Userlike

Automation Hub
The Ultimate Guide to Automation in Support

In today's fast-paced business environment, automation is no longer a luxury but a necessity to remain competitive and meet the increasing demands of customers.

It's Monday morning and your inbox is overflowing with requests from customers and clients. The thought of responding to each one is overwhelming, and many of them ask the same questions.

This scenario is becoming increasingly common, and many industries such as energy, automotive and retail are realizing the need for support automation. By streamlining processes and reducing manual labor, automation can increase your team's efficiency and productivity, freeing up time for complex customer requests and interesting leads.

Automation is also a lot more accessible to businesses of all sizes. AI providers, such as Userlike, offer solutions built directly into their support software. You no longer need an additional provider just to have an intelligent chatbot or FAQ page on your website.

This guide will cover everything you need to know to get started with automation in customer service **in less than five minutes.**

Table of contents

What is customer support automation?

Customer support automation is the use of technology, such as machine learning and natural language processing, to automate routine and repetitive customer service tasks, such as answering common customer questions and resolving simple issues. The goal of support automation is to improve efficiency, reduce support costs, shorten response times and enhance the overall customer experience.

The most popular form of customer support automation are chatbots. Short for chat robot, a chatbot is a computer program that simulates human conversations. It interacts with users through instant messaging, artificially replicating the pattern of human communication.

Chatbots have been around since the 1960s, with ELIZA being the first conversational AI to make waves in the media. Today, ChatGPT and its large language model GPT-4 is the most advanced chatbot program to date.

What are the benefits of customer support automation?

If you're on the fence about the value of automation or need a little more clarity, then here are the top benefits you can expect from using automation in support.

For businesses

1. Boosts customer engagement: Your website has 20 seconds max to keep a visitor's attention. Just like an in-store assistant, a proactive chatbot can immediately reach out to your customers and guide them through your sales funnel.

2. Automates simple tasks: Chatbots can alleviate your service agents from performing repetitive tasks like scheduling appointments, sending reminders or collecting customer feedback. It can also help qualify leads and forward them to your agents for follow-up.

3. Cuts down service costs: Automation can help cut down your business' service costs by up to 30%. Chatbots and interactive FAQ pages can resolve simple customer support inquiries, improving your response rate and freeing up your human agents' time.

4. Pairs well with live chat: Using a chatbot connected to your live chat solution makes handovers quick and easy. Agents can also monitor the chatbot's performance and chats from the message center.
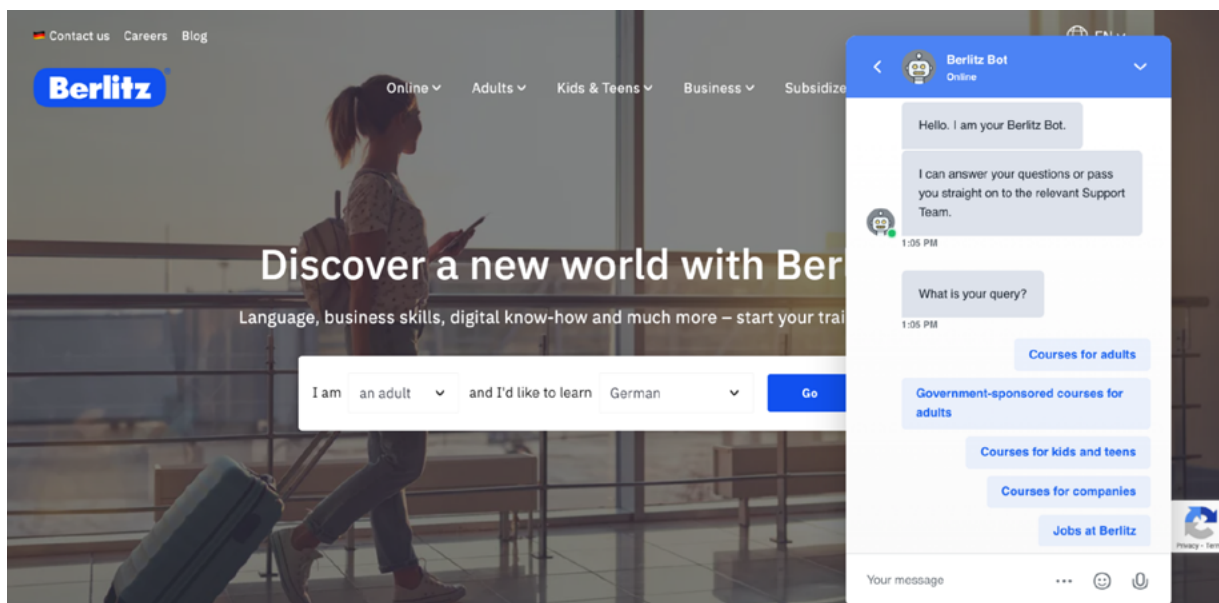
Language center [Berlitz](#) uses a [Userlike chatbot](#) to greet customers and offer help, or forward them to the right support team.

5. Available 24/7: Automation lets you provide instant, real-time assistance on your website, whenever. If your customers are active after business hours, chatbots can assist with questions and site navigation. With the right funnel planning, a chatbot can even help qualify customers and forward hot ones to your agents for follow-up.

6. Consistently accurate: Using AI modules connected to a central knowledge base will ensure consistent, correct answers every time.

7. Easy to maintain: Once you get past the initial setup, you can easily monitor your AI and automation from the message center and improve its performance based on new insights.

For customers

1. Easily accessible: Automation features can be accessed from almost any device with an internet connection. Customers can choose to chat with a bot on your website or via their favorite messaging apps. If a request is too complex, your customers can connect to an agent via your chatbot or use an intelligent contact form to make a request for follow-up.

2. Quicker resolutions: Responses are instant. Automated FAQ pages and contact forms will even attempt to answer your customer's question as they're typing. Chatbots are also available to help with the click of an icon, which means customers don't need to wait in a queue just to get personalized help.
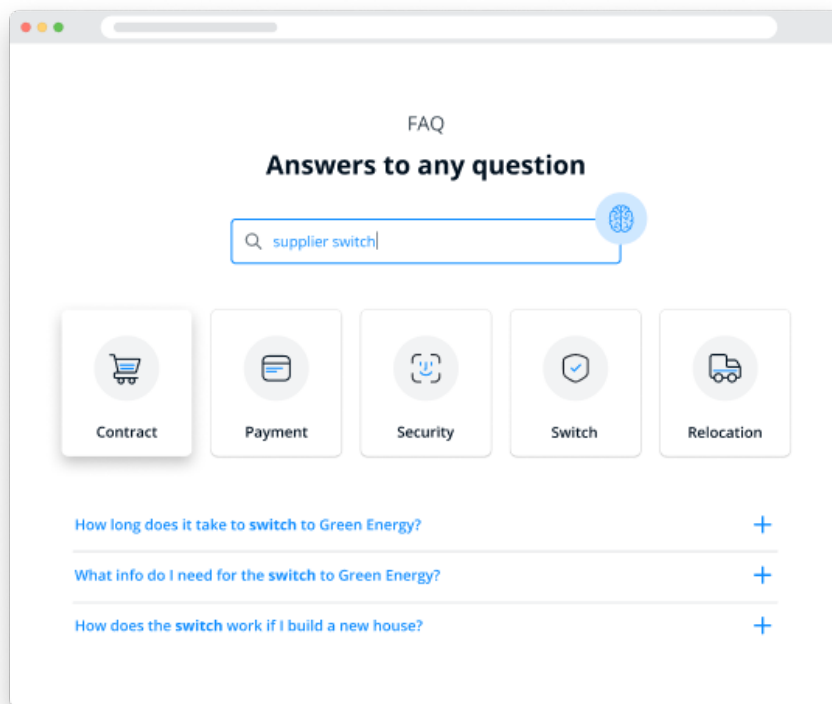
3. Always accurate: Automated systems have less risk of human error. By connecting your system to a central knowledge base, you can provide consistently accurate information across all channels for a smooth customer experience.

4. Relaxed conversation: For many customers, speaking to a chatbot may be easier than with a service rep because there's no pressure to be conversationally engaged. Customers can skip the niceties and be blunt with their questions, which keeps the conversation quick.

5. Direct and personal: Chatbots can be trained to address customers by name, respond in a human-like manner and make personalized recommendations by asking the customer about their needs and past experiences.

How does support automation work?

There are a few approaches you can take to automated customer support. Up until recently, many businesses have used external automation providers to connect a chatbot and interactive FAQ pages to their website or customer service software. For example, many live chat providers offer an API so you can directly connect an intelligent chatbot to your system.

However, these solutions are often expensive and more difficult to manage. Your chatbot and other page analytics live on external software and you sometimes have to pay for each individual feature you use.

That's why we at Userlike built an automation hub directly into our software that powers several AI features.

Knowledge Base

AI Chatbot   **Smart FAQ**   **Contact Form Suggestions**
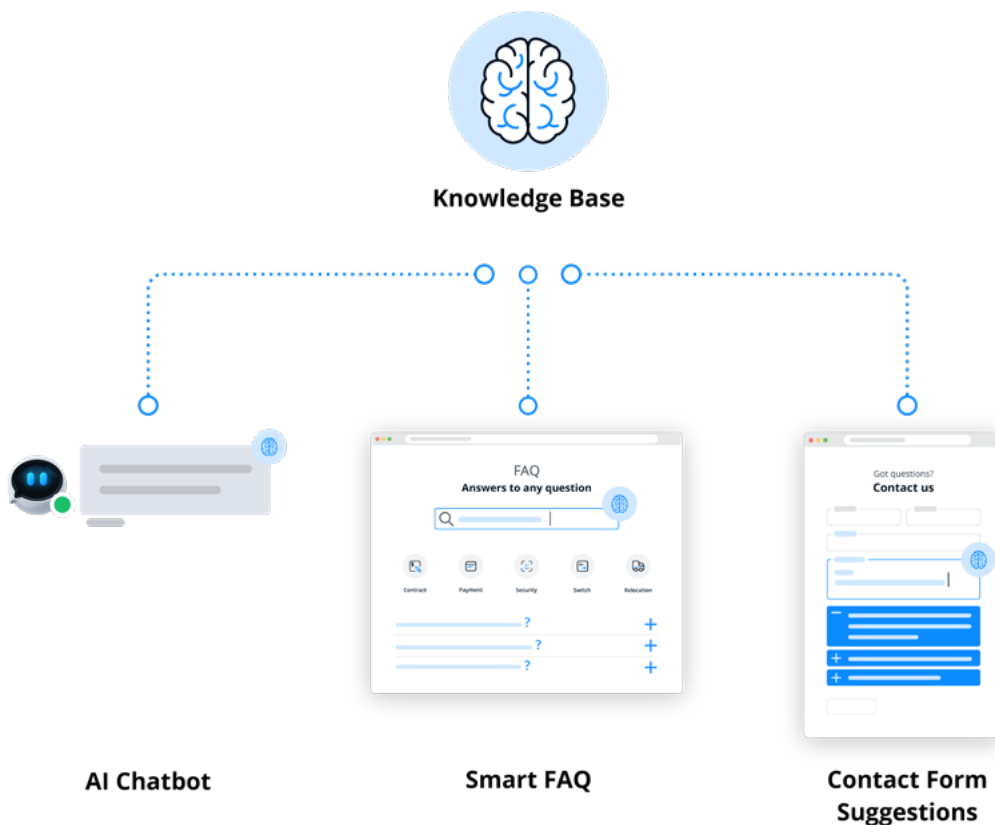
This holistic approach lets you automate your customer interactions in multiple ways. It uses a central knowledge base full of your business data to feed three support modules: an **AI chatbot, Smart FAQ** and **Contact Form Suggestions.**

The AI chatbot and Smart FAQ learn from customer interactions to improve the quality and accuracy of its answers over time. It also learns the various ways a question can be phrased. This means customers can ask a typical support question in their words — even if they don't use the correct terminology — and the AI will automatically understand.

You can also connect external systems to handle complex cases. Your chatbot can ask for specific information and reply with an answer from your CRM, for example. This robotic process automation (RPA) streamlines workflows by taking over mundane tasks from your agents and handling them with machine accuracy.

Will automation replace agents?

Automation can handle routine tasks and a large volume of inquiries, but it falls short when it comes to complex or unique situations, emotional intelligence and human touch.

Human support agents have the ability to understand context, make decisions and provide personal guidance, which is difficult to replicate with automation. They are also better at handling situations that require creativity, critical thinking and improvisation, which is just not possible with a chatbot.

However, human agents and automation complement each other. Smart support pages can reduce repetitive tickets and save agents time. Chatbots are also proven to make great assistants: you can use them as a first line of support for customers, collect contact information and qualify leads.
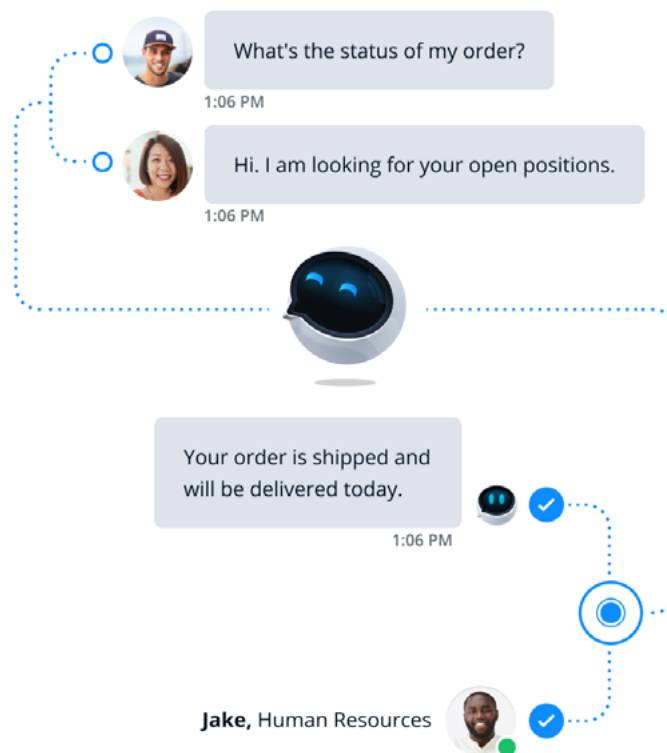
Here are some examples of chatbots that are supporting customers and agents in meaningful ways:

1. Eno was created by Capital One to improve their relationship with banking customers. Eno alerts customers about suspicious transactions, duplicate charges and unusually high spending. The contextual chatbot even helped identify almost $2 billion in tax-deductible charitable donations from customers' accounts.

2. Sunny is used by a Florida-based realtor to help customers search for a new home before connecting them to an agent. It asks for the customer's home preferences, such as the type of property, location and number of rooms as well as their budget and desired moving date. Sunny even stores your chat, so you can continue talking at any time without having to repeat your preferences.

3. BRUce assists people traveling through Brussels Airport. It's available on multiple channels, such as WhatsApp and Messenger, so travelers don't have to be on the website to chat. Bruce can tell you which shops and restaurants are near your gate, help you book a parking pass and give real-time updates on your flight.

How to get started with automation

Like with any new software, getting started with automation can seem over-whelming. Unless you have experience with using a chatbot on your website, for example, the idea of automating many parts of your support can feel like a huge task. Where do you even get started?

It's simpler than you think, but will require help and planning from your support team. Here are the most important steps to follow:

1. Identify areas that need automation: Does your team need help with answering simple questions, qualifying leads, engaging customers on your website, promoting products or scheduling calls? Make a list of tasks and processes that are eating agents' time that are sensible for automation to take over.

2. Choose a provider: Once you have a list of what you'd like to automate, you can use this criteria — and your budget — to refine your search for a provider. If you only need a chatbot, then perhaps an external chatbot builder is the right choice. If you want to allow users to switch from bot to human agents and offer AI-fueled self-service tools on your website, you may need an all-in-one support solution. Also make sure it meets your — and your customer's — data privacy demands.
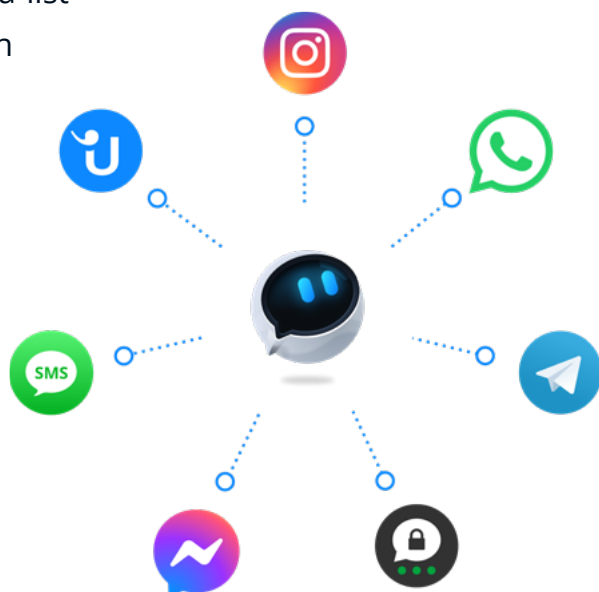
3. Develop a strategy: Use your pain points to decide how your automation will perform. It should take the needs of your customers and your business into account. Define your goals, such as improving response times and collecting customer information, and plan how automation will take this over.

4. Integrate it with your customer support: It's important to have your human agents as a fallback for a seamless experience. Sometimes a question is too complex or sensitive for a chatbot, or the answer isn't in your knowledge base. You can avoid frustrating customers by making it easy to escalate a chat to an agent.

One more thing... I'm not sure what size I need. Can someone help me?

11:13 AM

Yes, of course! One moment, I'll forward you to one of our team members.

11:13 AM

Great, thanks!

11:14 AM

Hi Elena, how can I help you?

11:15 AM
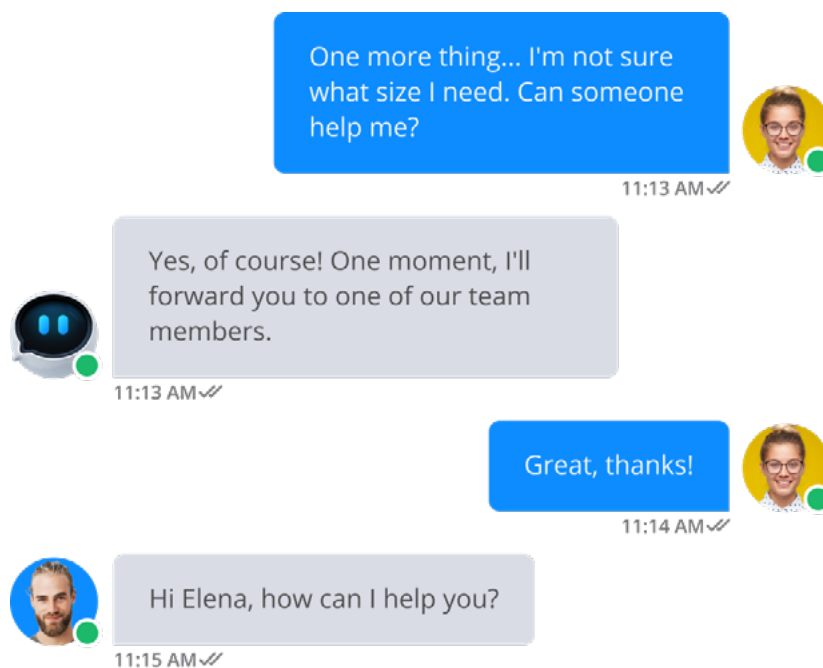
5. Monitor its performance: Your automation is an extension of your support team. Regularly check chatbot conversations and feedback to make changes or improvements to your setup.

Offer AI automation support with Userlike

At Userlike, we have more than 10 years of experience helping businesses set up their chatbots within our messaging solution. We know what to do — and what not to do — when creating and implementing your chatbot.

That's why we built our own solution directly into our software. The **AI Automation Hub** uses a centralized knowledge base as a "hub" to power three customer support modules: an **AI chatbot, Smart FAQ** and **Contact Form Suggestions.**

Module 1: AI chatbot

Our AI chatbot can be used as a proactive first contact for customers, as backup for your agents or to answer requests received outside of your service hours.
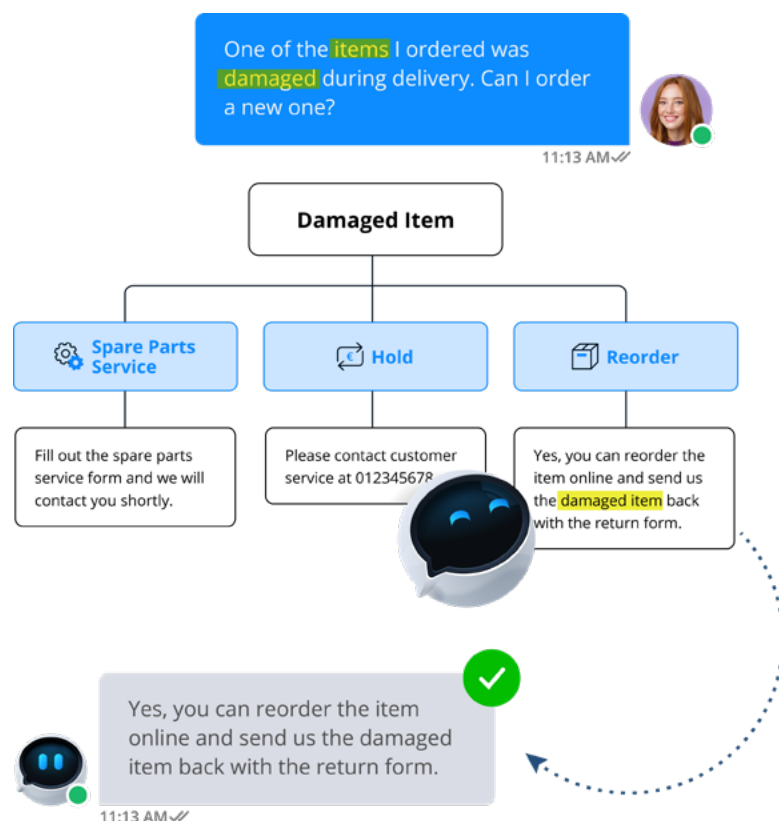
The AI chatbot picks up conversations where customers left off **— a perk not every chatbot platform provides.** Most chatbots "reset" once you leave the website, but with the AI chatbot, customers can see their previous conversation and decide to continue it or start a new one.

Within the chat, you can use interactive features such as button options and carousels for quick navigation or to showcase your products. In-chat media also makes it easier to send important documents, such as applications and invoices.

You'll lose fewer customers by proactively approaching them with an AI chatbot that's not only easy for customers to use, but simple for your company to implement.

Use the AI chatbot to talk to your customers on their favorite contact channels, like WhatsApp.

Module 2: Smart FAQ

The Smart FAQ is a responsive self-service portal that helps customers resolve their issues quickly. Like the AI chatbot, customers can ask questions in their own words and even receive answers as they're typing. Categories and popular questions are instantly shown beneath the text field according to what they typed.

Module 3: Contact Form Suggestions

Contact Form Suggestions attempts to answer the customer's question before they write to your team. The AI analyzes what people type into your contact form and suggests solutions from the knowledge base in real-time. This reduces tickets and redundant inquiries, freeing up time for your agents.
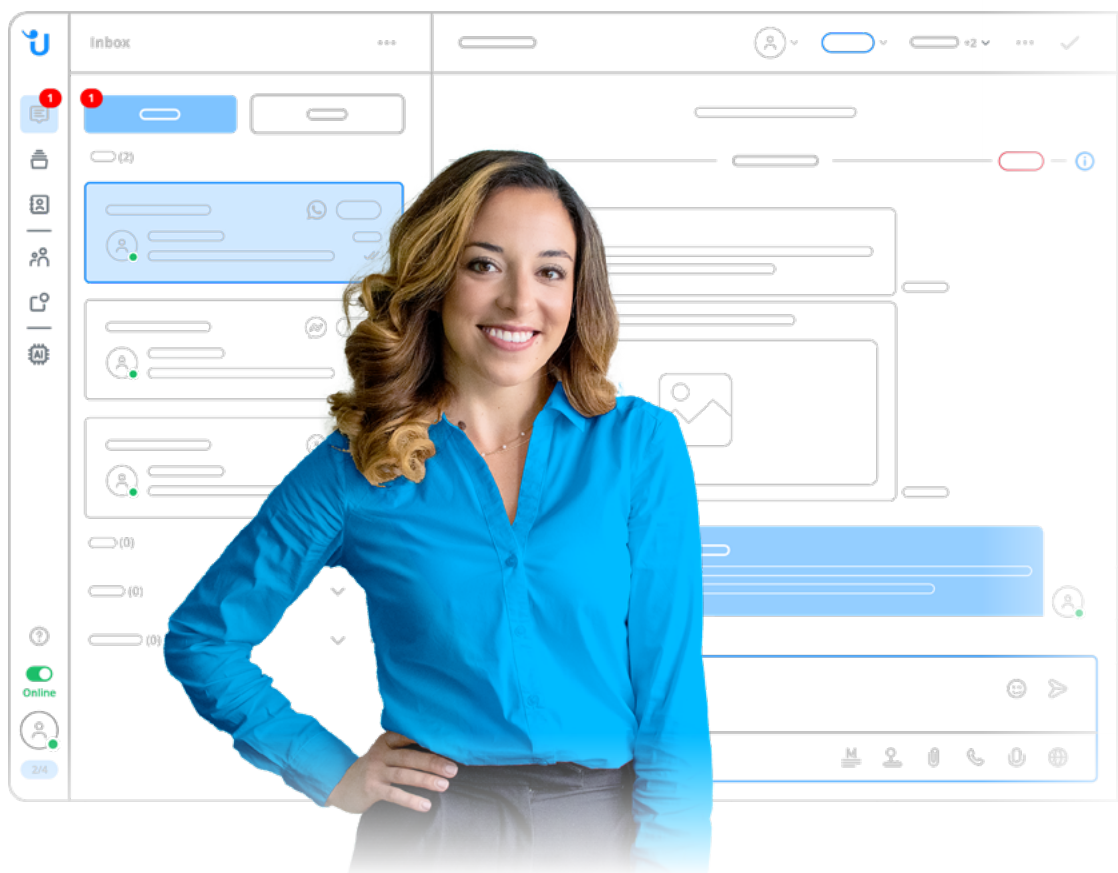
The central knowledge base, which is linked to all three modules, is **self-learning,** which means its intelligence grows directly from conversations and user feedback.

And the best part **- the AI Automation Hub doesn't require a developer or IT experience to set it up.**

No code

Intuitive

Out of the box

Without training

GDPR-compliant
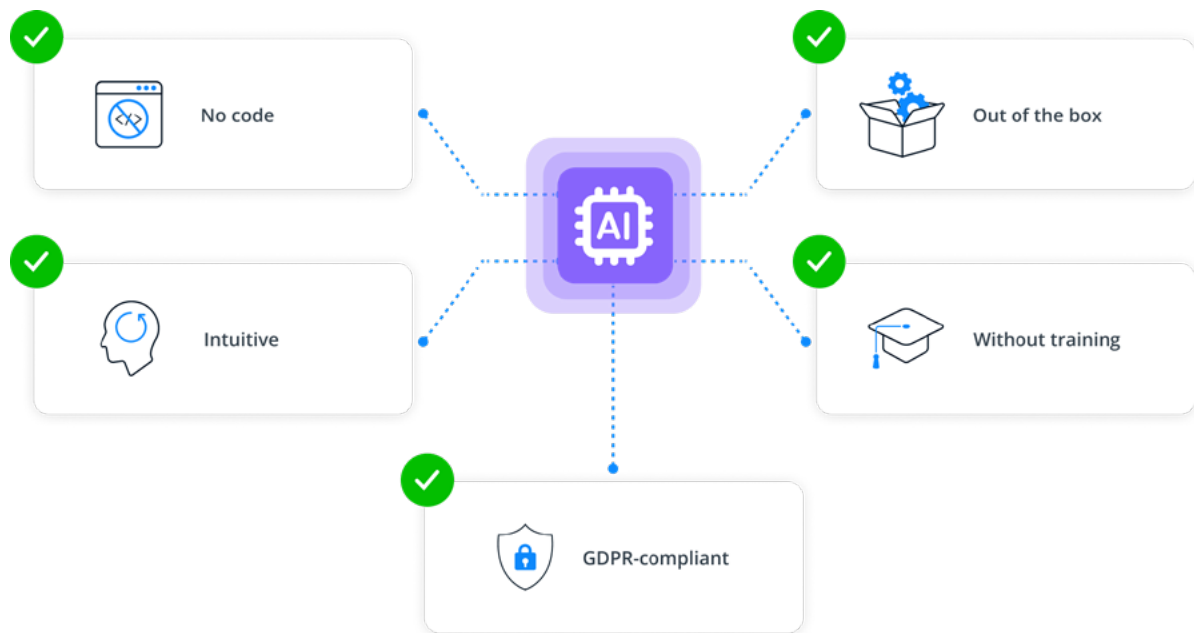
Get Started

Are you ready to use one powerful platform for customer messaging and automation? [Sign up for a free Userlike trial](#) to get started on setting up your new solution. We can help you get your chatbot up and running and even test it once it's live. Just start a chat with our support team on our website after signing up or send us an email at support@userlike.com. We look forward to hearing from you! 🤖

Start your free trial