



How Enterprises are Reducing
Support Operations Costs by up to

27%

Leveraging Kapture CX



Content

01

Introduction

02

Ways Kapture CX is Helping Enterprises

03

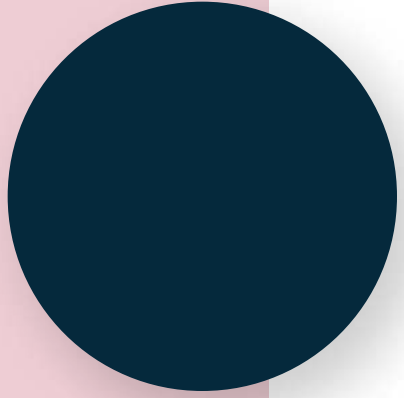
Impact Created by Kapture CX

04

Lower Support Operations Costs

05

Create World-Class Customer Experiences



Introduction

The Global Customer Service Software Market Size was valued at USD 10.5 Billion in 2021 and is set to garner a market size of USD 58.1 Billion by 2030, growing at a CAGR of 21.1% from 2022 to 2030

- Acumen Research and Consulting

Customer support continues to stand as a priority for enterprises - large & small, as businesses realize the importance of elevating customer experience to command loyalty and retain their customers. As more businesses acknowledge the importance of seamless customer support, bringing down support operations costs in the long run is a top priority for customer support leaders. To this end, businesses are turning to AI-driven customer support automation platforms which simplify, streamline, and power contextual resolutions, allowing enterprises to start delivering delightful customer support from day one.

This is where Kapture CX comes into the picture. Kapture's AI-driven support automation platform has created an impact by streamlining even the most complex support operations, allowing businesses to focus on the most important aspect - the customer. To understand this better, let's have a closer look at how Kapture CX helps businesses across industry verticals redefine their customer experience.

Better Automation

Repetitive tasks like assigning tickets manually, routing basic queries to agents and many more can consume an agent's entire time, resulting in low productivity and decreased CSAT.

Kapture CX empowers businesses with precision automation, eliminating repetitive tasks that drain your agents' bandwidth. Unlike others, we adapt to your industry and processes, ensuring high productivity and improved CSAT. Our algorithm-driven workflows free up agents, allowing them to tackle complex, human-centric tasks.

Experience transformation with Kapture's intelligent platform.



Improved Ticket Handling Capability



Customer support requests come in the form of tickets or inquiries submitted through multiple channels such as email, chat, or web forms. Kapture CX intelligently categorizes, prioritizes, and assigns these tickets automatically to the appropriate support agents or teams, based on skills and historical ticket resolution data analysis. This ensures that no request is left unattended, and urgent inquiries receive immediate attention.

Allowing agents to access all relevant information on a single screen, Kapture's 360 degree view of customer data eliminates the need for agents to ask repetitive questions such as - “May you tell me your registered mobile number / order id / booking id?” This not only results in improved customer satisfaction, but also empowers your team to resolve queries lightning-fast and improve their operational efficiency.

Industry Leading **Self-serve**

Customers today actively seek self-service options prior to engaging with a support agent.

As per [Statista](#), a whopping

88%

of customers expect companies to offer an online self-service portal."

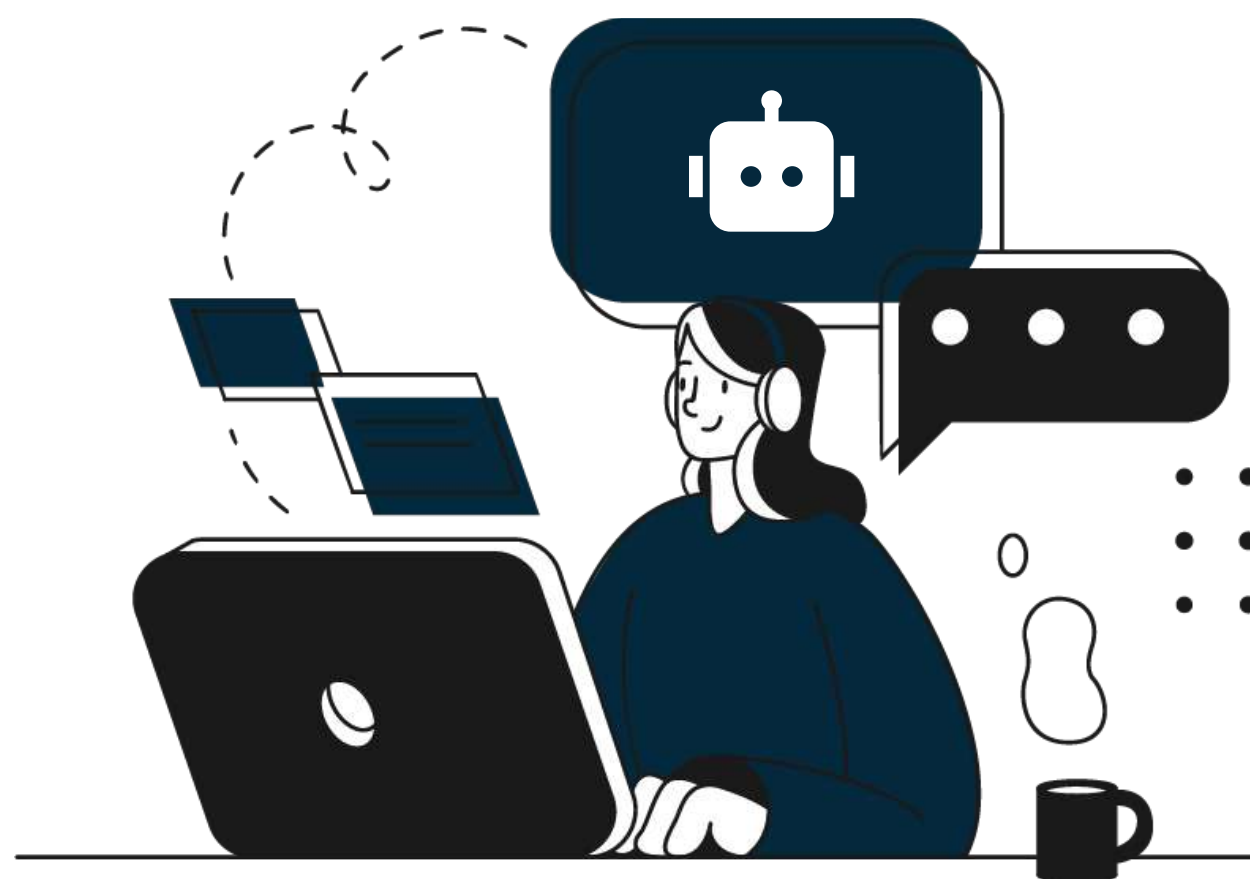
Aligning with the modern customer's desire for independent query resolution, Kapture CX offers industry-leading self-service capabilities, powered by AI and ML.

Static responses can have a negative impact on customer satisfaction, and in turn on your net promoter score (NPS). With Kapture CX, customers curate their ideal resolutions, enjoying a personalized user experience. This not only lightens the support agent workload but also delivers intelligent, contextual resolutions, transforming your support operations.

NLP-plugged Chatbot for Intelligent Resolutions

Transform your support operations with Kapture CX's NLP-enhanced Chatbot for intelligent resolutions. This potent chatbot reduces the need for human intervention, while enabling real-time customer engagement and significantly boosting first-call resolution rates.

It adeptly handles FAQs, delivers product insights, troubleshoots issues, and initiates support ticket creation. Kapture's chatbot employs cutting-edge natural language processing (NLP) to quickly grasp and address customer queries, identifying and addressing dissatisfaction, and ensuring faster and tailored resolutions.



Impact Created by **Kapture CX**

25% *improvement in AHT*

30% *uptick in FCR*

Up to **28%** *faster ticket resolution*

30% *improvement in CSAT*



Realize Up to 27% Lower Support Operation Costs

Assessing the overall support operations cost entails taking a bigger picture view. With Kapture CX, the total cost of ownership decreases over time.

- *With overall improvement in productivity, agents are able to handle more tickets/queries.*
- *Avoid linear manpower scale up as your business grows.*
- *Happy Customers = Increased Business/More References.*
- *Increase Customer Retention; Cost of retaining a customer is lesser than that of acquiring a new one.*
- *Improve your customer satisfaction levels and convert your customers into promoters thereby fueling rapid business growth.*
- *Progressively decrease overall customer service costs, translating to better profitability.*

Create World-Class Customer Experiences Across Channels with Kapture CX

Kapture CX is an AI-driven B2B omnichannel customer support automation platform that adapts to evolving customer expectations and transforms good customer experiences to great ones.

Kapture CX's teams and technology are built ground up and focus on the most important factor - the customer.

Kapture's highly intelligent & contextual platform helps businesses see the bigger picture on a single platform that offers deeper customer insights.

[Talk to a Product Expert](#)



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