
Digitalized Customer Service: The Right Way

Digitizing customer care can lower costs while increasing customer satisfaction - if done right.

We would put money on the fact that you've got some favorite brands that have gone "all in" on digital customer care. Far beyond call centers, many companies offer multiple channels for customer service. These options, if actually helpful, are great for consumers - everyone can choose his/her favorite channel. But the reality is, choosing, developing, and maintaining so many venues for customer care can be challenging for an organization.

The rewards are obvious. A [McKinsey](#) study found that customer satisfaction increased almost 20% going from entirely "traditional" (phone, mail, email, etc.) interactions to 100% digital.

The same study claimed that digital chats cost about half (56%) of what traditional customer care options cost, online forums and FAQs cost 12% of the traditional baseline, and community solutions cost just 9% of baseline. Staggering.

These solutions offload significant amounts of repetitive work from human employees, but they do still require human intervention. With the advent of AI, specifically Natural Language Search, which doesn't require well-organized or "structured" data in order to produce great results, there are even more options for digitized customer care - some of which entirely free human customer care reps from monotony to be creative problem-solvers.

To learn more, check out our [in-depth analysis](#) on digitizing customer care through the power of NLS, or [setup a call](#) to learn how AI can cut your costs while increasing customer satisfaction.

What is Next-Generation Enterprise Search?

Coseer's search solutions are transforming industries from healthcare to finance. Our point-and-shoot AI trains finds answers and insights with 95%+ accuracy within 4-12 weeks - all of this in 100% security. The reason? We founded Coseer on the principle that computers should take care of the boring stuff so that humans can focus on creativity and judgment. To that end, we've built enterprise search solutions to complete complex workflows just as humans would in a fraction of the time. Fortune 500 leaders are using Coseer to speed up and automate their most complex work.

We follow a tactical approach to enterprise search:

- We deliver 95-98% accurate solutions within 4-12 weeks.
- Our solutions deploy entirely behind your own firewall for 100% security, and every decision point is logged for full transparency.
- You add the finishing touches, but our point-and-shoot AI practically trains itself. No more huge training data sets or time wasted annotating and tagging.

Visit our [website](#) for in-depth case studies, ROI breakdowns per industry, and other insight.