



SCALING WITH AI

How to automate as many support tickets, customer service requests and repetitive tasks as humanly possible

How To Automate As Many Support Tickets, Customer Service Requests And Repetitive Tasks As Humanly Possible

As we move deeper into the 2020s, artificial intelligence puts us on the cusp of a revolution in the way we work. With AI like ChatGPT now able to pass medical exams, create beautiful artwork instantly, and drive cars without human help, 2023 will be remembered as the year AI truly came of age. Businesses in every industry are now being forced to work smarter, instead of harder, so they can achieve more with less effort and in less time.

But despite the incredible powers of AI, only around 1 in 4 organisations currently use it. This lack of innovation adoption presents an incredible opportunity for companies that are brave enough to take the plunge. By saving time, slashing staff costs, and providing customer service 24/7/365, AI can deliver a competitive advantage unlike any other technology throughout human history.

Of course, it's not enough to implement AI – you need to do it correctly. Missteps can create huge disruptions and literally cost £100,000s in profits along the way. This ebook is a guide for any organisation looking to implement AI, while avoiding the usual mistakes and pitfalls along the way.

Inside, I'll reveal how AI can automate 60% of your customer service tasks, skyrocket your CSAT scores, and deliver 2X ROI in 30 days... without hiring more staff or abandoning your existing software and processes.

But before we get to that...

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Who am I and why should you trust what I say?

My name is Paul Shepherd and I'm the founder of LogicDialog. We create AI-powered service automation solutions like digital assistants, chatbots and voice assistants that automate customer service tasks, handle thousands of queries, and solve complex problems 24/7/365 without any human assistance.

We've helped organisations like Bacardi, AS Roma, and the UK Government to automate a huge portion of their workload, increase productivity, and save £10,000s every single month.

In this eBook, I uncover some of the secrets we used to create award-winning AI, and how you can use them to grow your organisation in 2023. Here's what you're about to discover:



How to automate 60% of repetitive customer service tasks and achieve at least 2X ROI using AI



4 vital steps businesses must take in 2023 to stay ahead of the curve



AI Automation Trends of 2023 and Gartner's recommendations for SMEs



How AI digital assistants use 'human-like' behaviour to offer an ROI of up to 500%



A simple way the top organisations protect their profits against rising costs

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How to deliver a consistent user experience to customers and colleagues around the clock – with omnichannel communication that’s been producing record-high CSAT scores!

How To Automate 60% Of Repetitive Customer Service Tasks And Achieve At Least 2X ROI Using AI

In today's fast-paced business world, time is money. The more time you spend on repetitive, low-cognitive tasks, the less time you have to focus on tasks that can really move the money needle and drive your business forward. With rising staff costs and a dwindling economy, many companies face the reality of impacted profits in the coming years.

Luckily, there is a simple way the top organisations are protecting their bottom line, by automating repetitive customer and colleague service tasks using AI. These AI-powered automations are able to drastically increase capacity to handle customer/colleague service enquiries, while slashing costs in the process.

We've developed AI-powered digital assistants that have helped our clients stay ahead of the curve and achieve outstanding tangible results. Here are just a couple of ways we used AI to transform our client's customer/colleague service capacity, without hiring a single additional staff member:

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How We Completely Automated Maintenance Requests For A Major Social Housing Portfolio

Client: The management team of one of the UK's largest social housing providers came to us as they were experiencing a high number of maintenance requests.

What they needed: They wanted to reduce the paperwork for the team, so the requests could be filed by using automation.

What we did: We developed AI chatbots to handle the requests, easing the work burden on their human staff.

Result: The chatbots mean residents can lodge the request at any time, so they can do it when they notice the need for maintenance, instead of waiting for business hours to come around.

How We Reduced A UK Council's Calls Relating To Rubbish Collection By 60%

Client: A local council in the UK was receiving a high volume of calls and inquiries relating to rubbish collection.

What they needed: An automated solution to handle the enquiries around the clock.

What we did: We used AI to automate 60% of calls completely from start to finish, without human interference.

Result: The team have time freed up each month, while council residents are able to get immediate service on their rubbish collection enquiries at any time of day, any day of the week.

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Automations Like These Can Easily Deliver 2X ROI In Just 30 Days

If you spend £500 or more a month on customer service tasks, simple automations like these are a complete no-brainer of an investment. They can be deployed in just minutes to slash staff costs, while improving the level of customer service and CSAT scores in the process.

But the real power of AI happens in the snowball effect that comes from what your team can accomplish with the extra time. Imagine what your team could achieve if they were free from the mindless, repetitive tasks that take up the vast majority of their day-to-day.

With customer service inquiries automated from start to finish, you could optimize your resources and focus on more strategic initiatives that really drive growth forward. It's easy to see why a 2X ROI is just the starting point for an AI-powered digital assistant.

4 Vital Steps Businesses Must Take In 2023 To Stay Ahead Of The Curve

As more organisations become aware of the potential of AI, the race to invest in technology is heating up. With AI models like Chat GPT now advanced enough to make headlines around the world, the number of businesses using AI is set to soar.

While AI can help your organisation increase efficiency, reduce costs, and improve the overall customer experience, getting started can be a daunting task. If you're wondering how to implement AI in your organisation, I recommend following these 4 steps:

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1. Evaluate And Assess The Benefits Of AI

First, ask yourself, do your teams spend hours every day on repetitive tasks? Tasks like answering support calls, emails, and FAQs? The reality is that AI solutions could easily handle 60% or more of the workload, freeing up your staff to handle much more important and sophisticated work. You could increase the speed, volume, and efficiency of this work, while actually reducing the workload on your human team.

2. Establish Clear Goals And Objectives

Set a specific, measurable, and realistic goal for what you hope to achieve. You might want to automate 60% of your call centre's customer service enquiries... or you might want to free up an extra 1,000 human staff hours each month to work on a new project that's critical to your business goals in 2023. Once you know exactly what you want to achieve, you can work with an AI expert to set out a step-by-step plan.

3. Ensure You Have High-Quality Data

This is the foundation upon which a successful digital assistant is built. AI algorithms rely on high-quality data to provide accurate insights, predictions, and recommendations for customers. If you haven't already, worry not! Logicdialog leverages Generative Conversational AI tools like ChatGPT to generate as much data as you need, in seconds.

4. Choose The Right Technology

Once you've established your goals and your data processes are ready, you don't need to solve the problem or select the right AI technology for your needs: we can do that for you. Our AI masterminds can create a digital assistant that's deployed in just minutes with one click, without a single line of code. Best of all, the digital assistant will integrate with your existing processes and CRM, so there's no learning curve or workflow disruption for your team.

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Want to try a digital assistant for 30 days FREE?

If you want to see what's possible with an AI-powered digital assistant in your organisation, simply book a free 30-minute consultation with my team. One of our AI design experts will review your goals and deploy a digital assistant in your organisation, so you see the power of AI first-hand. You can even try it for 30 days at no cost, so you witness the results with no financial risk. This offer is for a limited time only, so if you're interested, please go [here](#) to book a 30-day trial.

AI Automation Trends Of 2023 And Gartner's Recommendations For SMEs

One of the biggest trends of 2023 is **hyper-automation**, and it's easy to see why. While automation uses technology to automate error-prone, time-consuming tasks, hyper-automation goes beyond to completely automate entire business processes from start to finish.

For example, a traditional website chatbot might take initial enquiries from customers, before funnelling customers through to the relevant human staff member for help. Hyper-automation, on the other hand, sees a more sophisticated AI chatbot that can solve the enquiry from end to end. It can receive the initial contact, have a meaningful interaction, solve the problem in real-time, update the relevant data in your CRM, and send the happy customer on their merry way. It's a complete, start-to-finish process that's handled by AI, without any human help whatsoever.

Hyper-automation creates insanely profitable possibilities for organisations to streamline their customer service response. Of course, like any new technology, there can be a learning curve if the technology isn't implemented correctly.

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Every organisation has brought in new software or technology with the promise of bright new improvements... only to watch it fall flat on its face and waste more time than it saves. If you want to avoid that fate and hyper-automate processes with AI to enhance your workflow instead of disrupting it, then these tips and recommendations are a great place to start:

Start Small

Start with a single, simple project to test the waters and build momentum. It can be important for your team to see the benefits before they completely buy in, so starting small with a test project and rolling out a gradual approach is a great way to minimise disruption.

Involve The Right Stakeholders

Sure, this might mean your management team and the IT team department but speak with people on the ground floor too. Get feedback from the staff who complete the tasks you want to automate on a daily basis. They'll be the ones who interact directly with the AI solution and know what it needs to provide for the customers.

Integrate AI With Existing Systems

Rather than replacing existing systems, integrate AI with them to maximize their benefits. For example, don't waste time and money with basic AI solutions that won't function with your current CRM. You don't want to turn your processes upside down when you've probably spent years building and refining them. LogicDialog's no code integration marketplace will have 'off the shelf' integrations you can plug in and run with.

Provide Adequate Training

An AI-powered digital assistant from LogicDialog requires next to no learning curve, so 'training' might be as simple as educating your team on the benefits of AI and setting their expectations. Getting everyone on the same page will go a long way towards successful AI adoption and minimise any concerns or pushback from your team.

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Monitor And Measure Success

If you set specific goals and markers in the beginning, then measuring the success of your AI solutions becomes a whole lot easier. You can identify areas for improvement and optimise the efficiency along the way to maximise your ROI.

How AI Digital Assistants Use ‘Human-Like’ Behaviour To Offer An ROI Of Up To 500%

Sceptics of AI believe the technology will never be able to truly replicate human intelligence. But gone are the days of early chatbots and voice-activated AI prone to misunderstandings. Recent advancements such as ChatGPT have seen even the harshest critics eat their words.

One of the key reasons is that AI uses natural language processing (NLP) and machine learning (ML) algorithms to simulate human-like behaviour. They can understand and interpret customer intent, respond appropriately, and learn from previous interactions in much the same way a human does.

AI-powered digital assistants can also multitask at a frightening rate. Just like a human telephonist might use several programs simultaneously to handle a customer phone enquiry, an AI digital assistant can also communicate with your existing CRM to push-pull data and solve problems on the fly.

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While The Intelligence May Be ‘Artificial’, The ROI Is Definitely Real

Some of the leading companies in the world are using AI to drive incredible results and add eye-watering amounts to their bottom line. We’ve helped Bacardi, Amnesty International, AS Roma, and various sectors of the UK government successfully streamline operations, slash costs, and skyrocket their CSAT scores at the same time.

For example, my team and I helped the Monmouthshire County Council deploy a bilingual digital assistant, ‘Monty’, to automate service lines and free up council resources. The council typically takes 50,000 calls per year, with around 27,000 of these calls related to waste and environmental services. Since we launched Monty, it has successfully answered (and therefore deflected away from calls and emails) a whopping 84% of these enquiries. In real terms, that’s 22,000 fewer waste-related calls and/or emails!

This technology is simple, requires no code, and we can deploy it in less than a day. Yet the savings can easily amount to £20,000 or more per month while increasing the capacity to support the local population. If you want to see how we could deliver a similar ROI for your organisation, you can book a free 30-minute consultation with our AI design experts [here](#). They’ll tailor a digital assistant to your organisation and you can even try it for 30 days free of charge.

How To Deliver A Consistent User Experience To Customers Around The Clock

One of the most game-changing advantages of AI – especially for the customer service industry – is the ability to handle enquiries around the clock. Today, customers are more demanding and impatient than ever. They want access to support on their own timeline, not yours.

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This demand puts pressure on organisations to offer support 24/7/365. But while the demand may be there, the staff budget won't. With staff costs rising and overtime pay an expensive luxury, most organisations simply don't have the funding to put on more staff.

Therein lies the true magic of an AI digital assistant. It doesn't sleep. It doesn't make mistakes or get tired. It doesn't call in sick or take holidays. It can work around the clock and provide customers with an incredible, consistent level of service that meets their seemingly impossible demands.

With the added capacity from digital assistants, we've helped organisations literally solve 1,000s more enquiries a month, without hiring a single additional staff member. The result has also seen a huge increase in customer satisfaction scores for the vast majority of our clients, and this is something that's being experienced industry-wide. According to a study by Oracle, businesses that use chatbots for customer service see an average CSAT score increase of 10%.

Digital Assistants Also Lead To An Increase In Employee Productivity

In addition to serving customers around the clock, existing team members have a lot of the heavy lifting taken off their shoulders. With their time freed up from boring, repetitive tasks, staff are able to focus on far more engaging, high-value tasks.

By deploying digital assistants, some of our clients have seen an uptick in employee productivity of 26%. When you combine this with the reduced costs, the improved CSAT scores, and the increased volume of customer enquiries they can handle, you get an idea of the snowball effect AI can have. That's what makes it one of the most critical opportunities for organisations to take advantage of this year and beyond.

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STRICTLY FOR A LIMITED TIME ONLY:

Start Your 30-Day Free Trial Now & Instantly Qualify For 30 Minutes With Our AI Design Experts To Tailor Digital Assistants To Your Organisation (Worth \$500)

**Plus, you'll also get instant access to 'Logic
Dialog University' to make your launch a
profitable success! (valued at \$500)**

Thanks for taking the time to read our eBook. I hope you found the information inside to be both insightful and exciting.

If you are starting to picture the possibilities and imagine what AI could help your organisation accomplish, then my team and I can help. For this month only, we're offering a free 30-minute consultation and a 30-day trial to see AI in action in your organisation.

During your consultation, you'll speak directly to one of our AI experts to discuss what challenges you are facing, and how a digital assistant can help. Then, we'll reveal how a one-click solution with no code could save 1,000s of hours each month, scale your operations, and skyrocket your CSAT scores at rapid speed.

Fair warning: Due to the busy schedule of our AI design experts, there are strictly limited trials available. If you're even slightly interested in trying a digital assistant risk-free in your organisation, please hit the button below now.

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