



SOLVY: DELIVERING ON THE CHATBOT PROMISE

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Customers expect consistent, on-brand experiences across every channel at any time – a challenge for even the best-staffed customer service organization. When chatbots first appeared on the scene, the technology had a lot of potential, but many companies’ initial experiences were disappointing. Since then, both the underlying technology and chatbots themselves have evolved to deliver faster time to value, lower ongoing support requirements, and simply better results.

To better understand how next-generation chatbots deliver on the chatbot promise, Valoir conducted in-depth interviews with a number of Solvvy customers. We found that Solvvy’s pre-built machine learning (ML) libraries and low-code approach drove rapid deployment and minimal ongoing support, while Solvvy’s automated updating ensured ongoing improvements. The results were the ability to support growth with increased self-service resolution rates, greater customer insights, and a consistent, on-brand experience leading to greater customer satisfaction.

More than ever, service is what differentiates the brand experience. Whether it’s in person, via the Web, or in a phone or e-mail interaction, customers expect rapid resolution and consistent, on-brand interactions, and customer service organizations are expected to delight customers every time while managing overall service costs.

Over the past few years, many companies looked to the promise of artificial intelligence (AI) and chatbots to help deliver 24 by 7 customer service, reduce or deflect incoming call volumes, and accelerate case resolution. However, in many cases, recent chatbot deployments were disappointing at best.

Customer service leaders found they could either rely on highly-scripted chatbots that were very limited in their ability to deliver answers, or invest in extensive “training” of AI-driven bots. Both strategies were costly and laborious to implement and support, required significant ongoing support, and delivered less-than-stellar customer experiences: At best, customers received unsatisfactory or inappropriate answers, became frustrated, and ended up escalating to an agent. At worst, they got caught in endless bot conversations (and many shared their negative experiences on social media, to further brand detriment).

Beyond the initial experiences (and memes), the good news is that the underlying technology and chatbot solutions themselves have evolved significantly in a short period of time. Today’s next generation chatbots support on-brand service automation with pretrained libraries, self-learning AI, and support for multiple channels. If they don’t deliver self-service resolution, they can intelligently escalate to agents with case decoration and insights on the customer’s interaction history. Finally, they can actually be



Valoir interviewed Solvvy customers to analyze how its next-generation chatbot capabilities delivered on the chatbot promise, and found they achieved increased self-service resolution rates, faster case resolution, and greater customer insights.

self-maintaining, reducing the need for ongoing support and expertise while rapidly evolving their answering aptitude to respond to new demands.

Today, great customer experiences and service automation through chatbots don't have to be mutually exclusive, and companies don't need a data science team (or even a full-time IT person) to successfully deploy and manage intelligent chatbots.

To better understand how chatbot technology has evolved, and how successful customer service organizations are using next-generation chatbot technology to deliver both service efficiency and great customer experiences, Valoir analyzed the experiences of a number of Solvvy customers. We found that companies both large and small – many of whom saw personalized customer experiences as a key differentiator – were able to use Solvvy's technology to increase self-service resolution, accelerate agent-assisted case resolution, gain greater customer insights, and improve the effectiveness of their knowledge base while driving consistent, high-quality customer interactions.

Solvvy

Solvvy provides an intelligent chatbot solution that can be configured to support both business-to-consumer and business-to-business customer service across Web, mobile, e-mail, SMS, Facebook Messenger, WhatsApp, live chat, and other digital channels. Key differentiators of Solvvy's approach include:

- An intelligent, codeless chatbot platform. Solvvy's next-generation machine learning (ML) and natural language processing (NLP) and natural language understanding (NLU) capabilities, coupled with prebuilt conversation path templates and a drag-and-drop user interface, enable business users to rapidly configure and deploy chatbots based on existing knowledge base content. No-code workflow capabilities enable automation of more complex interactions.
- Personalization at scale. Solvvy's individual, cohort (group), and behavior-based personalization deliver tailored responses for each individual interaction.
- An integrated human-plus-AI approach. Solvvy's approach recognizes that bringing the best of AI and human insights together delivers the best result. At a tactical level, intelligent handoffs with case decoration ensures agents have the context of every interaction when a customer needs agent-assisted service. On an ongoing basis, service leaders can use Solvvy's coaching feature to quickly see where its answers are successful or not, and either point Solvvy to existing content or create new content to fill the gaps – and Solvvy incorporates that coaching into future interactions for improved resolution rates.
- Analytical insights. Beyond just supporting response automation, Solvvy's dashboards help managers understand the types and



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frequency of questions being asked and the chatbot's relative success, helping them to identify customer pain points and knowledge base gaps as well as product or service areas that may need attention.

Why Solvvy

Valoir found that there were four main reasons customers chose Solvvy over other chatbot technologies: customer experience, rapid deployment, low ongoing management cost and skill requirements, and Solvvy as a partner.

CUSTOMER EXPERIENCE

A main reason companies selected Solvvy was the customer experience it delivered. The ability to have a consistent, branded experience across multiple channels, guide customers to successful resolution, and deliver unresolved issues seamlessly and intelligently to an agent enabled Solvvy users to drive a high level of customer satisfaction. They reduced average handling time while delivering personalized interactions at scale. Solvvy users said:

- *We wanted [Solvvy] to feel like a consistent experience, and to make sure the experience we're curating for our customers is aligned to the vision of our company. It's built in our native app, so it doesn't feel like you're going to another platform. We wanted to make sure that it didn't feel like our customers were chatting with a bot, and it really doesn't.*
- *We've seen enough memes of chatbots gone wrong. Solvvy enables an intelligent conversation. We were able to turn AI loose without having to worry about a chatbot gone awry.*
- *Not a lot of people necessarily read what we have in the help center. Having Solvvy is helping lead customers on their journey.*
- *Before Solvvy we had another [bot], and we were unhappy with the results that were given to users. A lot of answers were near misses, but they made us look dumb, so we stopped using it after a month.*
- *Our customers are really happy with Solvvy. Before, any time they had an issue, they were reaching out and talking to an actual person, and many times, they didn't want to have to call – they wanted to push a button and get a solution, and now they can.*

A key part of the customer experience for many customer service leaders was the ability to make Solvvy interactions part of their overall part of their brand experience, and not a “separate” app or bot. The ability to integrate Solvvy into multiple channels, have its “conversations” reflect the tone and style of their company, and transfer decorated cases to agents ensured a more seamless customer experience even if the customer didn't ultimately have their issue resolved by Solvvy. Additionally, users said Solvvy helped them to make their knowledge bases and frequently-asked questions (FAQs)



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better, with insights that showed them gaps and weaknesses in their existing content, driving ongoing improvements in customer experience beyond the bot itself.

RAPID DEPLOYMENT

Solvvy customers pointed to rapid time to deploy, and in particular, rapid time to value and payback as a significant differentiator for Solvvy. Because of Solvvy's low-code approach and pre-built pre-trained library of intents (such as "return a product" or "need technical support"), customers were able to deploy quickly with limited internal training or resources, and see rapid results. Service leaders using Solvvy said:

- *Even for advanced features like workflows, it's super simple and easy to set up. Our admin can create a workflow in less than 30 minutes with no engineering or developer help.*
- *It's easy to set up. Our SSR could be even greater if we put in the time but out of the box it's already a winner and refinement can come along the way when we have time.*

Valoir found companies can expect to have Solvvy deployed and functioning within a few days or weeks (depending on the complexity of the business and products or services) and see measurable results within a few weeks of go-live.

LOW MANAGEMENT BURDEN

Valoir found that the same capabilities that made Solvvy fast to deploy also made it easy to manage on an ongoing basis. The low-code approach enabled users to come up to speed on how to manage the application within a few hours of training.

Some chatbots require new knowledge base content or answers to be created twice: once within the knowledge base application, and again in the chatbot application. With Solvvy, new issues, products, or knowledge base content don't have to be recreated for them to be incorporated in its chatbot answers: Solvvy's automated crawling capabilities (or the ability to manually launch a new recrawling as needed) enabled users to easily update the chatbot when new content or information was posted to their knowledge base. Some users did little or no ongoing coaching of the application; none spent more than a few hours a week. Solvvy users said:

- *Most of the bots we looked at were rules-driven, and you have to program them yourself – We're too small a team and don't have the time or patience for that.*
- *An hour-long meeting and I felt really comfortable with it – it's easy to maintain and manage.*
- *If we publish a bunch of updates to knowledge center articles, we just have it recrawl and it serves the new information.*
- *We try to spend three hours each week – if we can't otherwise it hums along on its own.*



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SOLVY AS A PARTNER

From initial evaluation to ongoing support and guidance, Valoir found that Solvy was a partner in its customers' success. In addition to Solvy's ongoing investments in product innovation, Solvy helped them to not just take advantage of the technology but identify areas where their service organization could be more effective. Solvy clients said:

- *We were very impressed with the leadership – they were involved in the upfront conversations as well as the implementation.*
- *Solvy provides excellent guidance on best practices.*
- *We're really pleased with the support we get; no request goes unanswered, whether it's a small or big question.*
- *Solvy is very responsive and willing to see what's possible – they've come up with solutions on more than one occasion, and really listen to users when it comes to their roadmap.*
- *[Other vendor's] support is terrible, and takes weeks. Solvy is very responsive, and everything has just been easy – and I appreciate easy.*

Beyond just resolving their support issues, Solvy clients see Solvy as a partner that helps them improve their overall customer experience strategy. Through workshops and one-on-one consultations, Solvy provides guidance on how to resolve issues and shares best practices, and proactively invests in innovation and roadmap areas based on customer needs and feedback.

Key benefits

Key benefits that Solvy customers achieved from their deployments included support for growth, reduced support costs through self-service resolution and accelerated case resolution, and improved customer insights. For customer service managers, this meant the ability to automate more self-service requests without compromising customer satisfaction (CSAT).

SUPPORT FOR GROWTH

For many customer service managers facing growing volumes of digital service requests, a key challenge is managing that growth in demand with limited resources – without a negative impact on CSAT. Valoir found that Solvy customers were able to support growth in their business and customer support demands without the need to increase the size of their customer service teams. This was achieved by a combination of increased SSR, case decoration for accelerated agent-assisted resolution, and



Using Solvy, service leaders can support growth in their business and customer support demands without a commensurate increase in staff.

improved insights that helped them improve their knowledge base and agent effectiveness. Service leaders said:

- *We've seen a big reduction in the overall volumes that get to actual agents.*
- *Now we can handle added volume and any spikes without having to add headcount.*
- *We were looking to manage high volume with a small team. Our team has been consistent over the past couple of years despite the growth in the business.*
- *If we look at our volume year on year, it has increased substantially. Our subscription growth was amazing in 2020, and you can assume that the amount of service requests would increase as well. We've been able to handle the volume while keeping the contact center flat.*

For many, an increase in customer service volumes associated with new or changed service or product offerings in the past 12 months required them to rapidly build out new knowledge base content while simultaneously getting agents up to speed. Solvvy enabled them to focus on the knowledge base content and agents, ensuring that their existing chatbot would be automatically “educated” on the new content and ready to respond to customer requests.

INCREASED SELF-SERVICE RESOLUTION

Valoir found that companies were able to dramatically increase self-service resolution (SSR) by deploying Solvvy to guide customers through the self-service process. While SSR varied by type of company and product complexity, the typical increase in SSR was two to three times the rate of non-chatbot-aided SSR. Service leaders said:

- *Around half of the queries it faces a week it resolves.*
- *We saw a huge jump in SSR – it was 18 to 30 percent and now we're up to the 40 to 50 percent mark.*
- *Solvvy is consistently resolving 24 to 25 percent of our self-service queries on a weekly basis.*
- *We wanted our agents to focus on the more challenging cases, and a better way to do self-service for the more common questions. With Solvvy, we're around 55 percent self-service resolution.*

Solvvy SSR rates range from 20 percent at the low end (for business-to-business clients with complex products) to more than 50 percent at the high end, with those investing in customer workflows often seeing SSR as high as 80 percent. Those taking advantage of coaching and guidance on knowledge base Improvements see increases in SSR on an ongoing basis beyond the initial deployment.

ACCELERATED CASE RESOLUTION

In addition to increasing self-service resolution rates, Solvvy enabled clients to accelerate customer case resolution overall, both by automating



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resolution of cases with more complex workflows and providing agents with insights into escalated cases so they could address them more quickly and effectively. Service leaders said:

- *We've seen reduction in overall volumes that get to actual agents, but Solvy also helps us identify high priority issues and they get passed to the right team internally.*
- *Workflows became really helpful when there were actions that needed to happen based on input from the customer. You can go from what would have three people to talk through, from customer success over to finance, and finance over to a bank, and we've completely taken people out and reduced resolution down to five minutes. It could take up to three days before.*

Case decoration – taking details from the chatbot interaction seamlessly into the agent's case workscreen when a case is escalated – is key in both accelerating resolution and increasing customer satisfaction (because customers don't have to repeat information they've already submitted through chat when they reach an agent).

IMPROVED CUSTOMER INSIGHTS

Solvvy's embedded prebuilt analytics and dashboards enable service leaders to better understand trends and issues not just in customer support but in the products and services themselves. Users can take advantage of Solvvy's dashboards to understand at a high level how effective Solvvy is and identify trending topics. They can also drill down into specific conversation histories or workflows to see resolution metrics by particular segment or question, enabling them to quickly pinpoint where they can make Solvvy answers or workflows or their particular knowledge base content more effective.

Valoir found that clients took advantage of Solvvy's analytics to understand what issues were driving customers to contact support, where there were gaps in their existing knowledge base and FAQs, and what product or service issues needed to be addressed. Solvvy users said:

- *It's helped us identify gaps in our customer-facing knowledge articles, and understand what customers are really asking.*
- *We really like Solvvy's insights tools – it gave us a whole new look into how people were interacting with the content.*
- *I go into Solvvy and see the trends – what customers are talking about and maybe things we should change.*
- *Solvvy tells us if a user is searching for something and we don't have a FAQ on it – we can see keyword trends and the holes that we have.*
- *One of our favorite reports is support drivers. It gives us data on the biggest things the customer base is asking for, the answers provided, and the outcome. It makes it really clear if our content needs to be updated or if we just need to reinforce Solvvy with coaching. If you're not a knowledge base pro, it's kind of an*

automated consultant that tells you what you can do to boost your SSR.

- *I look at my dashboard every single day. You can exactly how and when you get abandonment in a workflow, and segment the data by actual question to see when people fall off or back out. You can see what's working and replicate it and fix the things that aren't.*

Beyond just chatbot performance, Solvy analytics enable service leaders to be more effective across all channels, with real-time insights into trends and issues they need to address and how to address them.

Best practices

Valoir found that Solvy customers made the most of their investment by taking advantage of Solvy's next-generation capabilities in a few key areas.

WORKFLOWS

Solvy workflow capabilities enable users to expand basic self-service functionality to support more complex customer cases or conversations. A drag-and-drop no-code interface enables business users to rapidly build and adapt custom workflows for guided conversations such as cancelling a subscription or requesting a refund. One Solvy customer, for example, used the workflows capabilities to guide customers through a cancellation process, which has enabled it to reduce churn while gaining more insights on why customers may want to cancel their subscriptions. Another used it to manage credit card refunds, accelerating customer refunds while reducing the burden on agents and back-office staff.

ANNOUNCEMENTS

Solvy Announcement capabilities allow business users to promote a particular message or piece of content within the chatbot interface. These capabilities enable Solvy customers to market new products or provide time-sensitive updates on product or service issues.

ANALYTICS

Solvy's analytics dashboards give business users rapid insight into what questions or issues are driving customers to self service, what current knowledge base content is inadequate or missing, and what customer service themes are trending. Beyond just basic chatbot reporting, Solvy insights were used to drive knowledge base and content improvements and improve product and service offerings.

COACHING

Solvy's coaching feature shows service leaders what types of questions aren't resolved by SSR, so they can either link to an existing knowledge base article that would answer the question or add or refine knowledge base content. While not all users regularly used the coaching feature, those who

did find that it enabled them to improve both SSR and their knowledge base as a whole.

Looking ahead

As customers increasingly look to digital and social channels for customer service, companies need to be able to provide consistent, quality, on-brand experiences regardless of channel.

While chatbot technologies and capabilities are still evolving, Valoir found next-generation chatbots such as Solvy deliver on the initial chatbot promise. Beyond a rudimentary chatbot, Solvy enables customers to make intelligent AI-driven interactions a part of their overall customer service strategy regardless of channel. Customer service managers can meet growing demand through automation without negatively impacting CSAT or customer experience.

Solvy's investments in machine learning and training as well as its low-code interface enable customers to rapidly deploy an intelligent digital interaction channel with limited or no internal resources. Dynamic crawling and ongoing analytics updates make Solvy smarter over time, delivering on the promise of AI and ML without placing additional demands on customer service or IT staff.

Valoir found Solvy enables customer service leaders to deliver on the promise of personalized conversational experiences through AI and automation, driving not just greater self-service resolutions but greater insights and overall customer satisfaction.

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