USU

E-book

Customer Self-Service

Automatically respond to customer queries

Is your customer service department overwhelmed by repetitive inquiries? Take the pressure off your team with our self-service tools. Give your service agents more time to handle challenging inquiries.

Customers expect self-service options. They want to solve problems proactively and get immediate answers.

According to a recent **Deloitte study, 84% of customers try to solve issues on their own before reaching out to a service representative.** Most customers prefer to resolve problems themselves first.

Meet your customers' needs and create real benefits for your company. Remember, cost savings are just one of the advantages.

Benefits for your customer service team

Less effort for handling standard requests

Lower customer service and support costs

More satisfied employees

Benefits for your customers

Simple and fast problem solving

Available 24/7 regardless of time and location

High-quality information

How does USU support This?

No matter your industry or whether you operate nationally or internationally, USU offers the ideal self-service solution.

Our GenAI-based **knowledge management software** centrally manages your service knowledge, enabling content delivery across various channels. Your customers can access information anytime, anywhere. USU's self-service solutions leverage this knowledge base and provide information through:

→ KCenter Widget

→ Help Center

→ Chatbot

With the USU knowledge base as your foundation, you can use our self-service tools flexibly and individually—both in combination and independently. Whether you need a new self-service tool or want to expand your current offerings, USU has the right solution for your needs.

Various channels – A Single-Source-of-truth
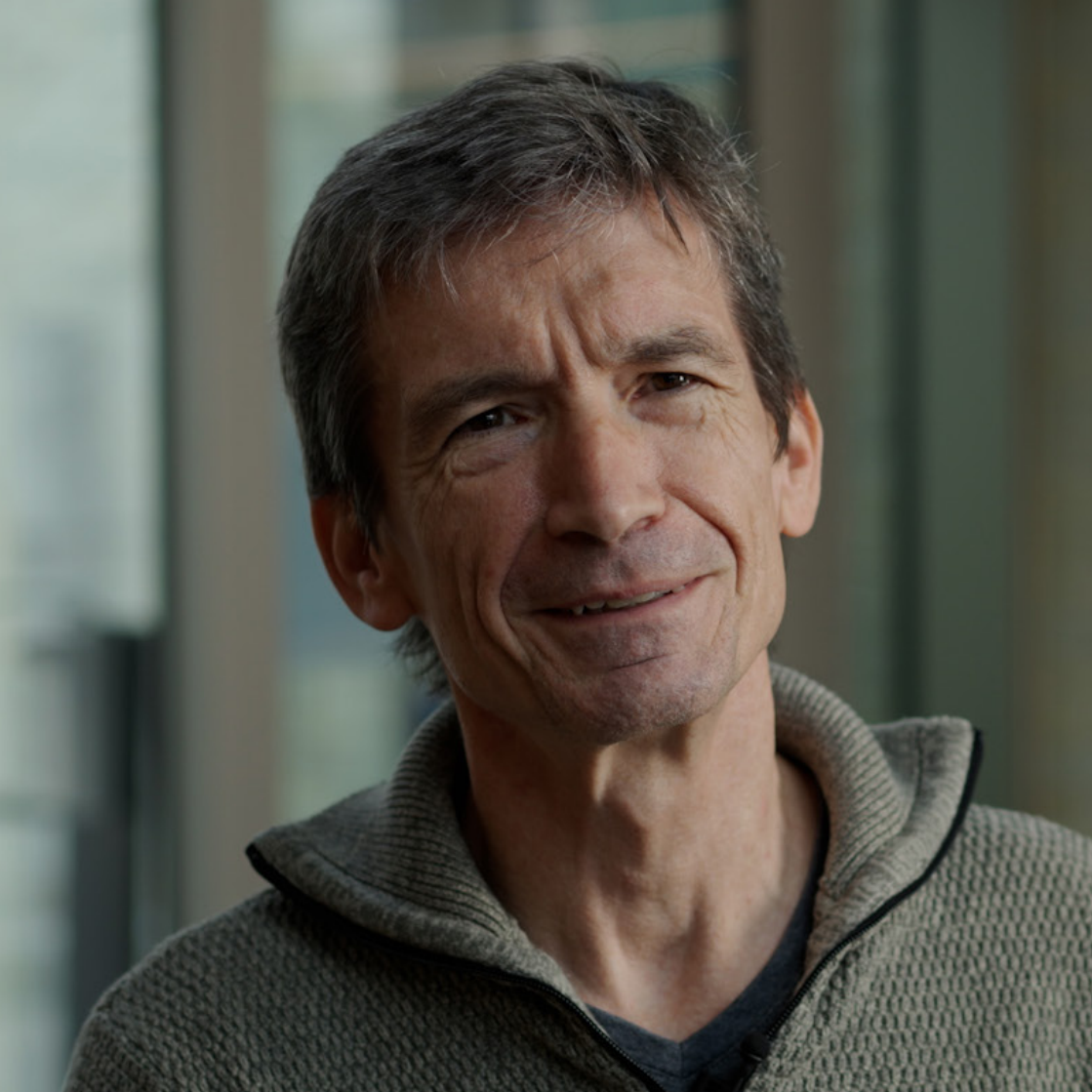
KCenter Widget
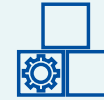
HelpCenter

Chatbot

Knowledge Management System + KAI

↓ Question ↑ Answer

" With GenAI, we are not only revolutionizing content preparation, but also the development of functions and processes in self-service.

Harald Huber, Managing Director in USU

Enhanced Self-Service through GenAI-Based Knowledge Database

Customers today expect autonomy and quick solutions. With its self-service products, USU aims to increase the proportion of cases that can be resolved through self-service. While traditional self-service focuses on predictable and routine requests, USU offers an innovative solution with integrated generative AI (GenAI). GenAI learns from large amounts of data and captures complex correlations to assist with unusual or new customer requests.

Example

A customer buys a battery with incorrect polarity that damages their electrical appliance. Such complex cases require support that goes beyond traditional self-service, especially when an entire faulty product batch is involved. In these situations, it is crucial to quickly provide a customized self-service solution.

GenAI revolutionizes not only content preparation but also the development of functions and processes in self-service. GenAI automates complex processes, such as workflows with various dependencies, making them more efficient. New processes can be created or adapted using natural language input, whether written or verbal. This significantly simplifies self-services, increases automation, and enhances flexibility to respond to unexpected events. This enables individual solutions that offer customers the personalized attention they expect from human interactions.

Today, self-service is much more than automating standard requests. Innovative technologies like GenAI make customer service more personalized, efficient, and effective.

May We introduce?

Hello i am **KAI,** the virtual AI assistant in USU Knowledge Management.

We have integrated GenAI into USU Knowledge Management as a virtual assistant to enhance our knowledge database's service orientation. Knowledge AI, or KAI, supports writing, organizing content, and performing specific actions. KAI is not just an isolated feature; it's a comprehensive tool that assists editors, quality managers, developers, and management.

KAI provides quality-assured information based on our knowledge database and optimizes content for better service delivery.

You can read about all of KAI's capabilities **here** or **here** in a demo.

What Self-Service Solution is right for You?

Knowledge Center Widget

Give your customers a dynamic FAQ list on your website with minimal effort.

The USU Knowledge Center Widget (KCenter Widget) lets you easily integrate a list of frequently asked questions, and the answers, about your products or services into your existing corporate website. For customers, the widget is shown on the right-hand side of the screen at all times. They can see FAQs matching the content as they move around the website.

Our KCenter widget is a web self-service that not only provides step-by-step guidance for customers on your website, but that also provides accurate and straightforward information on all their concerns. Layout and design can also be adapted to your corporate design.

Benefits

→ Context-dependent answers

→ Easy integration with code snippets

→ Fewer standard requests

→ Expandable through chatbot

→ Customizable according to your corporate design

Help Center

Provide a comprehensive search option on your company website.

With the USU HelpCenter, you can deploy a comprehensive search function for your customers that can access an extensive knowledge database. The search can be opened at a click and uses a self-learning algorithm to make sure that your customers really find the information they are looking for.

The HelpCenter is a standalone web application that is publicly available and accessed via link on your corporate website. The content from the knowledge base is also indexed by Google, so it can be searched via Google, further supporting your SEO activities. Layout and design can also be adapted to your corporate design.

Benefits

→ Detailed and comprehensive information

→ Simple integration via HTML linking

→ SEO ready & indexable

→ Expandable through chatbot

→ Customizable to your corporate design

Chatbots

Enhance your customers' experience with interactive chatbots.

Chatbots offer live chat support without needing a customer service agent. They automate routine tasks, making your service more efficient and less repetitive.

The USU chatbot allows interactive communication with customers by addressing them personally and actively, either by saying "Hi Mr./Mrs. Public, how can I help you?" or by waiting to be consulted. Easily integrates with your corporate website. Another possible application is by interacting via voice bots, e.g. Amazon's Alexa.

Customers see the chatbot in a chat window on your company website. The chatbot guides your customers to the information they are looking for by asking questions and analyzing the answers. However, it can not only answer questions, but also perform actions requested by customers.
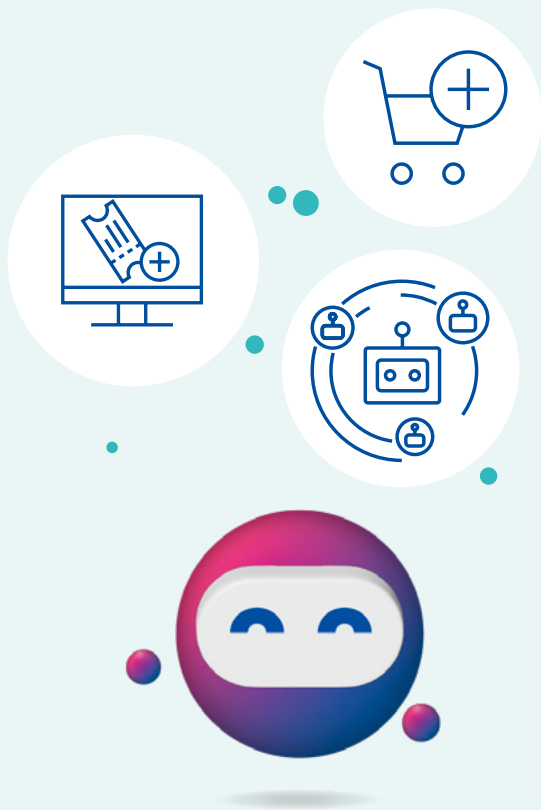
For example, it can reset a password, change data, e.g. the shipping address, or send orders. For complex requests, the chatbot can directly integrate a service agent into the process via a chat or open a ticket for the customer. In addition, thanks to the integration of our AI assistant KAI, ambiguities are eliminated and precise answers are provided, which makes understanding much easier.

Chatbots are ideal customer service tools: They give the customer a human experience at the price of an automated service.

USU chatbots are based on a unique technology, the so called **Chatbot Universe** technology, which allows you to use and combine any number of chatbots for different use cases.

Benefits

→ Improved customer experience (CX)

→ Execution of actions

→ Any number of chatbots can be combined **(multi-bot architecture)**

→ Customizable to your corporate design

What makes USU's Customer Self-Service Solutions so special?

01 | **Customizable and flexible**
We offer solutions with extensive standard features, tailored to your needs.

02 | **Intuitive**
Our products are easy to use and intuitive.

03 | **Cross-channel**
Our self-service solutions provide content across all channels, ensuring consistent service quality.

Conclusion

GenAI-Based Self-Service: The Game Changer in Customer Service

Customers want to solve their problems quickly and prefer to find the answers themselves. With customer self-service, you provide exactly what they need and create a memorable customer experience.

Customer self-service is not only financially beneficial but also demonstrates that your company understands the needs of modern customers. By offering self-service solutions and investing in innovative services, you relieve your employees and enable your customers to find the information they need quickly and independently.

With USU Self-Service Tools, we help you meet the needs of both your customers and your company. We guide you in finding the best self-service option and carefully weigh the pros and cons. This approach will make your customers happier and your customer service more efficient.

On-Demand Webinar:
Customer Service Automation

Find out how self-service works
and how GenAI can help

Watch now

Fact Sheet: Help Center

Das Help Center bringt Ihre
Support-Inhalte auf Ihre Website

Download now

Would you like further information, a live demo, or do you have any questions?
Most questions can best be clarified in direct contact. I look forward to answering
your questions and requests. **Schedule an appointment now.**

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