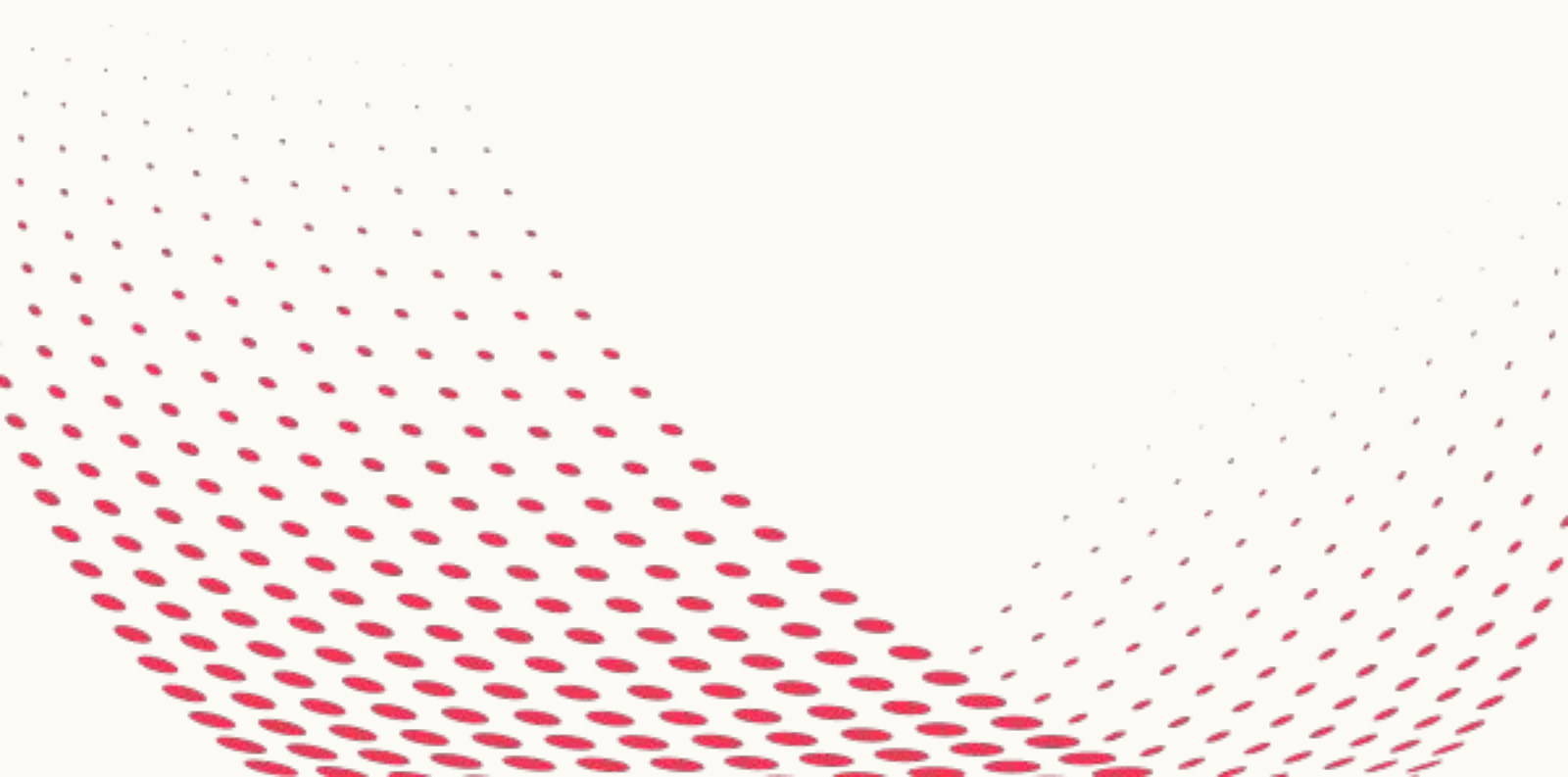


# Great CXpectations And How To Meet Them with AI

Featuring 3  
Customer  
Transformation  
Stories!

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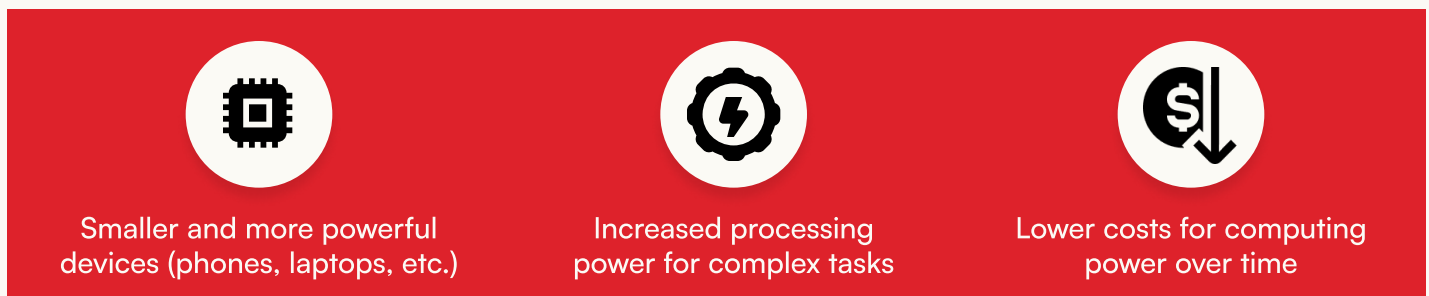
## Introduction

# Great Expectations

What does a law about the growth of semiconductors have to do with CX?

In 1965, the late Gordon Moore, then CEO of Intel, proposed a law. Moore postulated that the number of transistors on a microchip doubles roughly every two years, leading to exponential growth in processing power while keeping costs relatively constant.

This has led to:-

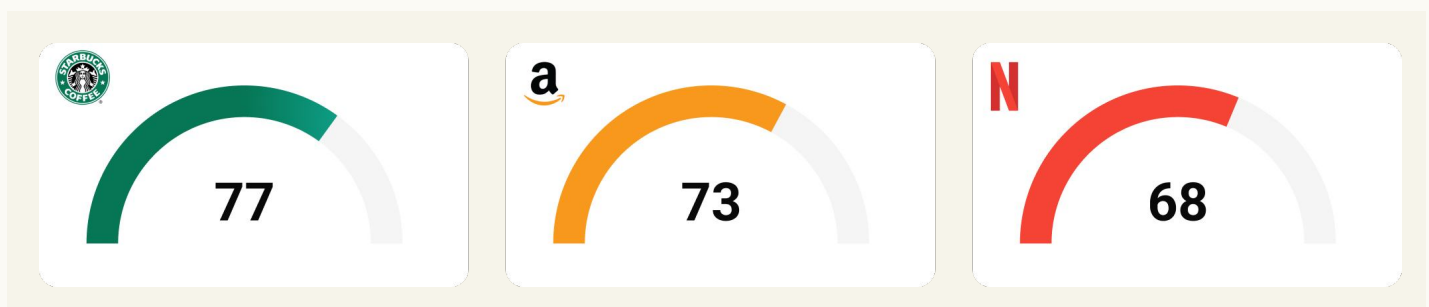


As a consequence of society's reliance on, and integration of technology, consumers have more than doubled their expectations from the products & services they use. Customers are getting more impatient, demand better quality of service, and expect further enhancements and add-ons to the service they nominally expected.

This demand for instant gratification has been dubbed 'The Amazon effect.'

And... many companies are up for the challenge. Amazon, Netflix, and Starbucks, all boast pretty high NPS (Net Promoter Score) numbers\* for mass-consumer businesses due to process perfection, embracing innovation, and customer-centricity.

\* Source: 2020 Customer Gauge Study



But before we set our sights on higher NPS, let's dive deeper into the state of CX today.

## The State of CX

Customer experience in the U.S. has declined for the third year in a row, according to research firm Forrester, which analyzed 98,363 consumers' perceptions of 223 brands across 13 sectors for its latest annual report on the subject.

CX isn't too different in the rest of the world either with EMEA and APAC companies finding it challenging to maintain high CX standards due to economic uncertainties and shifting consumer expectations.

In general, consumers don't believe that they're getting the experience that they pay extra/higher for. Companies are hesitant to invest the cash & resources required to match expectations.



This results in customers switching to competitors, disavowing brands, or being vocal about their suboptimal experiences. For CX leaders, that means plummeting key customer experience metrics Customer SATisfaction Score (CSAT), NPS & Customer Effort Score (CES), and support interaction metrics like Average Response Time (ART), Average Handling Time (AHT), and First Call Resolution (FCR).



**NPS**

**CSAT**

**CES**

**FCR**



**ART**

**AHT**

All bad for business.

So, how can an enterprise overcome this?

# The Four Cornerstones of Superior CX



Self-Serve

Conversation Intel

Agent Suite

Customer Insights

A study by Forrester found that 81% of customers attempt to take care of matters themselves before reaching out to a live representative.

With increasing emphasis on self-reliance & the value of time, consumers prefer solving their problems themselves.

Several consumers abandon their search for a solution to their problems if they don't find adequate self-service options.

This isn't a good thing - **unresolved issues may cause consumers to buy from your brand less frequently, or switch brands altogether.**

Fortunately, Gen AI-powered self-service is an effective solution. While Self-serve manifests in various ways, Kapture has perfected-

## Smart Forms



It seems you are looking for this.

Moving house? No Worries!

[Apply for change of Address](#)

Yes, I got my answer

Continue with the ticket

### Raise Query

Help us server you better  
Let us know how we can help.

Title  
Mr

Name  
Ananda

Email  
Ananda@gmail.com

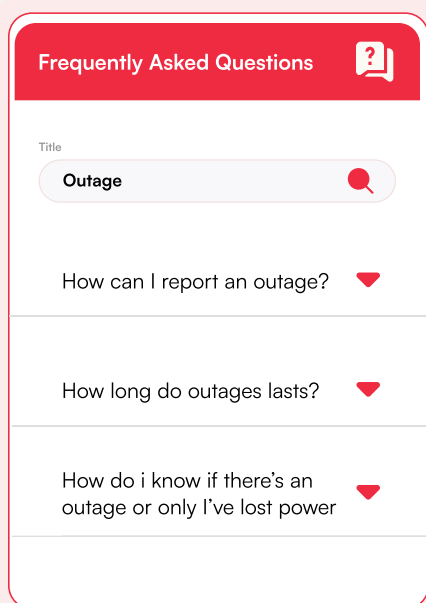
Contact  
8674112300

Message  
How can i transfer my account to a new address?

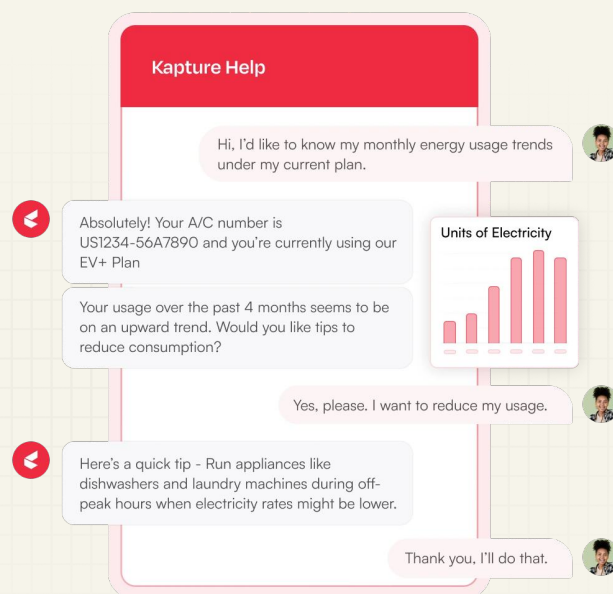
Submit



## Dynamic FAQs



## Conversational Bots



Powered by vertical LLMs, Kapture's Voice Bot handles the Top 100 most common queries, all on its own.



Across customers, Kapture boasts up to

**90%**

of queries deflected with Self-Serve.



Sounds intriguing? Connect with us to offer superior self-serve to your customers!

Self-Serve



Agent Suite

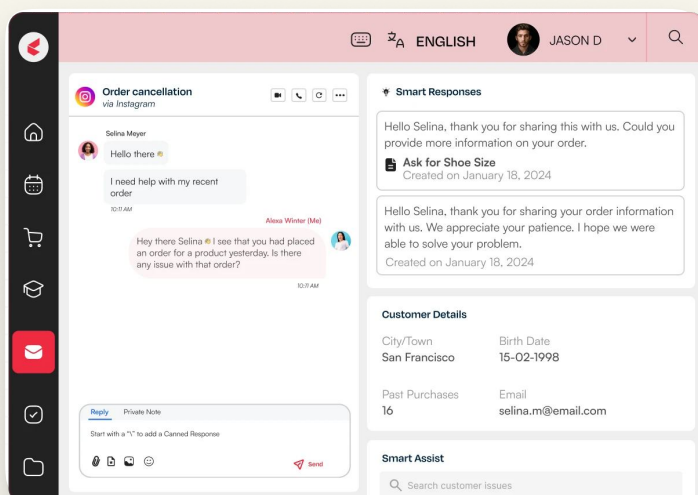
Conversation Intel

Customer Insights

Context is key, in customer support. Across businesses - BFSI, Retail, Travel, Consumer Durables, and Energy - customers reach out with certain expectations.

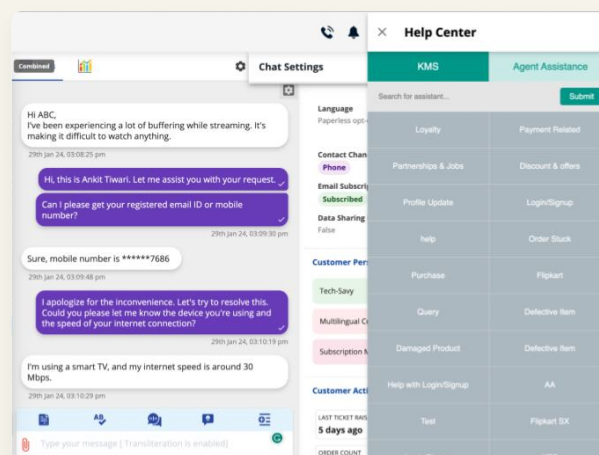
**According to CSG, 76% of customers expect agents to know their contact and product information history.**

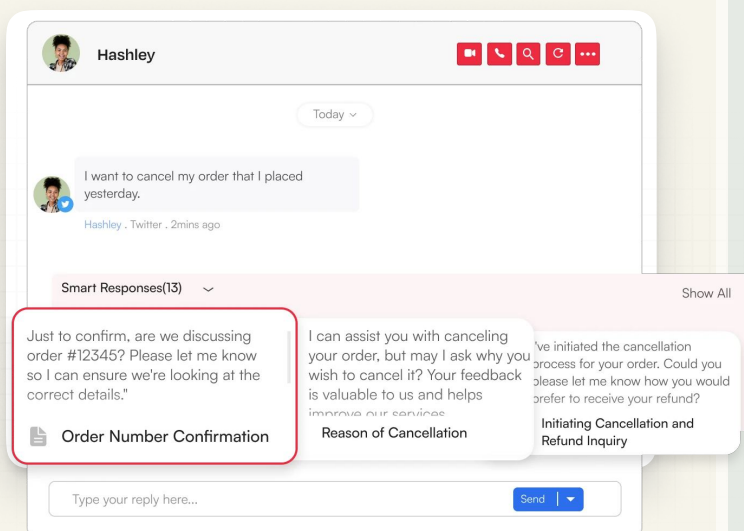
Well-trained & informed agents drastically reduce resolution time, and can provide contextual responses & support to customers.



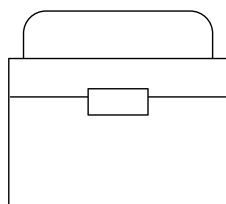
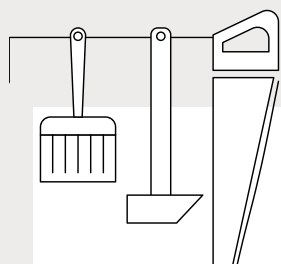
**Empower agents with context-rich tickets, customer purchase & transaction history, and preferences.**

**Make smart decisions by transforming complex feedback, structured and unstructured, across the customer journey into clear, actionable insights with informative reports and dashboards.**





Empower agents with context-rich tickets, customer purchase & transaction history, and preferences.



## StanleyBlack&Decker

"We've been using Kapture for almost 3 years now. Using Kapture has **cut our TAT in half**, improving how we manage our services and warranty claims process. Kapture offers a **powerful Service Center Management solution**, customized to the needs of our organization."

Kapture also architected a **17% improvement in CSAT** score within 6 months of going live.

**TAT** - Turn-Around Time

**CSAT** - Customer SATisfaction

Self-Serve

Agent Suite

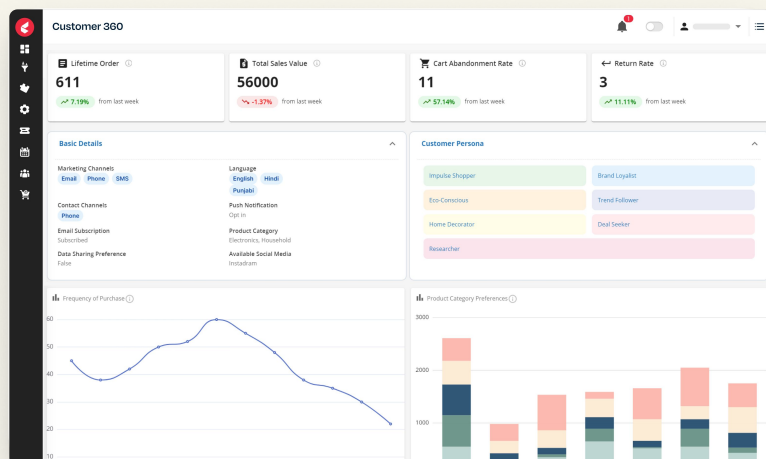


Conversation Intel

Customer Insights

A 2023 survey by Epsilon indicated that 80% of consumers are more likely to make a purchase when brands offer personalized experiences.

Customers are tired of generic, broad-based offers & brand communications. They're also tired of rehashing their entire history with the brand, just to get support on a minor issue.



Personalize your customers' experience with a 360° view of their preferences, behavior, and more!

Gen AI-powered summaries help stakeholders instantly understand ticket context and resolutions provided, quickening & improving QA rigor.

#### Key Events

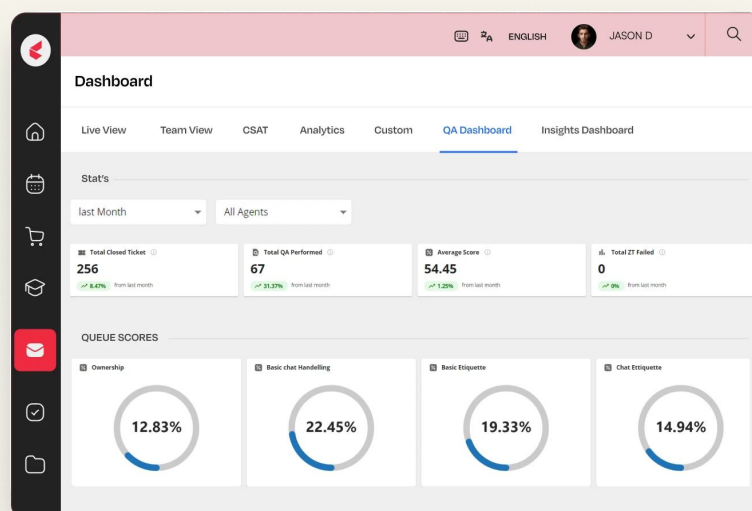
- Query raised on meter number and rate class
- Specifically for rate class
- Agent looked into the request thoroughly
- Provided options for a better experience
- Promptly resolved the ticket with good feedback

#### SUMMARY

The customer raised a request regarding information on meter number and rate class. The agent promptly and thoroughly looked into it. Then provided detailed information along with an option to get redirected to a secure portal for a more comprehensive view of the required details. The ticket was closed within the set TAT with good feedback.



Kapture's Auto QA & Analytics provide strategic & granular insights about agent performance and efficiency.



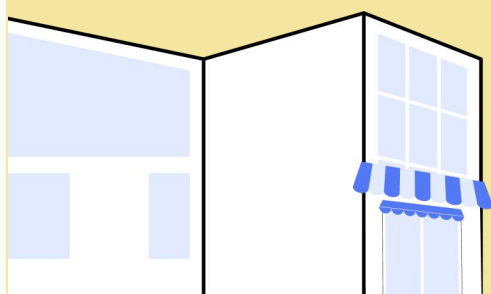
**"Quality assurance programs can lead to a 30% improvement in customer satisfaction and a 20% increase in operational efficiency."**

**Source:** Gartner, Improving Customer Service Quality and Performance: The Role of QA in the Digital Age

## Global Retail & E-commerce Giant

"Using Kapture, we achieved a 99% reduction in TAT from ~2 weeks to mere minutes.

**~99.6% of tickets are closed with a personalized and accurate resolution."**





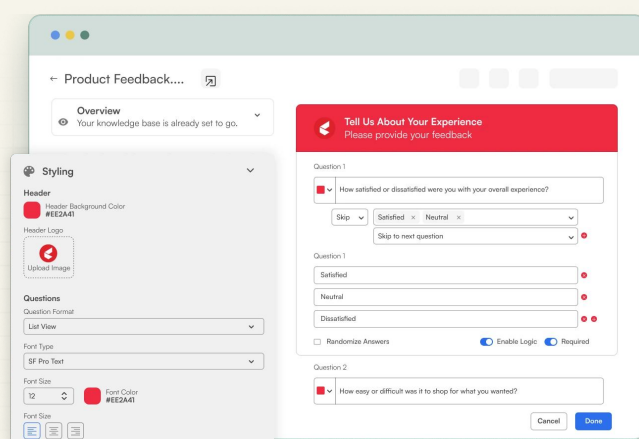
Most companies consider their work over as soon as they solve a customer's query and close the support ticket.

This omits a critical part of CX - feedback & closing the loop.

## Why is this critical?

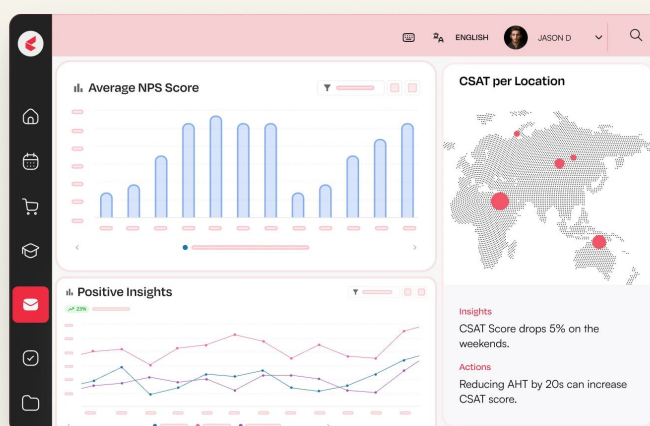
A survey by Apptentive found that **97% of consumers are more likely to remain loyal to a company that implements their feedback.**

It's one of the best customer retention strategies.



Gain a nuanced understanding of your customers by creating surveys for specific customer segments and industries. Take a more targeted approach to customer feedback for actionable data that drives better decision-making.

Make smart decisions by transforming complex feedback, structured and unstructured, across the customer journey into clear, actionable insights with informative reports and dashboards.



"Quality assurance programs can lead to a 30% improvement in customer satisfaction and a 20% increase in operational efficiency."



"What Kapture CX has done for our business is that it has enabled us to have one of the **highest NPS scores in all of India**" - in the high 60s. "Kapture CX and we have grown together. We have empowered each other to be bigger and better."

Additionally, Kapture helped Netmeds improve their **FCR by 70%**, and reduce **AHT by 50%**.



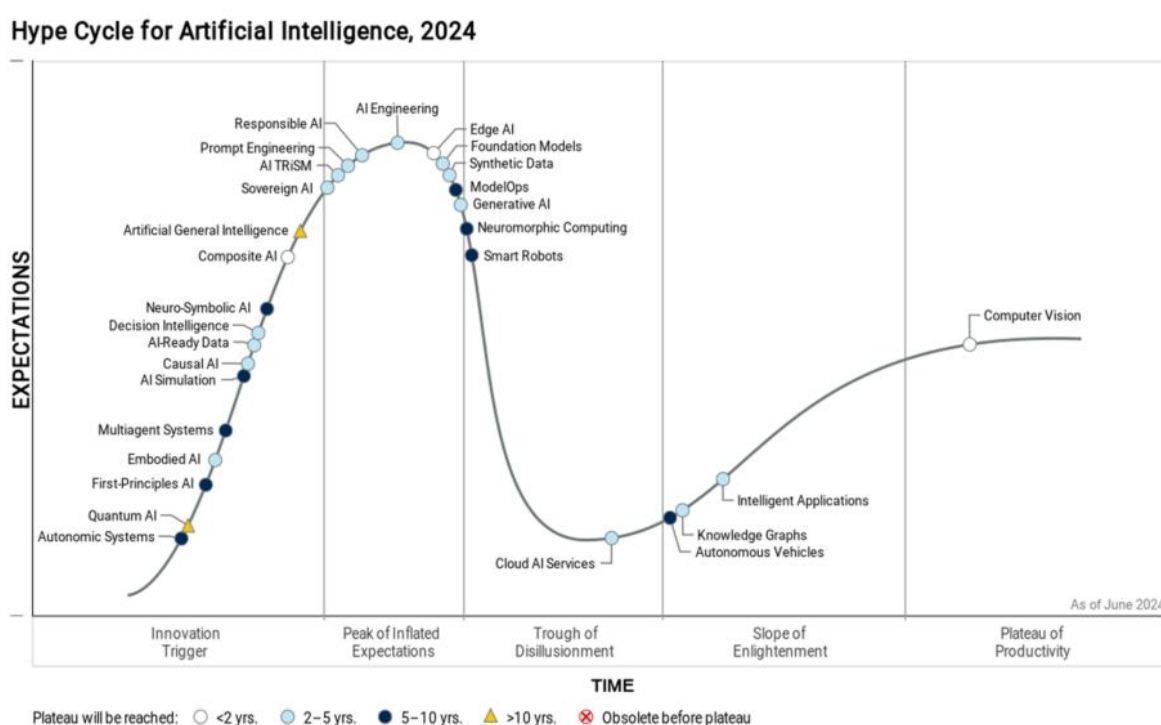
Want to get closer to customers and improve NPS & CSAT scores? Get in touch

Now that you've seen the value of a comprehensive AI CX transformation,  
**what next?**

# How should you prepare your org. for Gen. AI-powered CX?

According to Gartner's 2024 Hype Cycle for Artificial Intelligence, Gen AI is in its 'peak of inflated expectations' phase, meaning **the world has lofty expectations for what Gen AI can help with**, and some of it may be beyond its scope.

Figure 1: Hype Cycle for Artificial Intelligence, 2024



Gartner

With the continuing advent of OpenAI's models, the possibilities for ChatGPT have expanded from text-based responses to images, voice, and more.

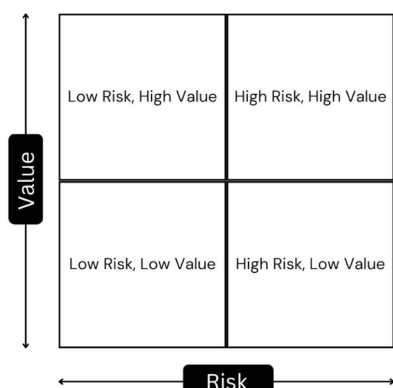
Beyond this, several organizations have leveraged OpenAI's APIs to build products that are solving multiple problems across sectors.

We've already explored how CX can & will benefit from Gen AI.

Forbes published a piece on best practices for leveraging Gen AI for CX success. In it, the author advocates a Risk X Value model for customer-facing Gen AI deployment.

Consider a 2x2 matrix of customer interactions.

### GenAI Deployment Framework



We can categorize customer queries across 4 segments - low risk & low value, low risk & high value, high risk & low value, and high risk & high value.

Let's contextualize this for a retail energy organization.



#### Low Risk & Low Value

Checking on Bill Details, Account Balance, Updating Contact Information



#### Low Risk & High Value

Energy Usage Tips and Recommendations; Field Service Deployment



#### High Risk & Low Value

Routine Disputes & Account Closures



#### High Risk & High Value

Fraud Detection and Prevention

So, are you ready to embrace Gen AI, and revolutionize your CX?

**Experience an industry-leading implementation time of <2 months!**

## Remember Moore's Law and The Amazon Effect?

Customer expectations will only rise, and your organization needs to keep up, if not set expectations.

Explore the most innovative CX platform & let us help you develop a world-class customer support experience.

[Speak to our experts today!](#)

## About Kapture CX:

Kapture CX is a cutting-edge B2B omnichannel customer support automation platform, powered by AI. Designed to evolve with customer expectations, it elevates good experiences to great ones. With a customer-centric approach, Kapture CX integrates highly intelligent and contextual technology, providing businesses with a single platform for deeper customer insights. Transform your customer interactions seamlessly with Kapture CX's teams and technology, prioritizing the essence of a superior customer experience.

**1B+ Tickets**  
Handled in '23



**1000+**  
Clients



**250Mn+**  
Unique Customers Served



**50,000+**  
Active Users



### INDIA

Bangalore  
Mumbai  
Gurugram

## 7 Locations across 5 Countries

UAE

USA

Indonesia

Singapore



**350+**  
Employees



Founded  
**2011**



Clientele across  
**18 countries**