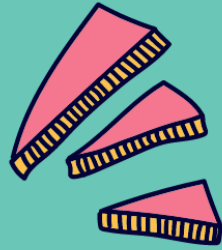


# FROM SUPPORT AGENTS TO SUPER AGENTS



HARNESSING THE POWER OF TECH TO ASSEMBLE AN A-TEAM

The kryptonite of business?  
Substandard customer service.



58%

of customers won't hesitate to ditch a company due to subpar support.

90%

of consumers worldwide say customer service plays a critical role in their choice of brand.

But when your reps are equipped with the right resources, they can go from support agents to **super agents**, ready to sweep in and save your customer's day.

## THE **ULTIMATE** CS UTILITY BELT



Not all heroes wear capes – your agents probably don't wear headsets. For them, well-implemented tools and CS strategies can help reduce workload and supercharge productivity.

Here's how to turn tech into your team's **secret weapon**:

### OPTIMIZATION

Holidays, seasonal surges, and unexpected spikes in demand don't have to become the Lex Luthor to your Superman. When implementing new tech to empower your CS team against Black Friday mayhem, consider the long-term impact:

- Will **training and adoption** be difficult and time-consuming?
- Can the **solution integrate** easily with your existing tech stack?
- Will there be any **data loss, redundancy, or process disruption**?

This will allow you to add to your arsenal tools that will actually help your agents harness their potential, even at their busiest.



### AI AND AUTOMATION

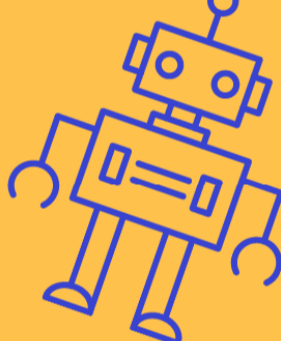
Batman wouldn't be Batman if his gadgets relied on painstaking manual tasks or clunky legacy systems. Combined, the powers of artificial intelligence and automation can:



Let's take a closer look at these automated tools and the abilities they unlock:

#### ROBOTIC PROCESS AUTOMATION

RPA involves building software that emulates human interactions with digital systems. Combining RPA with AI injects robotic software with natural language processing, machine learning, and more, taking chatbots and self-service solutions from efficient to empathetic.



#### NEXT BEST ACTION

Next Best Action tech provides agents with guidance based on customer interaction data at specific points in the CS workflow. It saves decision-making time, increases First Contact Resolution rates, and assists new agents with continuous real-time training.



#### CONVERSATIONAL INTELLIGENCE

Conversational intelligence is AI software that uses natural language processing to analyze customer conversations and identify patterns in customer interactions. Deployed as a chatbot or 24/7 self-service help system, it can augment personalization.



#### PREDICTIVE ANALYSIS

Predictive models grant customer support teams an invaluable superpower: Proactivity. They can enhance the digital customer experience by helping you proactively offer better prices, identify churn risks, and decrease CS contact volumes.

#### MACHINE TRANSLATION

If you want to conquer the global market, you can't afford to skimp on multilingual support, but hiring native speakers or outsourcing operations is often expensive and unscalable.

An AI-powered, human-refined MT solution can arm your existing teams with instant multilingualism. In a flash, you'll be able to start serving new markets while beating down costs.



## PRIORITIZING PEOPLE

Much like JARVIS can't replace Iron Man, technology can't supplant your agents, but only magnify their abilities.

Successful businesses prioritize people over processes – after all, happy reps become brand champions and can better win the trust of your customers.



Want to transform your support agents into super agents and give them the power of multilingualism, superspeed, and efficiency?

**JOIN THE LEAGUE OF CUSTOMER HEROES**

**DISCOVER HOW UNBABEL CAN TURBOCHARGE YOUR SUPPORT TEAM AND VANQUISH THE THREAT OF SOARING COSTS**



**GET THE DEMO**

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