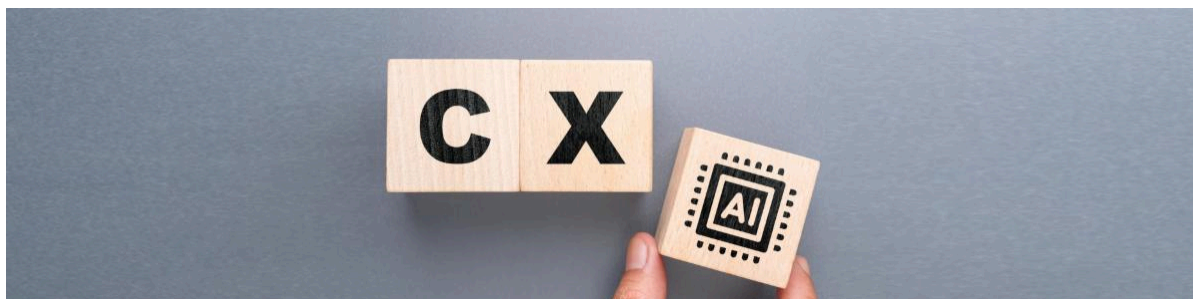

The *Edge* of Service®



Have you been forwarded this email? Sign up [here](#).



Is AI Hurting or Helping Your Customers?

Organizations everywhere are deploying AI. Some are creating more complexity, more customer frustration, and expensive dead ends. Others are improving customer experience and reducing effort for both customers and employees.

The difference isn't the technology. It's the approach.

So how do you know which path you're on? How do you integrate AI into your organization's direction? How do you ensure that it's meeting customers' needs and building your brand?

The answer may be more straightforward than you think. And it opens the door to an approach that is helping some organizations move well ahead of their competitors.

The mistake many organizations make is treating AI as a technology initiative. The organizations getting the best results treat AI as a service strategy initiative. In customer service, this is often referred to as a customer access strategy or simply a service strategy.

Every effective service strategy answers ten questions:

1. Who are your customers?
2. What kinds of interactions do they have with you, such as sales, customer service, or technical support?
3. How do they reach service? For example, phone, chat, text, self service, in person, or other channels.
4. What hours are services available?
5. What is your organization's accessibility? In other words, how quickly can customers get through?
6. How do you get the right customer to the right resources?
7. What people and technology resources are required for each type of interaction?

8. What information will be required?
9. How will you analyze interactions and use what you learn to improve products, services, and processes?
10. What guidelines will you use when deploying new services?

Notice something important. None of these questions start with AI. They start with customers.

Now, your strategy may already be well developed. Or perhaps it needs work, or you're just getting started. Either way, my encouragement is to begin thinking about these components together.

You'll find a summary of all ten components, along with an AI idea starter, in the resources section of my website at BradCleveland.com/cx-tools.

There are two ways you can leverage your strategy.

1. Identify Opportunities

The first is to consider how AI could positively impact each of the ten components. Let's take the first component, customers, as an example. The AI capabilities that power personalized recommendations from Amazon and Netflix are now available to organizations of every size. More personalized service may be a great fit for your organization and your customers.

Given how quickly AI is developing, I recommend having a small team regularly work through each component and explore how AI can help.

2. Prepare for Impact

The second way to leverage your strategy is to prepare for the impact AI solutions will have across all ten components. An insurance company I've worked with, and who is known for outstanding service, deployed a chatbot to assist customers on its website and mobile app. Before the rollout, they didn't simply ask, "How do we deploy a chatbot?" They asked, "How will a chatbot affect our entire service ecosystem?"

Which customers might need assistance? What questions would they have? When should a human advisor become involved? How would information flow between channels? What training would employees need?

By thinking through all ten components in advance, the implementation was smooth and effective.

The organizations getting the most from AI are not chasing tools. They're using strategy to identify where AI can create value.

The organizations getting the most from AI are not chasing tools. They're using strategy to identify where AI can create value, where people matter most, and how everything fits together.

When you evaluate AI through all ten components of your service strategy, you stop thinking about technology in isolation and start building a better customer

experience.

That's where the real opportunity is.



Watch the video!

Did you know?

Just 9% of employees say they are very comfortable using AI in their role. (Gallup, AI Indicator Survey)

[See More Stats](#)

Previous Issue of The *Edge* of Service

The Difference Between Customer Service and Customer Experience... and What So Many Get Wrong



[Read Issue #63](#)

LinkedIn Learning Course



Customer Service Strategy

Watch This Course

Customize any of Brad's core learning topics—including those featured in his popular LinkedIn Learning courses—and adapt them to your audience, goals, and industry. From executive retreats to team-wide workshops, your organization will benefit from content that's relevant, practical, and immediately actionable.

Build Custom Training

BRAD CLEVELAND

www.bradcleveland.com

Brad Cleveland | 100 Sun Valley Rd, #1466 | Sun Valley, ID 83353 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!