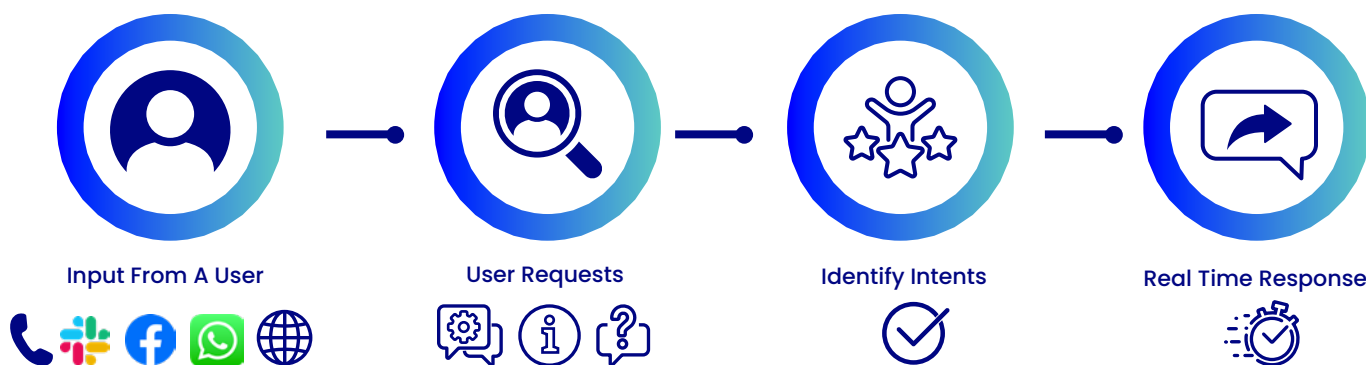
1. Conversational AI Delivers Real Success

How does Conversational AI help?

Conversational AI delivers a quick return on investment by streamlining processes and improving the customer experience through intelligent Chatbots and Virtual Assistants.

Chatbots and online services are part of everyday life from paying bills and technical support to making online purchases. With many organisations under pressure, navigating staff shortages, pay increases, and cutting costs, Conversational AI provides a way to manage this.

Labour can represent up to 95% of contact center costs.[4]

5 billion hours could be saved by using Chatbots in 2023.[2]

By 2024, 77% of customers say Chatbots will transform their expectations of companies.[3]

Conversational AI With OpenDialog

OpenDialog help to streamline workflows by building customer-focused, Conversational AI powered Chatbots and Virtual Assistants across websites, call centres, mobile apps, and messaging platforms.

The success stories shared in this eBook demonstrate how our intelligent Chatbots and Virtual Assistants automate processes and conversational interactions, leading to faster, more personalised user experiences.

With our help The Cyber Helpline now solve 83% of their cases without human intervention.

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2. **Case Study 1:** Conversational AI Making Healthcare More Accessible

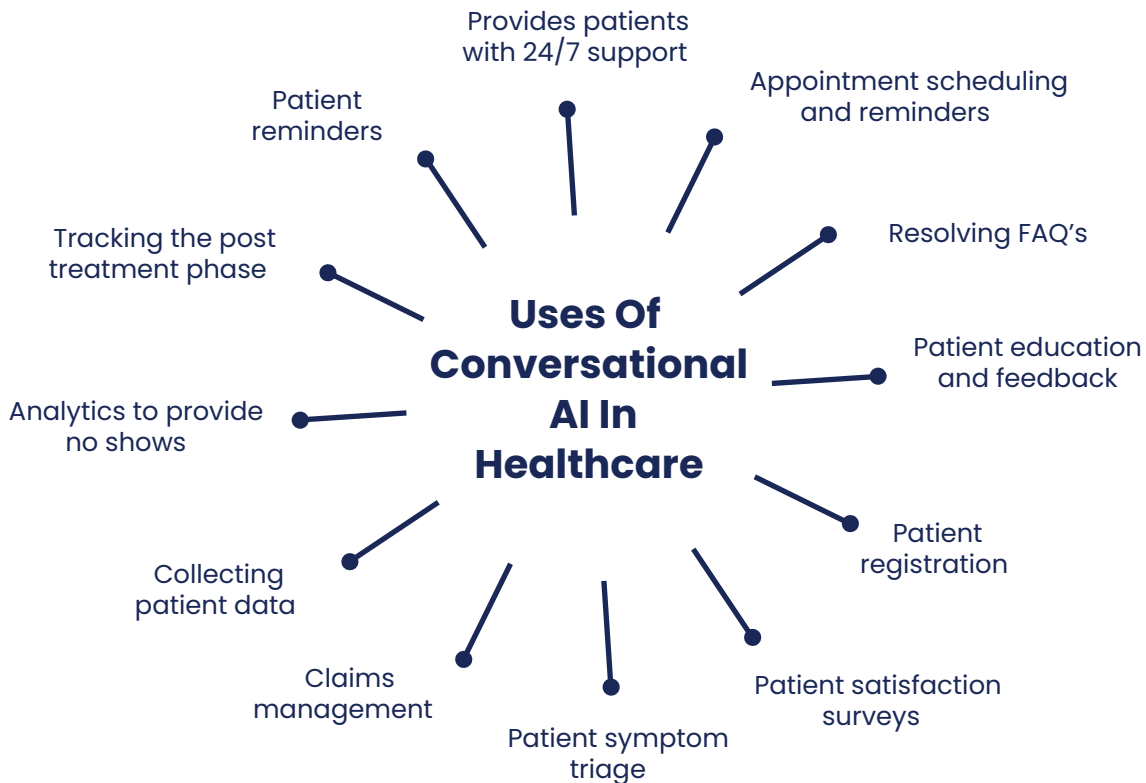## 2. Case Study 1: Conversational AI Making Healthcare More Accessible

The AI health market is expected to reach $6.6 billion by 2021—that's a compound annual growth rate of 40 percent. [5]

With increasing pressure on healthcare staff and organisations, AI applications are set to automate many human tasks, add a new layer to patient support and help perform administration functions to provide greater accessibility to healthcare information.

Utilising Conversational AI can enable healthcare organisations to achieve a range of personalised services without the need for human intervention, making services more accessible for patients.

From automating administrative processes to diagnosing symptoms and providing on-going patient support via Digital Humans, Conversational AI is revolutionising the Healthcare sector.

> **"OpenDialog allowed us to offer integrated conversational experiences to our clients quickly and efficiently."**
> **– John Fitzpatrick MyMeds&Me.**

Provides patients with 24/7 support

Appointment scheduling and reminders

Patient reminders

Resolving FAQ's

Tracking the post treatment phase

Uses Of Conversational AI In Healthcare

Patient education and feedback

Analytics to provide no shows

Patient registration

Collecting patient data

Patient satisfaction surveys

Claims management

Patient symptom triage

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AI Case Study:
MyMeds&Me

Challenge:
Finding an alternative, personalised and friendly solution to collect data regarding the adverse effects of medications from patients.

Conversational AI Solution:
• Bespoke conversation builder and engine that adapts its language depending on the user.
• Multilingual capabilities.
• Customised webchat via a friendly interface.
• Integration with the client's product suite.

Outcome:
• Quick and seamless user navigation and accurate data collection.
• The potential to continue to build and develop the system into the future.
• Improved completion rates.

3. Case Study 2: Conversational AI Is Changing Financial Services

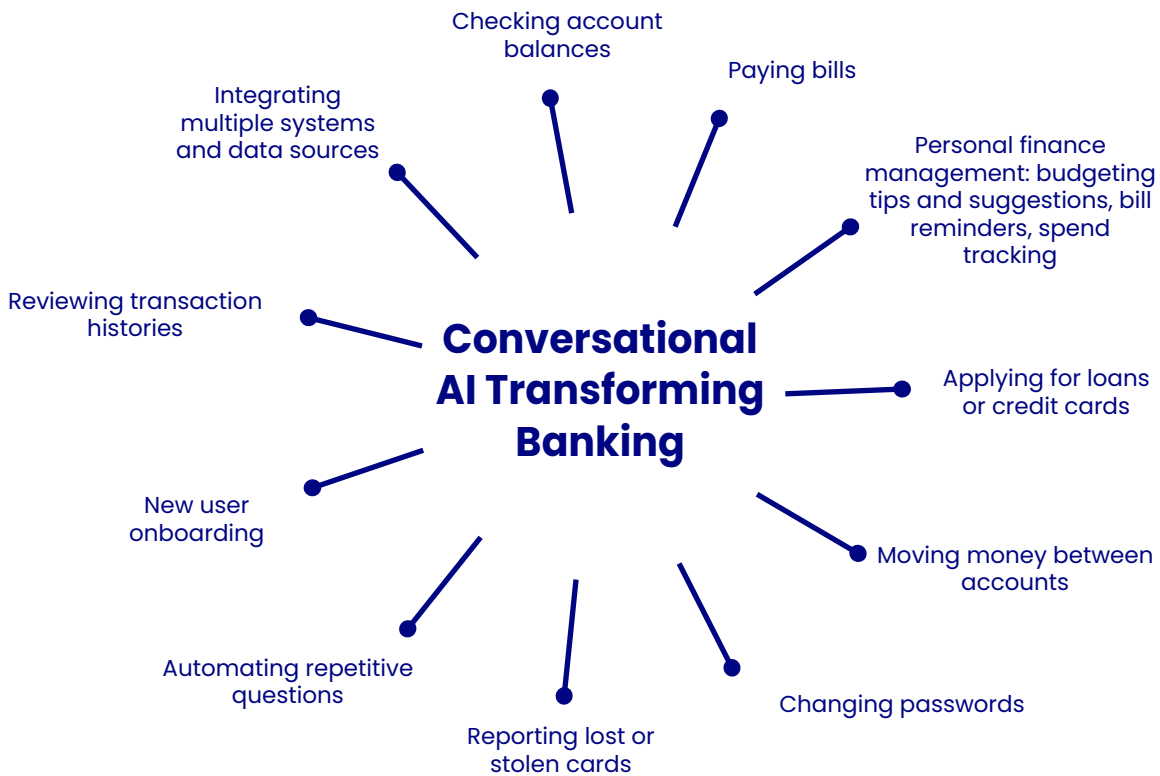# 3. Case Study 2: Conversational AI Is Changing Financial Services

Like most industries, banking has transitioned from traditional high street branches to digital channels over the last 4 years. Banking customers now prefer to use digital channels with Conversational AI helping to deliver the flexible personalised services they need to manage finances and to resolve their banking queries faster and more accurately.

Customer preferences have changed, with Juniper research reporting that digital banks are winning market share by providing personalised AI powered banking services. This also helps build customer relations as banks can better understand customer intent.

From a financial services perspective, Conversational AI can be used to compare and analyse data in real-time, making it an effective solution for forward forecasting and decision-making.

> **The potential savings from AI for banks are estimated to reach $447B by 2023.** [6]

Conversational AI Transforming Banking

- Checking account balances
- Paying bills
- Personal finance management: budgeting tips and suggestions, bill reminders, spend tracking
- Integrating multiple systems and data sources
- Applying for loans or credit cards
- Reviewing transaction histories
- Moving money between accounts
- New user onboarding
- Changing passwords
- Automating repetitive questions
- Reporting lost or stolen cards

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Case Study:
BDO

Challenge:
Transform the way in which audits are run, and improve the collaboration and exchange of data between clients and auditors in a way that provides a competitive edge in the market.

Conversational AI Solution:
• A personalised conversational interface that integrates Webchat within the organisation's auditing tool.
• Implementation of Multi-lingual NLP and Machine learning to support questions within Microsoft Q&A.
• Automatic AI Data Classification to highlight anomalies and recommend outcomes.

Outcome:
Commenting on the impact of OpenDialog:

"OpenDialog enables us to provide innovative and automated support for our clients in a highly regulated environment. To my knowledge, it is the only tool to provide such a seamless integration of services and technologies to support our collaboration with clients."

Daniel Gweder, Head Of Innovation at BDO.

4. Case Study 3: Conversational AI Helping Victims Of Cybercrime

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40m Britons have been targeted by scammers this year reveals Probe. [7]
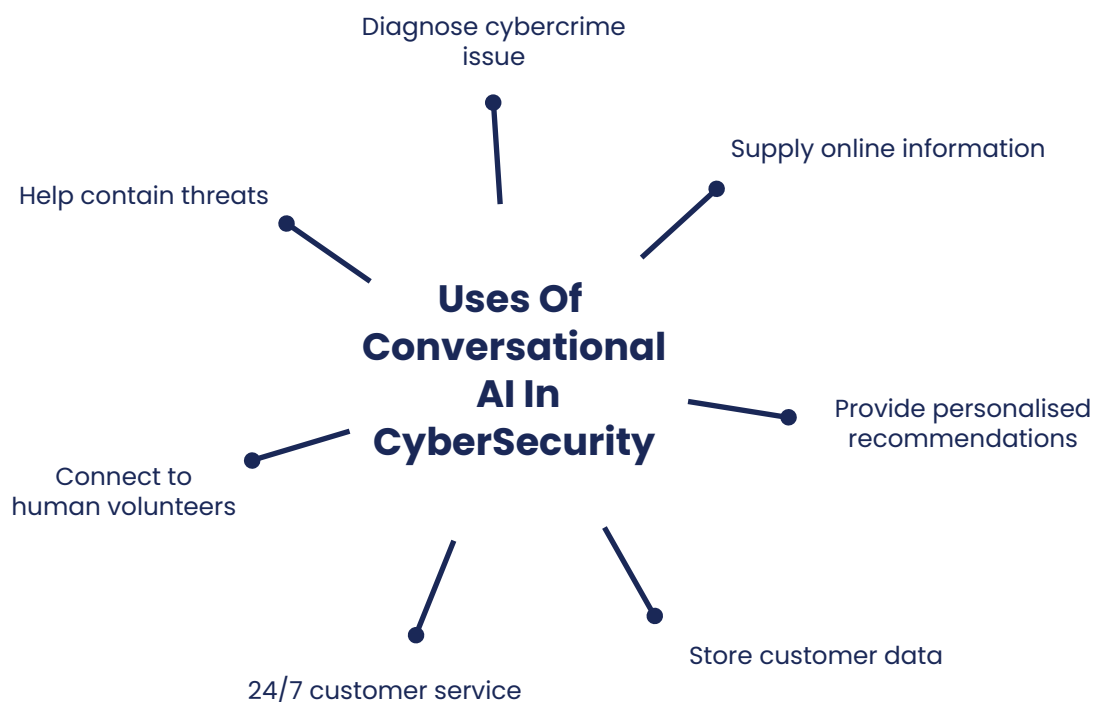
The rapid increase in remote working and digital lifestyles over the last few years, from less secure home connections has opened opportunities for more cybercrime. **Every minute, $2.9 million is lost to cybercrime. [8]**

With cyber-attacks rising due to social and phishing tactics being the main entry point affecting employees and consumers, Conversational AI provides faster access to expert support and increases the ability to solve crimes and boost protection. **With the vast majority of cases going undetected and costing the UK economy £137 billion, [9]** Conversational AI has the capability to change this.

OpenDialog have worked with the Cyber Helpline to develop a virtual assistant that provides free, immediate advice on how to deal with cyber security issues and can correctly diagnose and self-help most cases without human intervention.

When human intervention is required, volunteers remain on hand to support and guide people.

Virtual assistants are helping the CyberHelpline solve 83% of cases without human intervention.

Diagnose cybercrime issue

Supply online information

Help contain threats

Provide personalised recommendations

Uses Of Conversational AI In CyberSecurity

Connect to human volunteers

Store customer data

24/7 customer service

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Case Study:
TheCyberHelpline

Challenge:

CyberHelpline is a charity that connects cyber security expertise with victims. They experienced a 300% increase within one year. In fact, the Cyber Helpline has grown almost 500% a year over the past 5 years.

To cope with increasing demands, the CyberHelpline turned to OpenDialog, whose intelligent virtual assistants now successfully handle 83% of its cases (equivalent to 192 agents' work).

Conversational AI Solution:

• The Virtual Assistant uses a diagnosis engine that can identify the cybercrime issue and walk them through the process to distinguish what has happened before connecting them to the correct next step, be that online information, recommendations or connecting them to a human volunteer.

• Knowledge graphs and a Webchat were also installed so that the business can store and analyse information and clients can continue to contact the helpline freely.

Outcome:

• 83% of users were able to successfully diagnose the issue without the need for human intervention.

• A reduction in direct contact with the helpline with only 1 in 10 needing to call in

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5. Case Study 4: Conversational AI Reshaping Retail

5. Case Study 4: Conversational AI Reshaping Retail

Chatbots to account for 50% of retail spend by 2025. [10]

The last few years have seen the digital transformation of consumer shopping behaviour **with conversational commerce projected to reach $290 billion by 2025, rising from $41 billion in 2021 [10]; With 65% of retail customers reporting they prefer to use a chatbot to ask questions and 85% of interactions being handled by virtual assistants. [11]**
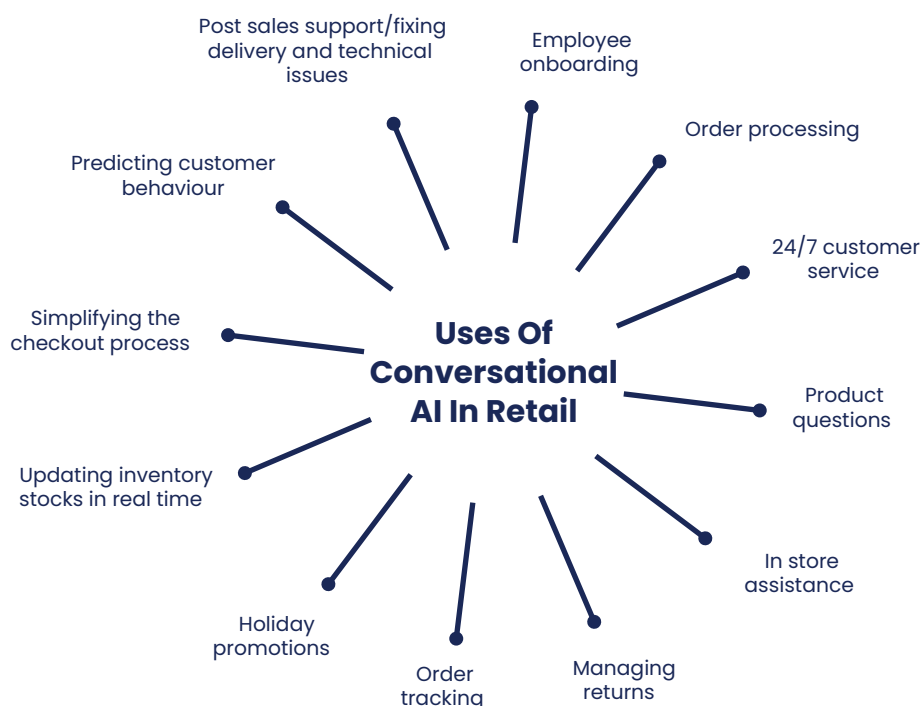
From sizing queries to understanding delivery and returns - there are many touch points in the retail process where the customer experience can falter, and carts can be abandoned. Conversational AI intelligent chatbots and virtual assistants reduce the time needed to manage all enquiries and meet online demand.

Conversational AI also helps retailers enhance the customer journey by making more personalised suggestions, helping to humanise the retail experience for the customer and boost sales.

The reality is, in order to grow, stay competitive and meet consumer demand, Conversational AI is key.

Retail sales through Conversational AI channels have an annual growth of 98% [13]

Using abandoned cart chatbots alongside messenger boosts eCommerce revenue by 7-25% [12]

Uses Of Conversational AI In Retail

- Post sales support/fixing delivery and technical issues
- Employee onboarding
- Predicting customer behaviour
- Order processing
- Simplifying the checkout process
- 24/7 customer service
- Updating inventory stocks in real time
- Product questions
- Holiday promotions
- In store assistance
- Order tracking
- Managing returns

*AI Case Study:
PerfectFit

Challenge:
Helping consumers to identify what running shoes they need based on the type of athlete they are. Ie; "I'm a casual runner, doing 5km park runs".

Conversational AI Solution:
• Natural Language capabilities to identify the buyer's skill level, how long they're wearing them for, and the type of terrain they run on.

• Customising the language and flow of conversation to reflect the personality of the user and ensure maximum engagement.

• Editable chatbot content, webchat settings and conversational flow.

***Hypothetical case study

6. Future Of Conversational AI

Conversational AI is set to transform many industries. Intelligent Chatbots and Virtual Assistants add instant value to a range of functions automating conversational workflows and creating better experiences.

The move away from 'rule-based' chatbots toward personalised Conversational AI technologies is transforming businesses and enhancing customer experiences and building better collaboration between teams.

By prioritising intelligent communications and leveraging automation, businesses become more cost-effective, and improve customer experience. The additional impact of accurate, real-time data to track customer insights and identify key market trends will give businesses the upper hand, helping them to remain competitive, whatever the future holds.

7. About OpenDialog AI

OpenDialog AI are a Conversational AI software company.

We use artificial intelligence to create sophisticated, humanlike chatbots and virtual assistants to help organisations automate complex business processes. Our Conversational AI software can accurately interpret speech or text, helping to provide excellent customer services as well as reduce cost.

Our new approach transforms outdated user interfaces, making it quicker and easier for our customers to deploy, manage and scale engaging human-like conversations without the need for expensive teams or technical resources.

By removing complexity from the conversation, we help businesses build fruitful and cost-effective futures, focused on engaging and fulfilling personalised experiences.

By 2026 the conversational AI market is expected to eclipse $18.4 billion at a Compound Annual Growth Rate (CAGR) of 21.8%, up from $6.8 billion in 2021. [3]

Talk To An Expert

Discover how Conversational AI can add value to your organisation, improve service levels, reduce costs and deliver ROI

Book Demo   Talk To Us

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