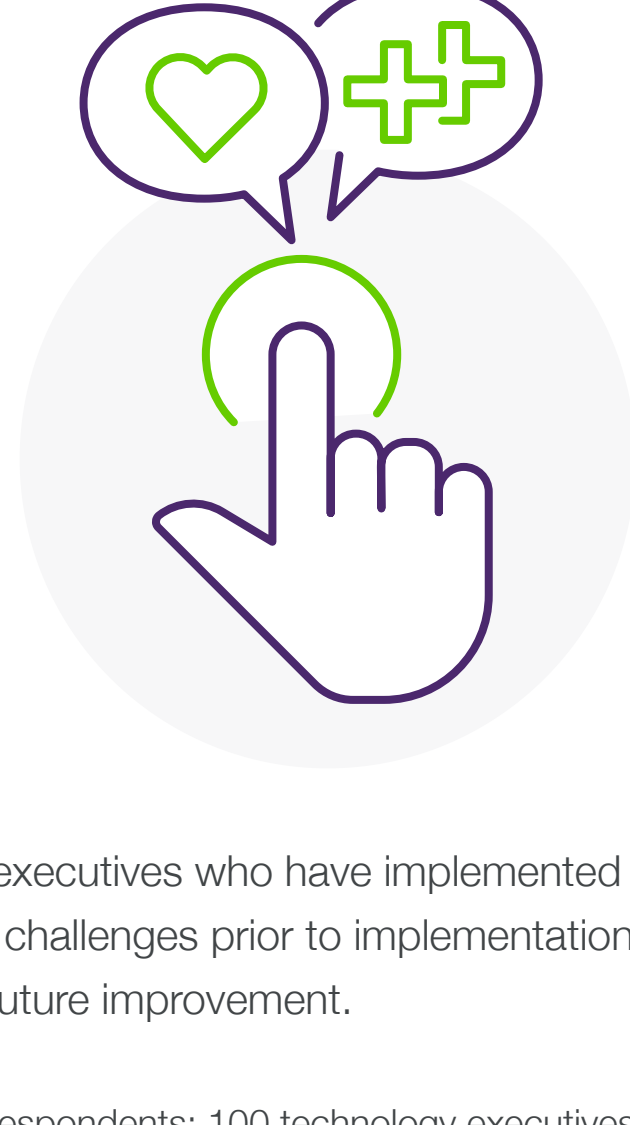


Chatbots are leveling up digital customer experience



In today's competitive business markets, great customer experiences can make all the difference. Customers expect speedy and effective customer service and many companies are turning to chatbot technology to meet these demands.

TELUS International, in partnership with Pulse, surveyed 100 executives who have implemented chatbot technology at their business to find out the perceived challenges prior to implementation, benefits produced from the technology and opportunities for future improvement.

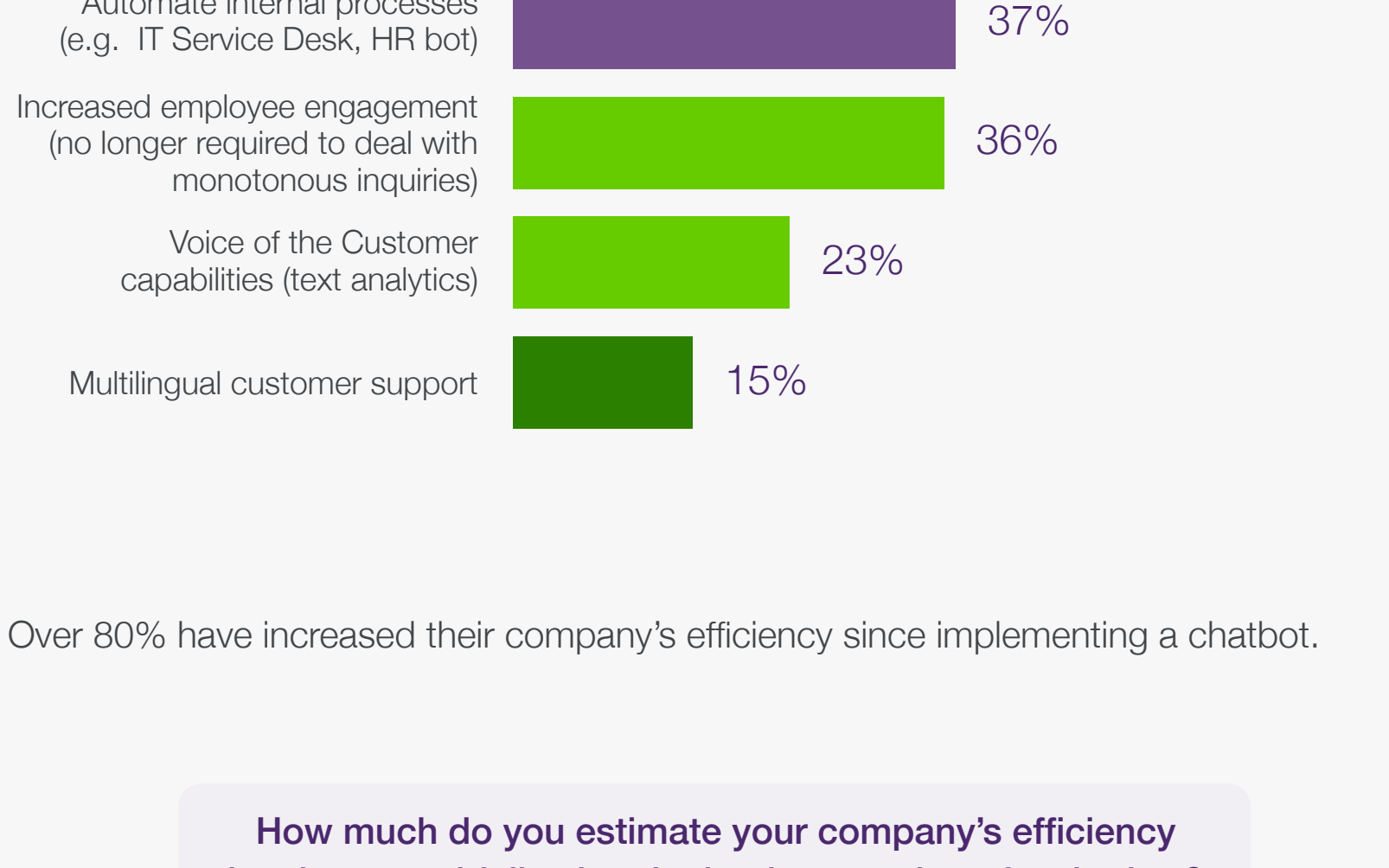
Data collected from June 3 - June 19, 2021

Respondents: 100 technology executives

Chatbots increase efficiency, save costs and improve customer experience

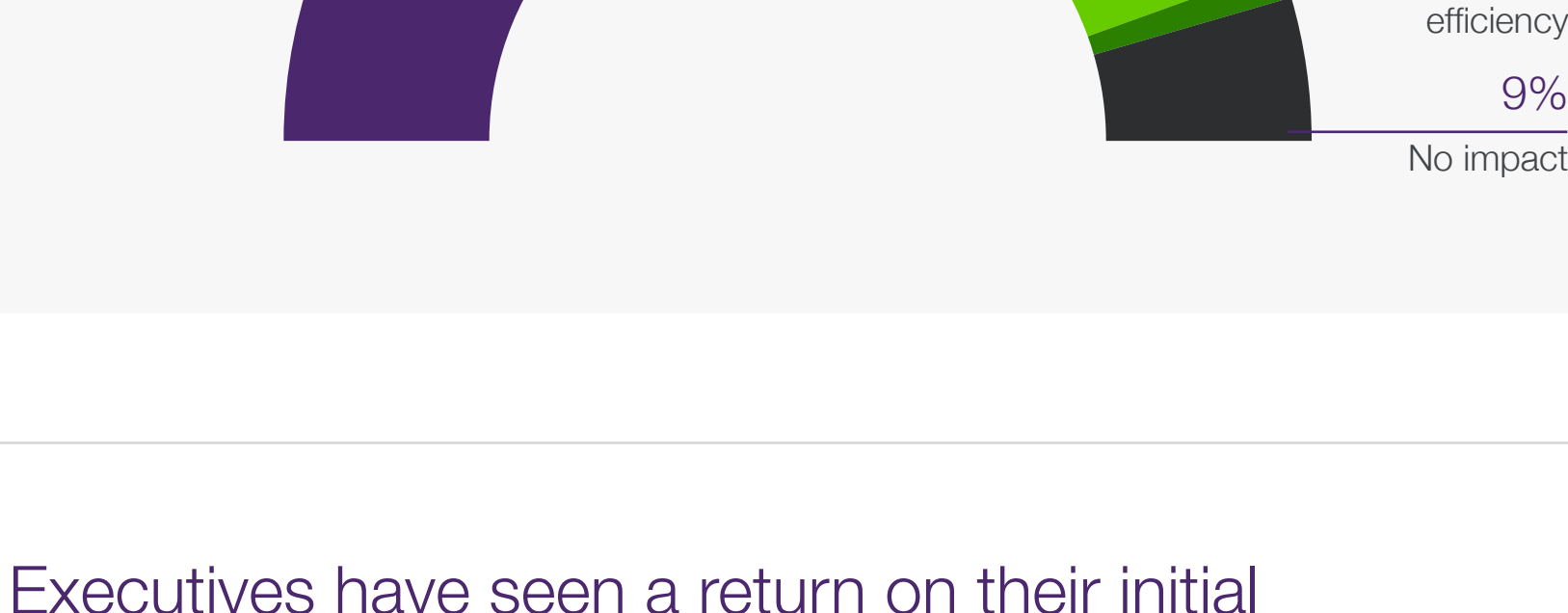
The three most common reasons technology executives turn to chatbot technology are to improve efficiency (64%), increase customer satisfaction (57%) and save costs (52%).

What are the top three reasons you implemented chatbot technology at your business?



Over 80% have increased their company's efficiency since implementing a chatbot.

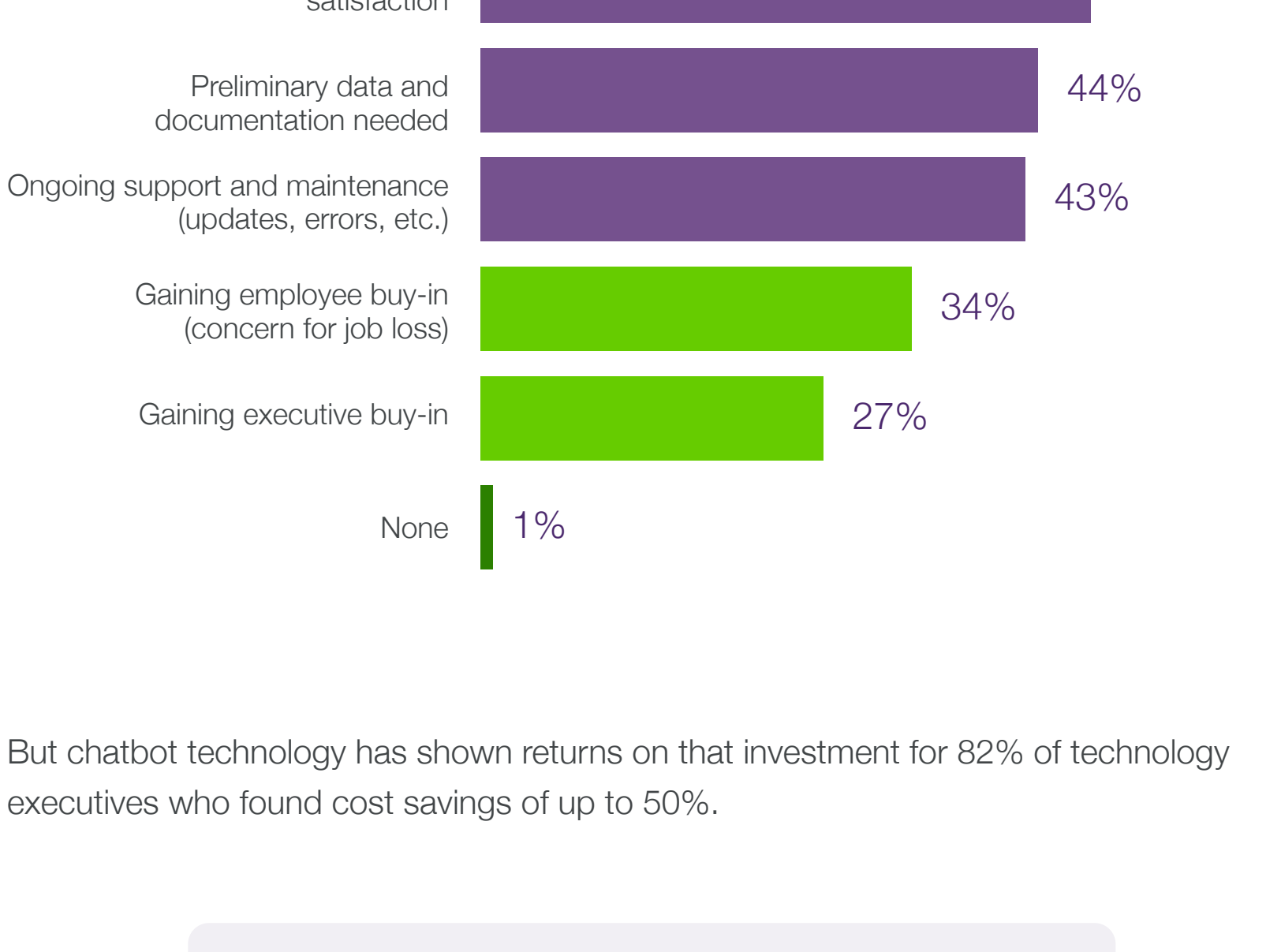
How much do you estimate your company's efficiency has increased following the implementation of a chatbot?



Executives have seen a return on their initial investments in chatbot technology, without compromising customer satisfaction

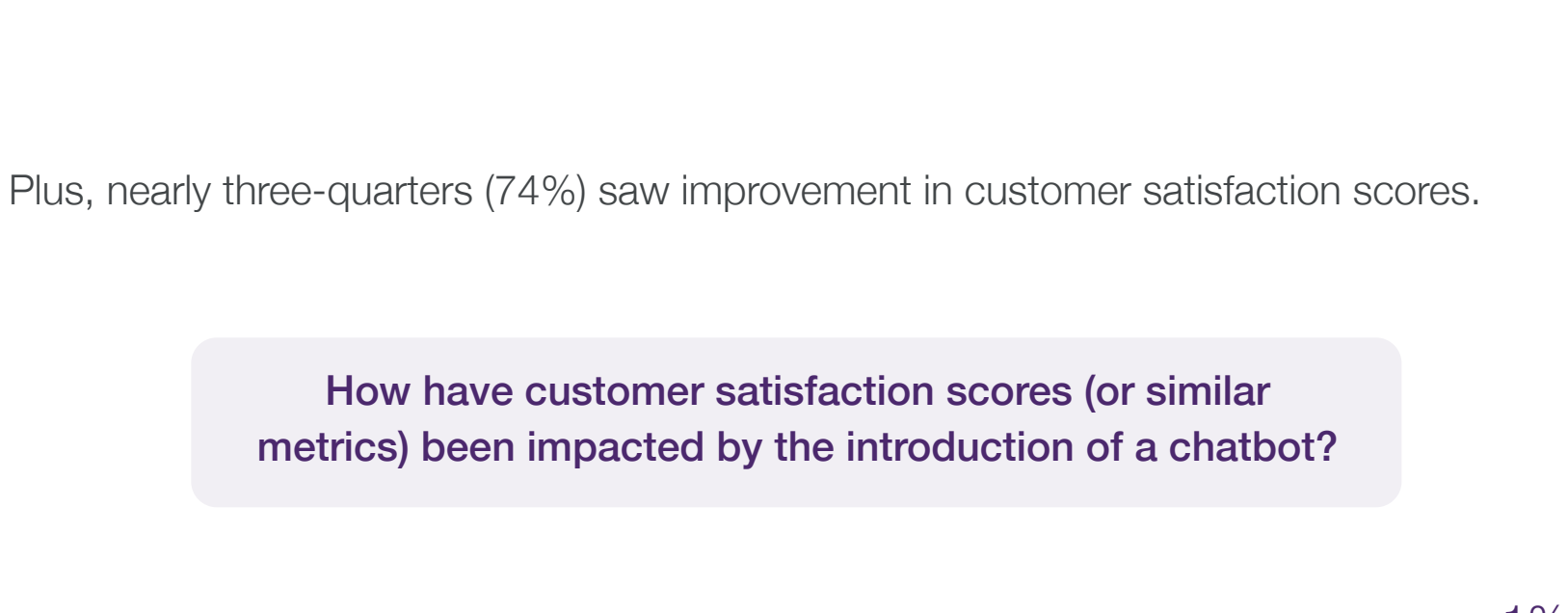
When first embarking on their chatbot implementation project, many technology executives were concerned about the overall cost of the project (54%) and potential impacts on customer satisfaction (48%).

What were the 3 biggest challenges you faced when embarking on a chatbot implementation project?



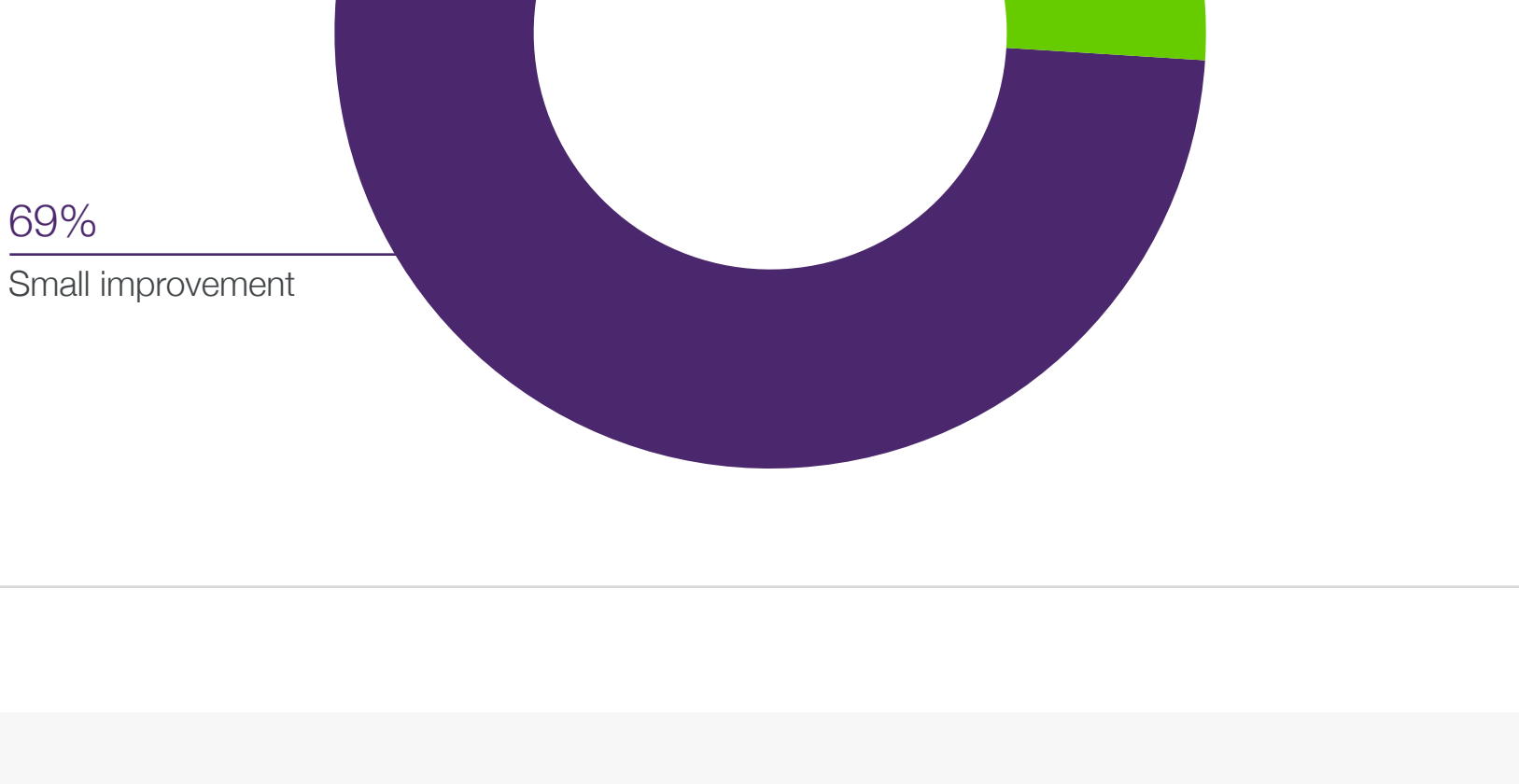
But chatbot technology has shown returns on that investment for 82% of technology executives who found cost savings of up to 50%.

What is the estimated cost savings to your organization due to the implementation of a chatbot?



Plus, nearly three-quarters (74%) saw improvement in customer satisfaction scores.

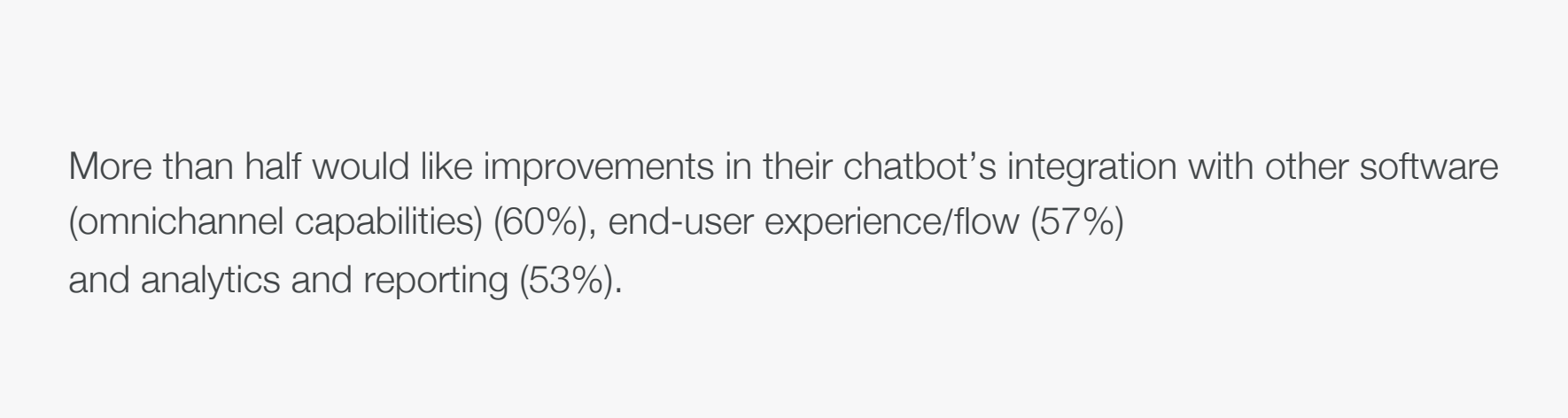
How have customer satisfaction scores (or similar metrics) been impacted by the introduction of a chatbot?



The majority of technology executives see the potential for improvement in their current chatbot solution

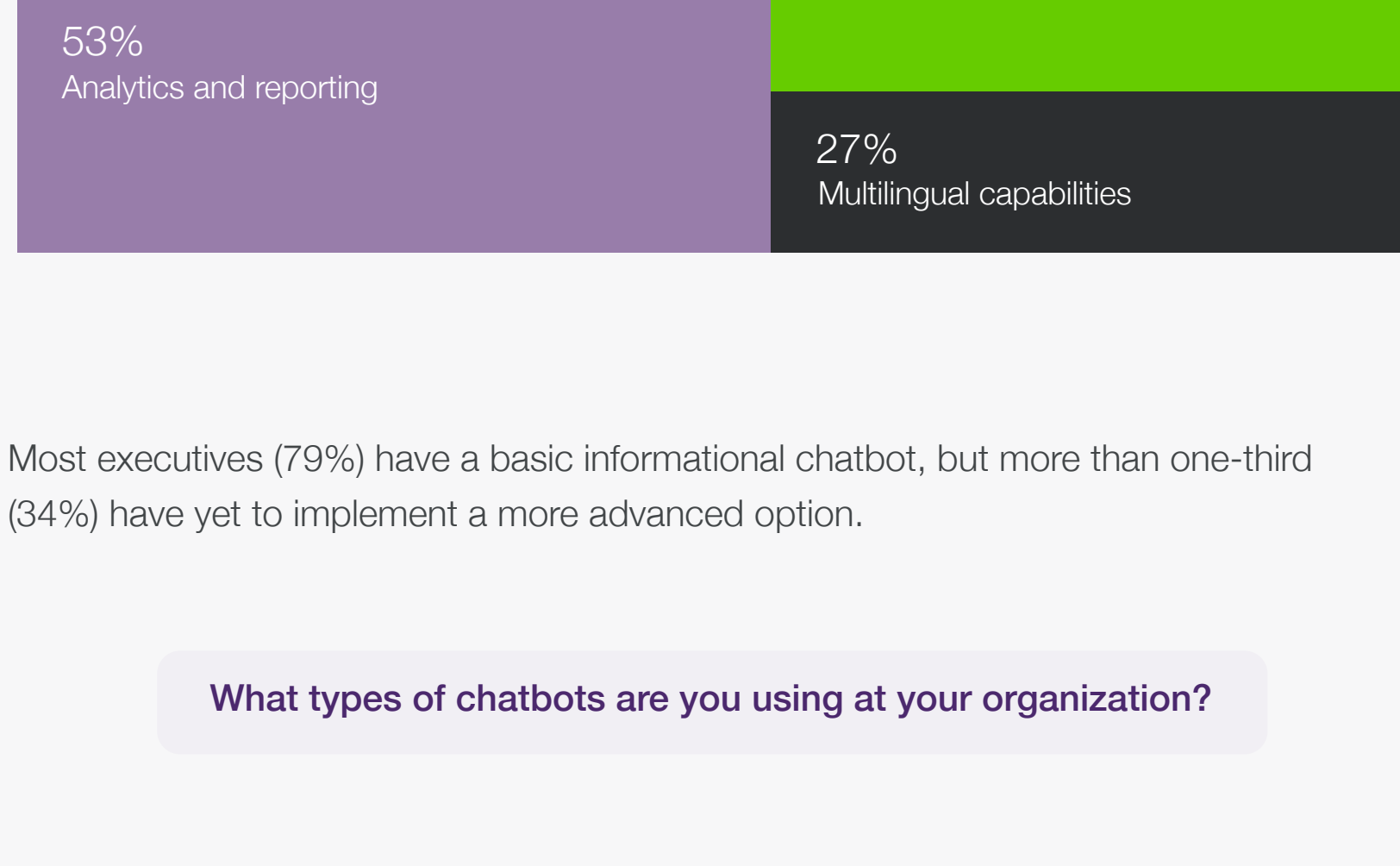
Only 3% of technology executives are completely satisfied with their current chatbot.

On a scale of 1-5 (5 being high), how satisfied are you with your current chatbot?



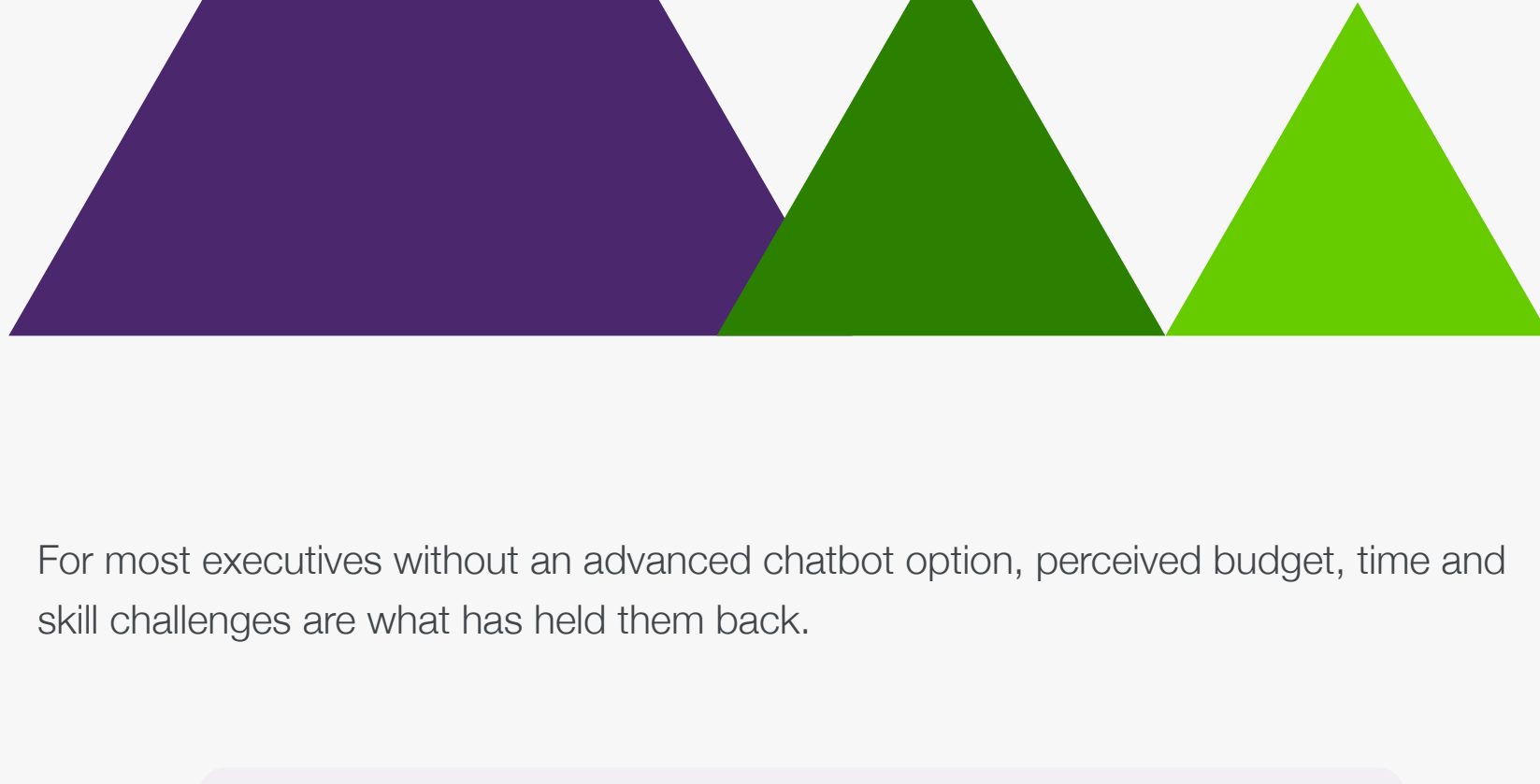
More than half would like improvements in their chatbot's integration with other software (omnichannel capabilities) (60%), end-user experience/flow (57%) and analytics and reporting (53%).

In what key areas do you think your chatbot could improve?



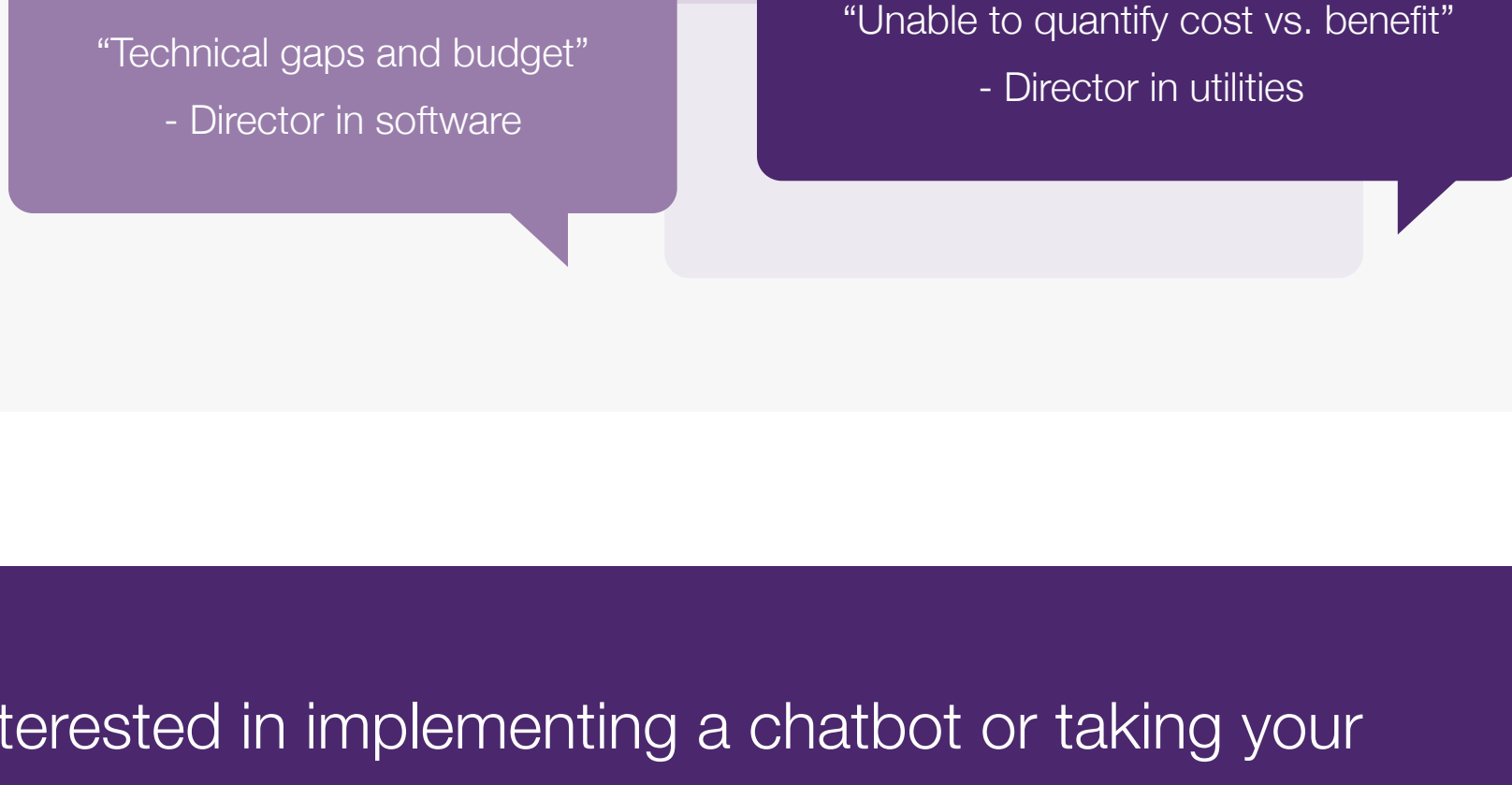
Most executives (79%) have a basic informational chatbot, but more than one-third (34%) have yet to implement a more advanced option.

What types of chatbots are you using at your organization?



For most executives without an advanced chatbot option, perceived budget, time and skill challenges are what has held them back.

If you are not already using an advanced chatbot solution, what has prevented you from implementing one?



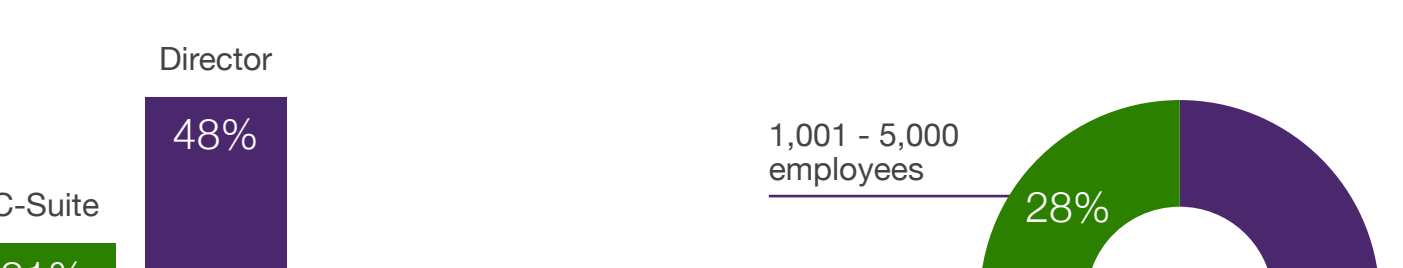
Interested in implementing a chatbot or taking your current solution to the next level?

As a customer experience innovator that designs, builds and delivers next-gen digital solutions for global and disruptive brands, TELUS International's team of experts can assess your specific business needs and map out the most effective and efficient chatbot program for your brand. Connect with us to learn more.

telusinternational.com/contact

Respondent Breakdown

Location



Title



Company Size

