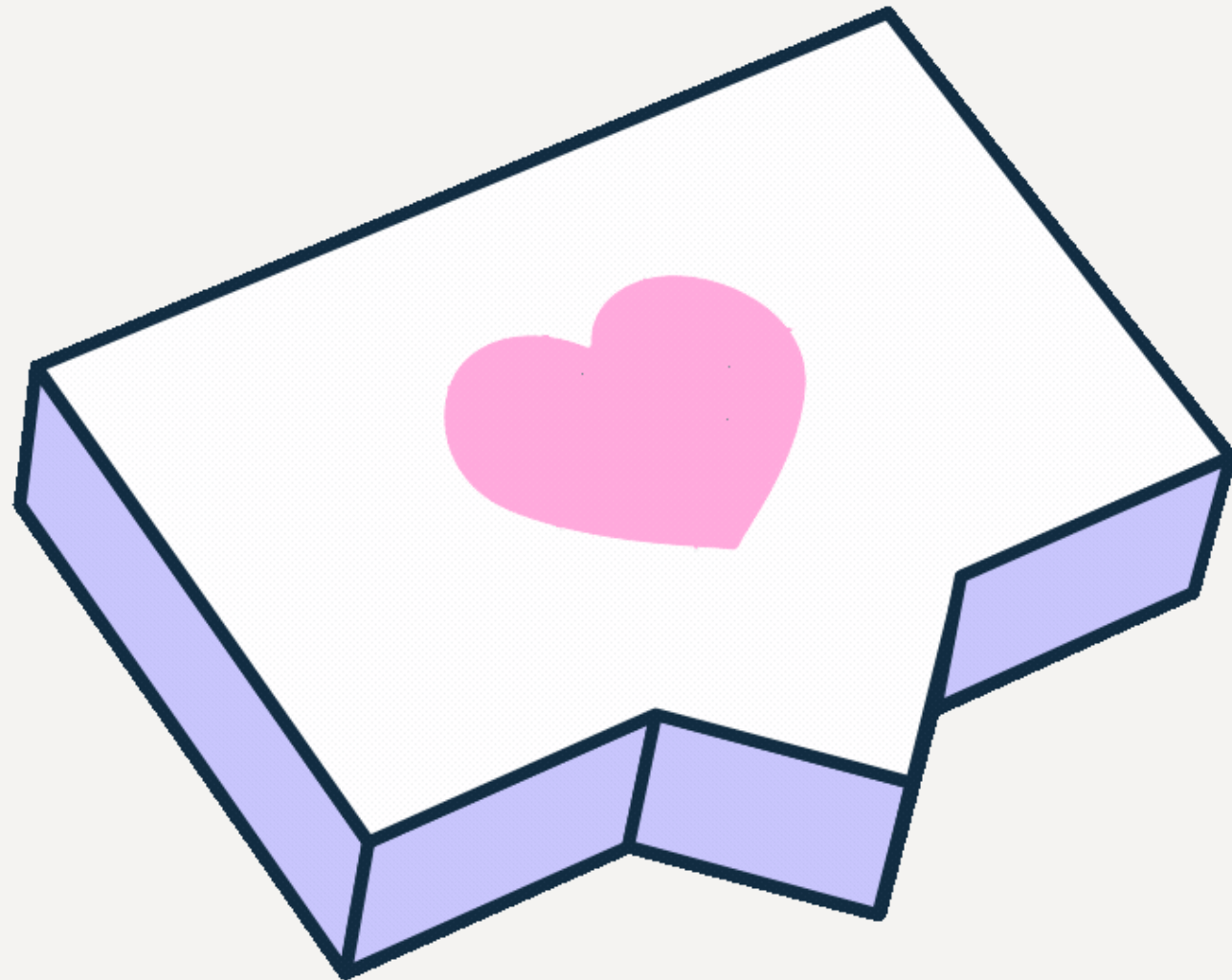


AUTOMATING CUSTOMER SERVICE WITH AI

Using machines to deliver kickass experiences





PRODUCT VS SERVICE



THE PROBLEM

Humans are complex



EMPLOYEE

Impatient

Unwilling to work 24/7

Moody

Can't reply in 1 day

Speaks English

Cryptic answers

Falls ill

Wants more \$\$

Unrealistic expectations

CUSTOMER

Impatient

Willing to message 24/7

Moody

Wants a reply in 1 min

Speaks Spanish

Cryptic questions

Has allergies

Wants less \$\$

Unrealistic expectations

THE SOLUTION

Productize your service

Reduce service time per customer to improve guest satisfaction, reduce wait time and manage costs WITHOUT adding more employees to your team

**FASTER
CHEAPER
BETTER**





BUT HOW?



OK Seriously..

HOW?

01 Identify communication channels

02 Setup your data sources

03 Go live tomorrow

#1

COMMUNICATION CHANNELS

Pick one and execute

01

Website Chatbot

Low hanging fruit. Consumers expect AI chatbots and are forgiving

02

Email

Human oversight before hitting "Send". Allows you to test in a safe environment.

03

OTA

Usually repeat queries. Easy to categorize historical messages and train a model

04

WhatsApp

Customers expect instant responses which is impossible to deliver with only humans.

#2

SET UP YOUR DATA SOURCES

Start with static. Add more as you go.

01

**Static
Information**

02

**Dynamic
Information**

03

**Learned
Knowledge**

#3

GO LIVE TOMORROW

Start your journey down the learning curve

DATA

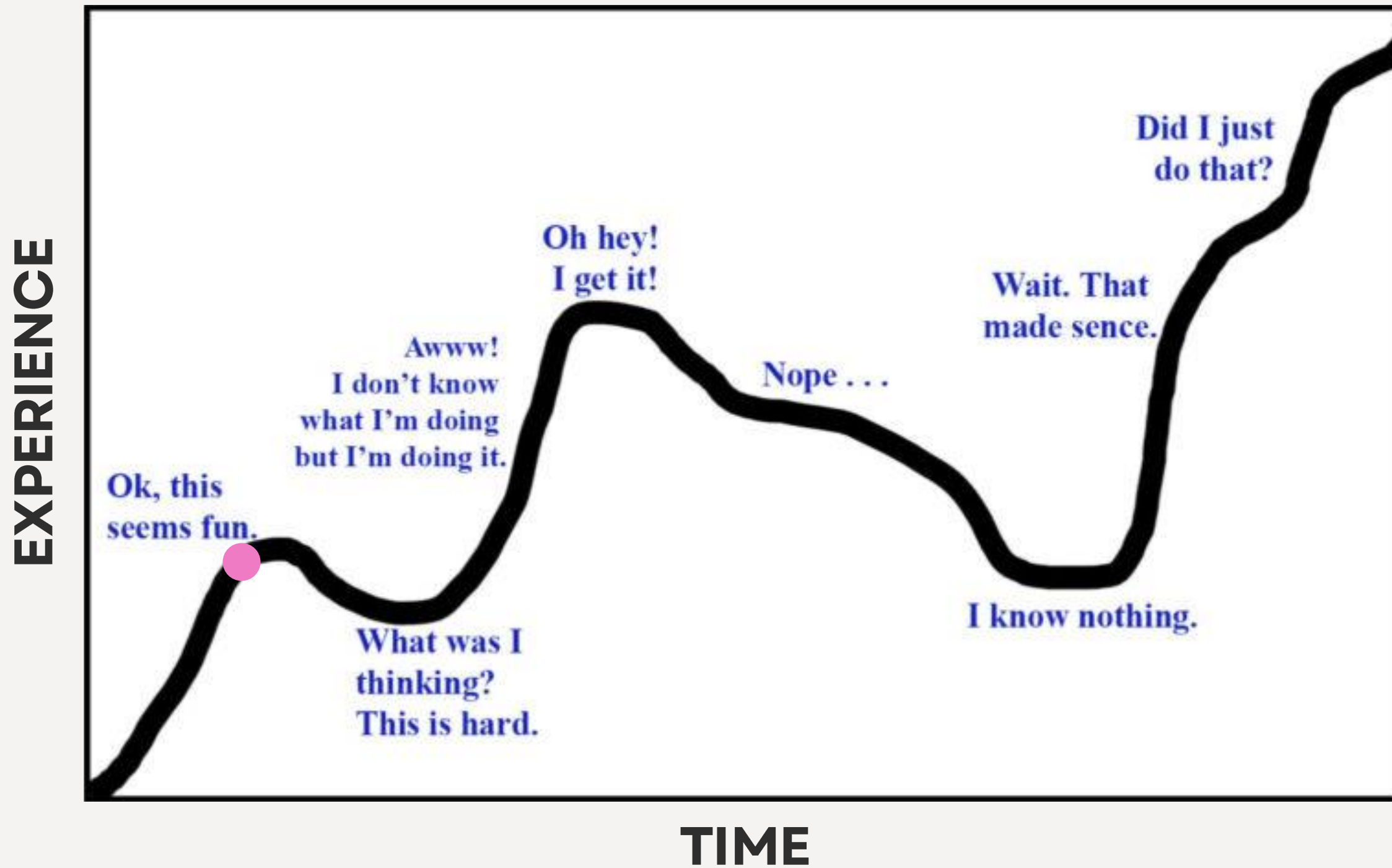
Serve AI messages
and build database

TECH

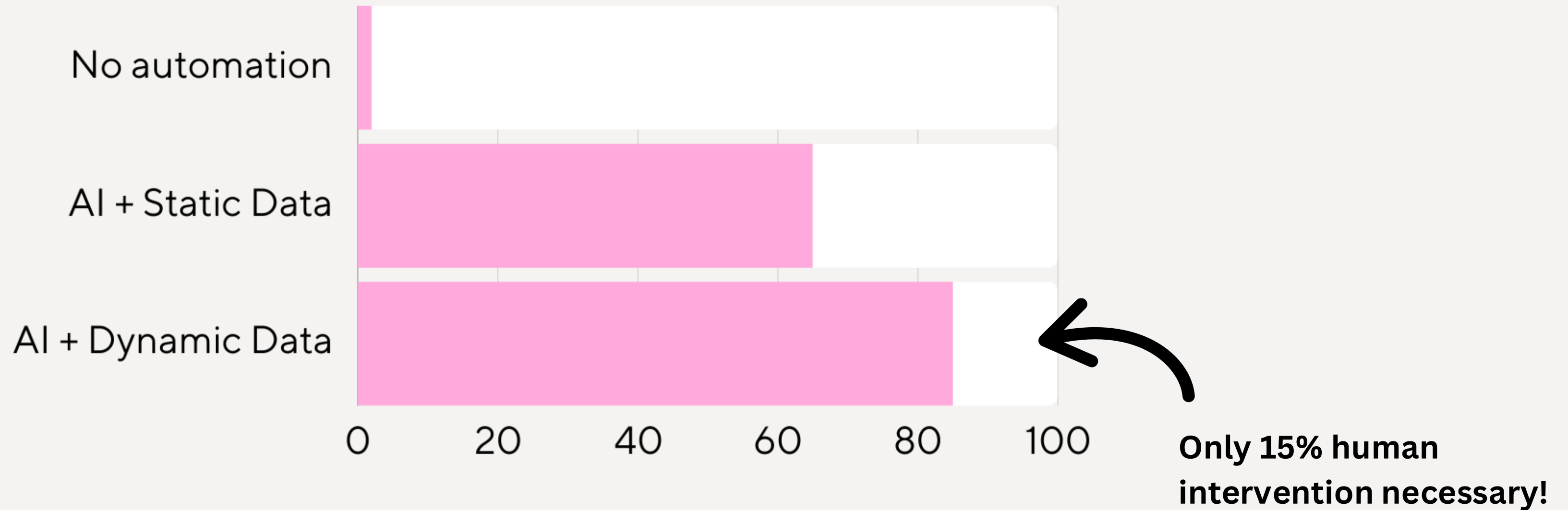
Understand strengths
and limitations

HUMAN

Observe interaction
and tune



IS THE JUICE WORTH THE SQUEEZE?





JOIN US IN AUTOMATING PERSONALIZED EXPERIENCES

Email me

jason@d3x.ai

Explore our offering

<https://d3x.ai>

MYTHS

PRICE

No ROI. Higher costs of doing business

ERRORS

Hallucinations

TECH

Silicon valley hype machine

HUMAN

Guests won't accept AI