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Total customer care and the advantages of virtual assistants / chatbots

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Plan de Recuperación, Transformación y Resiliencia

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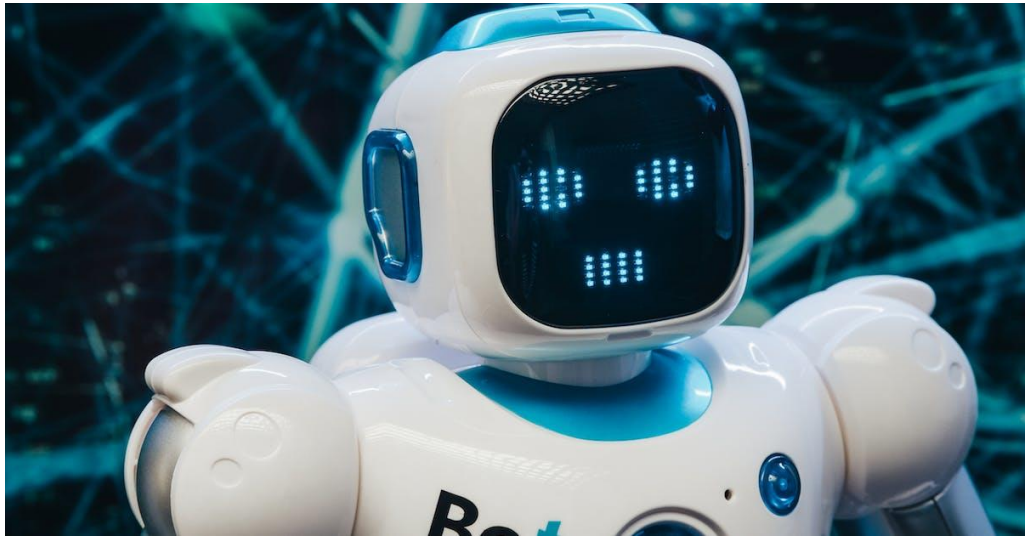
Introduction

Technological advances, such as AI-powered chatbots, are transforming customer service, offering **efficient 24/7 responses**. Customers are looking for **instant answers** online, and virtual assistants have taken center stage, satisfying simple needs and providing a **competitive advantage for SMEs** in customer service and e-commerce. Statistics show that people prefer "self-service" and expect real-time answers through technology.



Changes in customer service

In order to know what virtual assistants should be like, it is important to know the **characteristics of customer service itself and to put the user at the center**.

In this sense, these are the **four characteristics that customers generally expect**:

IMMEDIATENESS

Customers need their needs to be solved in a timely manner.

CUSTOMIZATION

The user is at the center of the experience and must feel part of it.

ONE-TIME ATTENTION

Humanize all interactions that the consumer has with the brand.

MULTICHANNEL

The users want to choose the channel through which they communicate with the brand.

What are chatbots?

Chatbots or virtual assistants are software that **simulate a real conversation with a human**.

There are **3 types**:

1. **Rule-based**
2. **Based on Artificial Intelligence (AI)**
3. **Total experience model**

Main benefits of virtual assistants / chatbots

Continuous customer service (24x7)

Reduce workload

Personalized communication and multilingual support

Omnichannel strategy

Improve opportunity cost and reduce costs

Modern image for SMEs

Constant evolution

What characteristics should a good virtual assistant have?

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The essential characteristics of chatbots are as follows :

- A **total experience vision**
- To be **inclusive** and have a **customizable experience**
- A system of KPI analysis and **data interpretation**
- Definition of **KPIs**
- Continuous **availability**.
- They must identify themselves as chatbots for **transparency**
- Communicate with the **customer with individualized** attention.
- Convey the **language** and **tone chosen** by the brand
- Natural language.

Tools to create a chatbot

Here are some of the tools that both SMEs and freelancers can use to create a chatbot:

WhatsApp Business

Landbot.io

Eva Conversational AI

ChatGPT

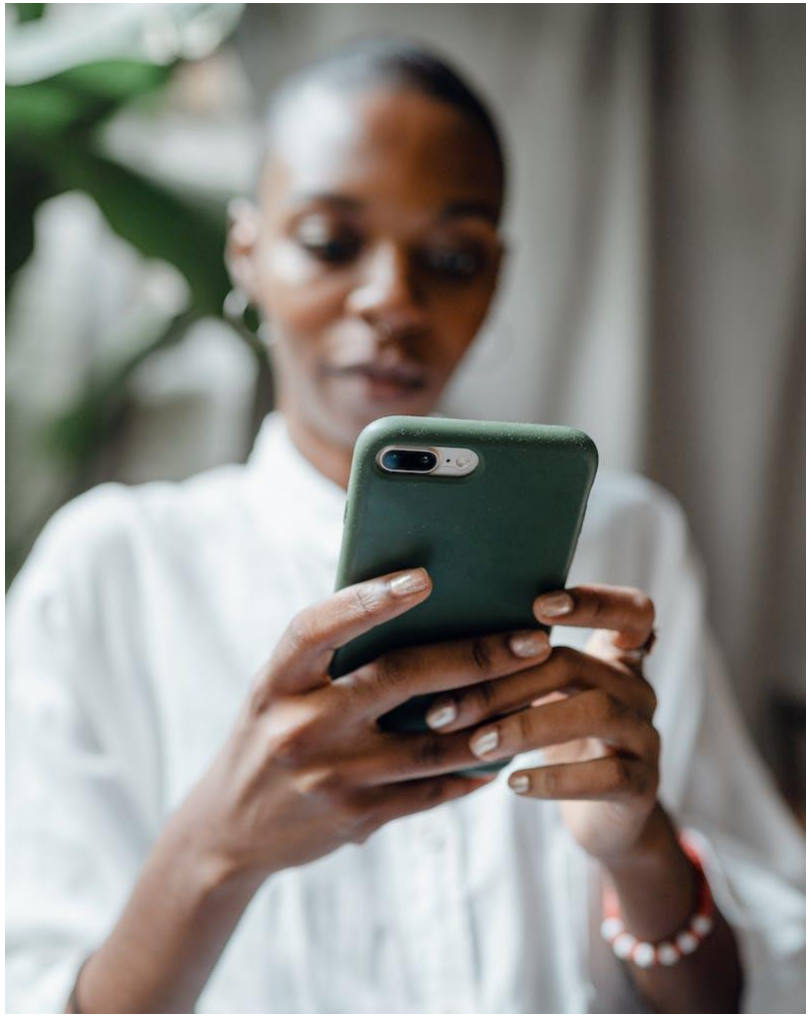
SnatchBot

Conclusions

Customer service is a key aspect for the company, it is part of its brand and the **ability to provide the necessary information at the right time can be decisive** when it comes to making a sale.

Virtual assistants are very practical because they are present on the web **24 hours a day, 7 days a week**, and it is an option that for simple questions is very comfortable, effective and brings satisfaction to the customer.

In short, making the leap to innovation is easier than ever, **expanding the options available to customers and providing them with a new service at their disposal**.



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