

MOST POPULAR CONTENT + BEST INSIGHTS + LATEST NEWS

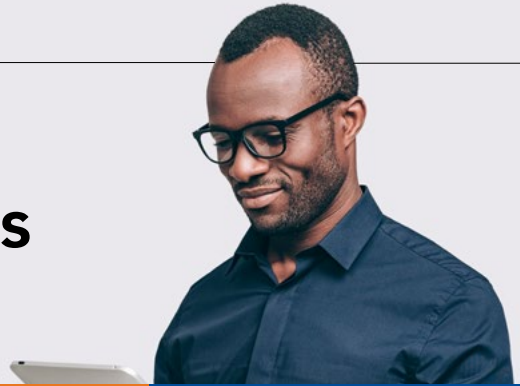
January–March 2022

Chosen Just for You

From the awesome awards and recognitions to news of the latest [24]7.ai Engagement Cloud™ product enhancements, here's the content you, our [24]7.ai™ community, chose to engage with most in the first quarter of 2022. Enjoy!



Awards & Announcements



ANALYST RANKING

Leader! AI & Analytics
Contact Center - CX Services

ISG Provider Lens

[Learn More >](#)



Everest Group PEAK Matrix® for Customer Experience Management (CX) Service Providers 2021
Focus on [24]7.ai
August 2021



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ANALYST RANKING

Major Contender!
CXM Service Providers

Everest Group Peak Matrix

[Learn More >](#)



ANALYST REPORT

CX Outsourcing Services:
Vendors to Consider First

Frost & Sullivan Radar report

[Learn More >](#)



CERTIFICATION

Top 4 Best Places
To Work in the Philippines

Great Place to Work Certified

[Learn More >](#)

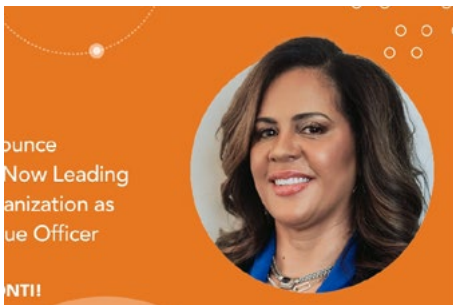


MEDIA RECOGNITION

The 10 Most Trailblazing
Companies to Watch in 2022

The Business Fame magazine

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ANNOUNCEMENT

Monti Becker Kelly
Now Leads [24]7.ai Growth
As Our Chief Revenue Officer

[Learn More >](#)

Product News You Can Use



We release [24]7.ai Engagement Cloud™ product enhancements every month—below are some highlights from March:

- Less agent toggling—Integrate web-based CRM or other applications with [24]7 Assist
- No prying eyes—Shield customer-provided information from the agent with [24]7 Active Share “confidential cards”
- Make bots more humanlike—Enable customers to navigate menus with verbal or text commands in [24]7 Conversations
- Share an FAQ where most effective in customers’ multi turn bot journeys

To get all the details on last quarter’s 15 new features, visit the [\[24\]7.ai Engagement Cloud Release Summary page](#).

Case Studies & Webcasts



CASE STUDY [24]7.ai

Columbia Sportswear Enhances Customer Service, Cuts Costs with Chatbot Technology

Digital transformation automates several hundred thousand interactions per year

CHALLENGES

- Columbia Sportswear is a leading brand in the athletic footwear, apparel, technical, accessories, and equipment.

2020 PRODUCTS & SERVICES

- [24]7.ai Customer Service
- [24]7.ai Knowledge Base
- [24]7.ai AI Assistant
- [24]7.ai AI Assistant

CHALLENGES

- [24]7.ai AI Assistant
- [24]7.ai AI Assistant
- [24]7.ai AI Assistant

CHALLENGES

- [24]7.ai AI Assistant
- [24]7.ai AI Assistant
- [24]7.ai AI Assistant

CASE STUDY

Columbia Sportswear Boosts CX, Cuts Costs with [24]7.ai Chatbots

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CASE STUDY [24]7.ai

University Students Self-Help with [24]7 Answers™

4,000 self-resolved queries a month saves huge amounts of phone calls, emails—and time

CHALLENGES

- Public university in California

2020 PRODUCTS & SERVICES

- [24]7.ai [24]7 Answers™

CHALLENGES

- [24]7.ai [24]7 Answers™
- [24]7.ai [24]7 Answers™

CASE STUDY

145-Year-Old College Automates Its FAQs with [24]7 Answers

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CX SPOTLIGHT [24]7.ai

Joannah Holmes, URBN

Innovating to Ensure Customer and Agent Satisfaction

CHALLENGES

- URBN Director of Customer Center
- Customer Center Director
- URBN Customer

CHALLENGES

- [24]7.ai [24]7 Answers™
- [24]7.ai [24]7 Answers™

CX SPOTLIGHT

Joannah Holmes, URBN Innovating to Satisfy Agents and Customers

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ON-DEMAND WEBCAST

Deliver Personalized CX Through Greater Diversity & Inclusion

[Watch Now >](#)



Popular & Potent Reads



BLOG

Conversational AI and Chatbots in Context

[Read Now >](#)



BLOG

Winner! F&S Customer Value Leadership Award

[Read Now >](#)



BLOG

Conversational IVR: Becoming Web-Aware

[Read Now >](#)



BLOG

How AI + CX Creates Agent Synergies

[Read Now >](#)



BLOG

LinkedIn Polls Recap: Your CX Operations

[Read Now >](#)



BLOG

Key BPO Checklist: 4 Steps And 5 Qualities

[Read Now >](#)



ARTICLE

Explainable AI for CX —Michelle Gregory

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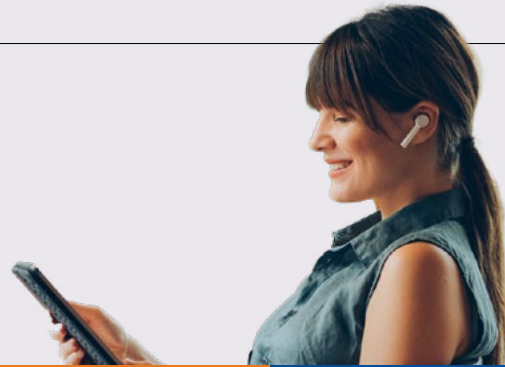
ARTICLE

CX Gen. Contractor —Monti Becker Kelly

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Serious Images, Pretty Numbers



[24]7.ai Conversational AI Differentiators

The world's leading brands rely on [24]7.ai™ conversational AI to deliver superior customer experiences. Our trend-driven AI technologies enable today's smart chatbots, automated messaging systems, and agent-assisting bots to engage in precise human-computer conversations.

For a more in-depth reading, check out [What is Conversational AI?](#)



Superior Intent Prediction

Conversational AI identifies intents automatically through machine learning.

Conversational AI: Our Differentiators

[Read Now >](#)

Chatbot vs. IVR Support Statistics: BFSI Industry

Chatbot resolved customer queries about twice as fast as IVR in our 2021 review of our BFSI (Banking, Financial Services, and Insurance) support performance. We now expect more to deliver more contacts to chatbots whenever possible. In the spring of 2022, [24]7.ai chatbots lifted the ball when the pandemic-related BFSI CX agents—and today chatbots—on all BFSI customers top choice.

Learn more by visiting the PDF at [Chatbot vs. IVR Support Statistics](#)



Chatbot vs. IVR Support Statistics

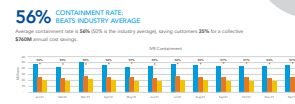
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[24]7 Voices™ Product Insights

High commitment and speech recognition rates, and standardizing agent transfer, all point to exceptional customer experience for [24]7.ai voices.

Another notable finding: 2021 data shows we'll reach over 100 percent.

Change the conversation and visit [\[24\]7.ai Voices](#)



[24]7 Voices Stats & Trends

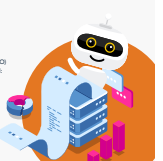
[Read Now >](#)

5 BPO Trends You Can't Ignore

The pandemic hit the business process outsourcing (BPO) industry especially hard. Seamlessly overnight, we faced:

- Being number of contactless customer journeys
- Increasing on-demand customer support
- Upgrading of a rapidly changing agent workforce
- Accelerating digital transformation

To explore further, visit our [Business Process Outsourcing \(BPO\) insights](#).



#1: Customer Intelligence for Brand Growth

Customers who say being treated like a

Challenge: Identifying customer data insights from unstructured data

Solution: Use AI to process customer

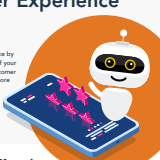
5 BPO Trends You Can't Ignore

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What is Customer Experience Management?

CXM boosts near- and long-term business performance by enabling you to put your customers at the forefront of your marketing, support, and sales efforts—enhancing customer satisfaction and driving brand loyalty and sales. For more information, check out our CXM Insights page.

[Customer Experience Management](#)



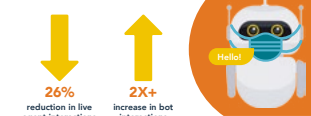
The Benefits of CX Management

[Read Now >](#)

Transform Insurance CX with AI

When the global pandemic caused insurance customer inquiries to go through the roof while also sidelining much of the industry's support agent workforce, companies with robust online customer service operations were only modestly impacted.

Check out the figures below and then download the [Transforming Your Insurance CX with AI Insights guide](#).



How AI Transforms Insurance CX

[Read Now >](#)

What's a Chatbot Good For?

Chatbots are computer applications that simulate human conversation through voice commands, text input, or both. They automatically respond to queries, making it easy for users to find information in real time and complete tasks via self service.

To learn more about building, deploying, and optimizing chatbots, visit [All About AI-Powered Chatbots](#)

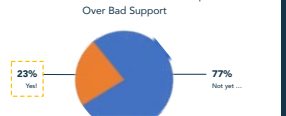


The Chatbot Market is Stronger than Ever

[Read Now >](#)

The CX Reality Check: Momentum Interrupted

In 2020-21, digital CX transformation initiatives stalled, the overall customer experience flattened, and companies and customers continued to see the quality of customer support differently. For our complete analysis, as well as recommendations—including exploring the advantages of CX as a Service (CXaaS)—download the report: [The CX Reality Check: Momentum Interrupted](#)



CX Reality Check: Momentum Interrupted

[Read Now >](#)