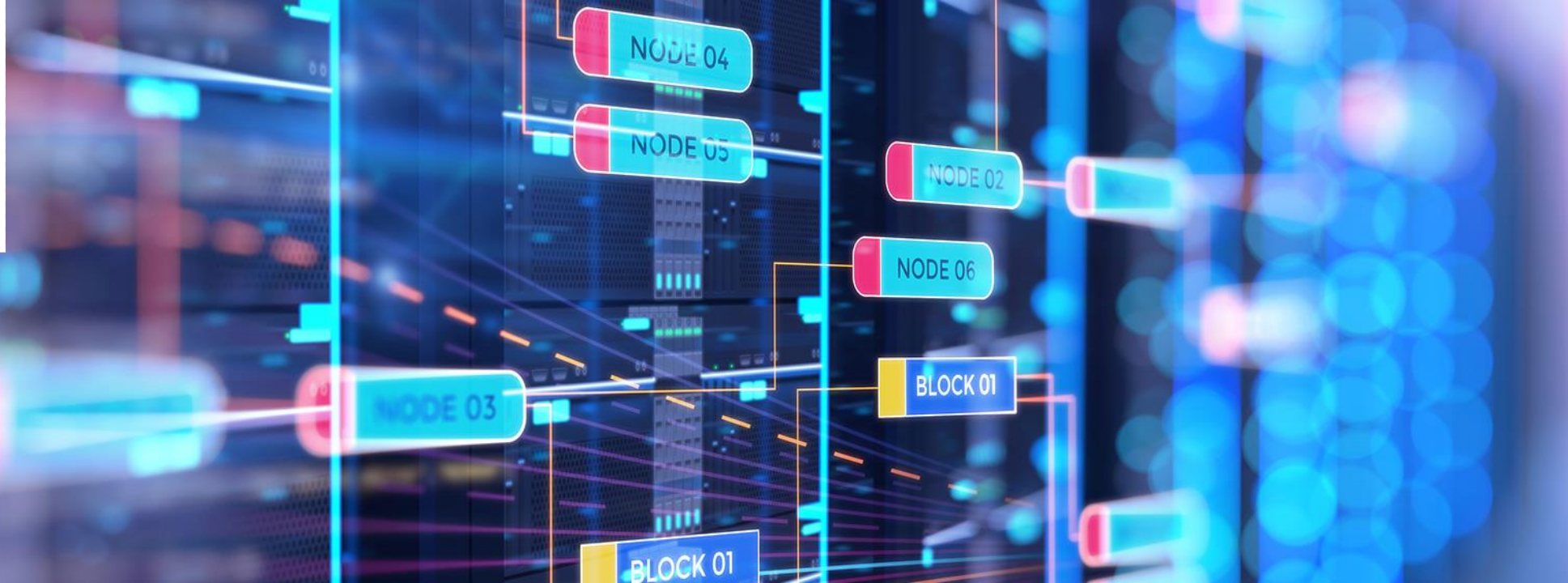




USU



Chatbots in self service – growth without limits

Conversational Business Summit | Dec. 1, 2022

Today's expert



Harald Huber
Managing Director

Why should I use chatbots in self service?

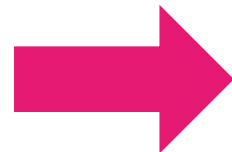
Because...

- a chatbot can substitute my employees in the service line!
- an AI powered chatbot will learn everything it needs without any effort and cost!
- a chatbot is much cheaper than an employee!



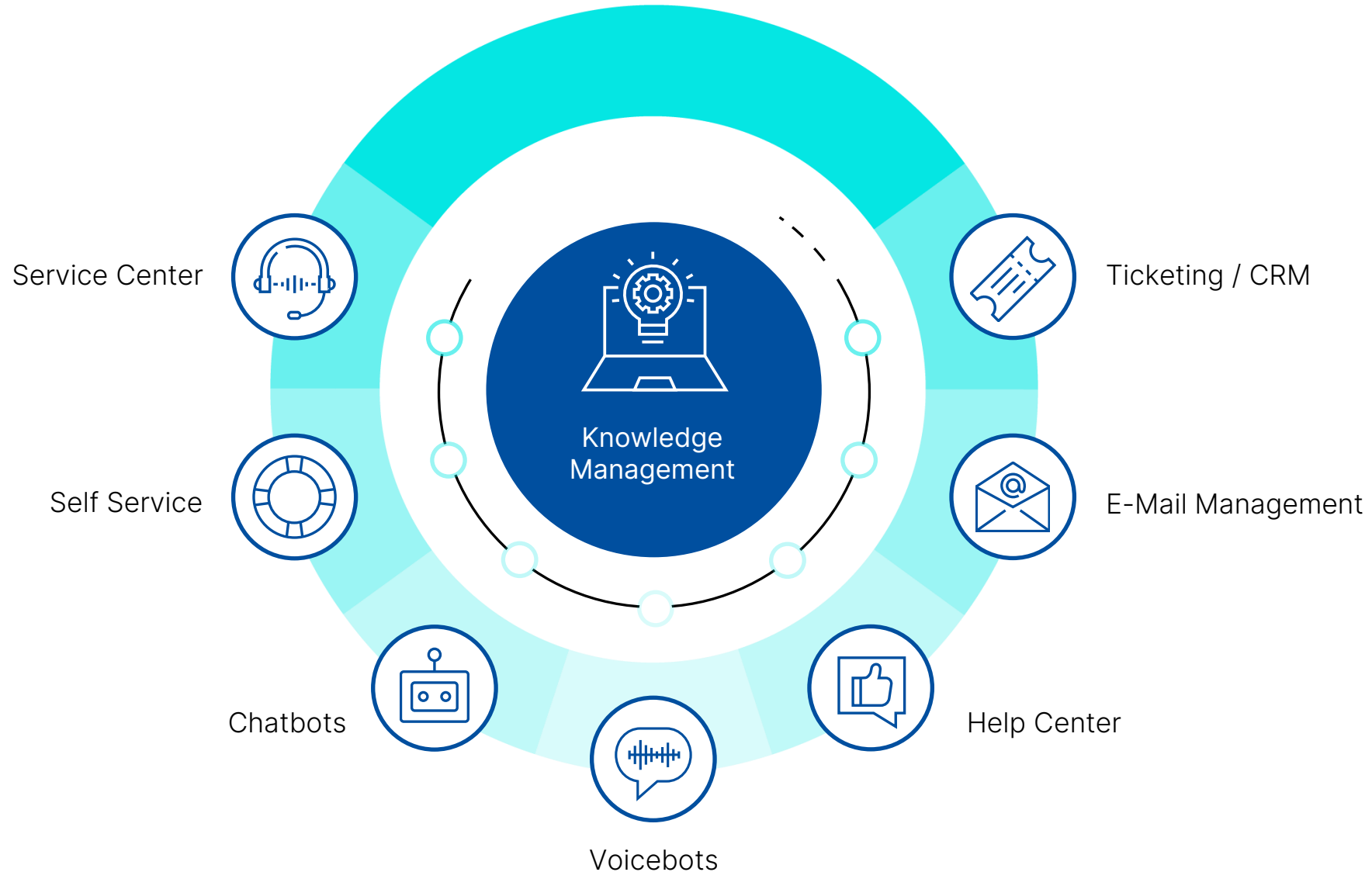
I have more believe in

- **A conversational interface is flexible and gives access to**
 - Information / answers
 - Guidance and dialogues
 - Services and functions
 - Also based on personal and situational data!
 - And all of this functions without any change in interface!
- **Conversational interfaces go with you the way from a rudimentary self service to a comprehensive self-service offer**
- **Without changing the user interface and without additional learning requirements on the user side!**



This is the basis for unlimited growth!

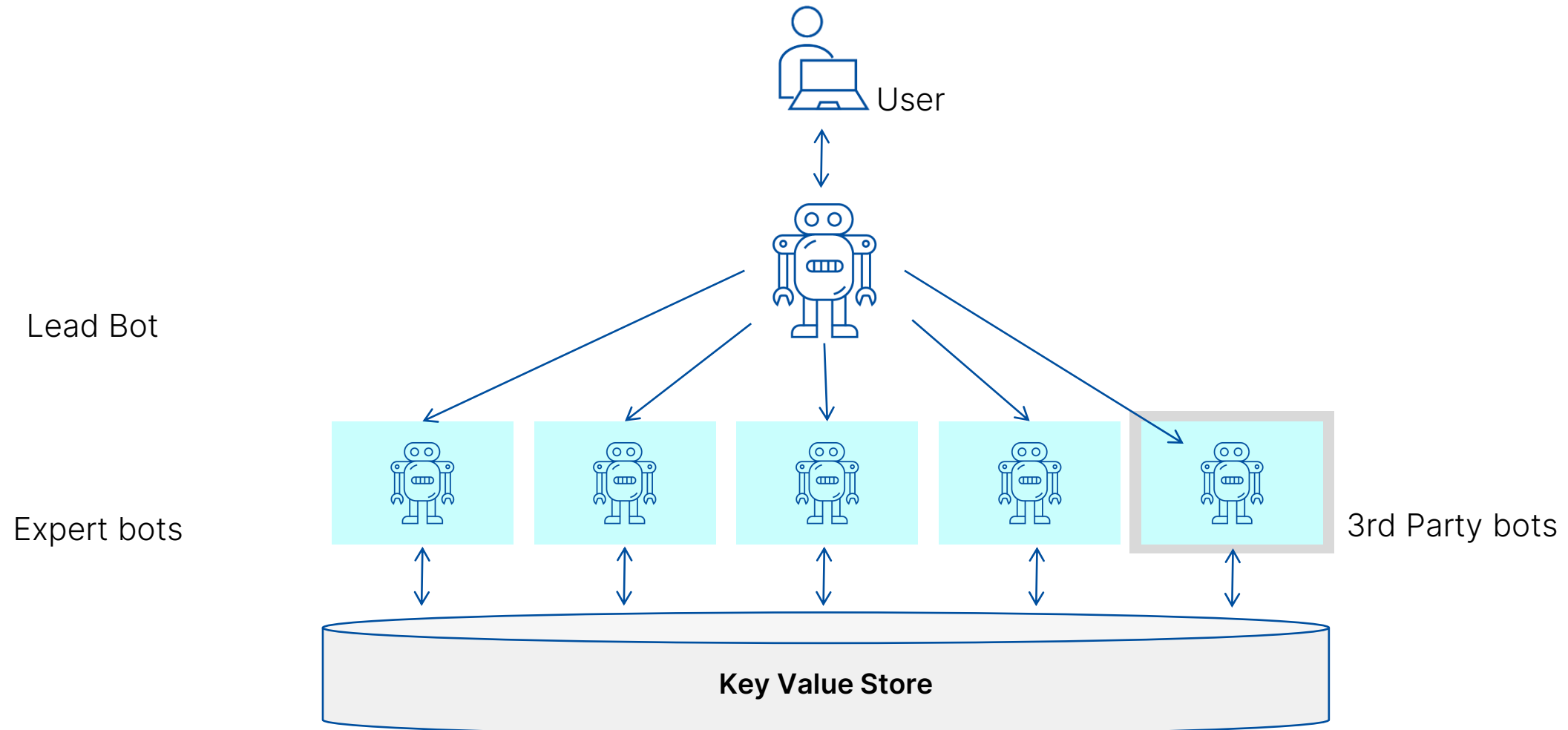
USU using a central Knowledge Base





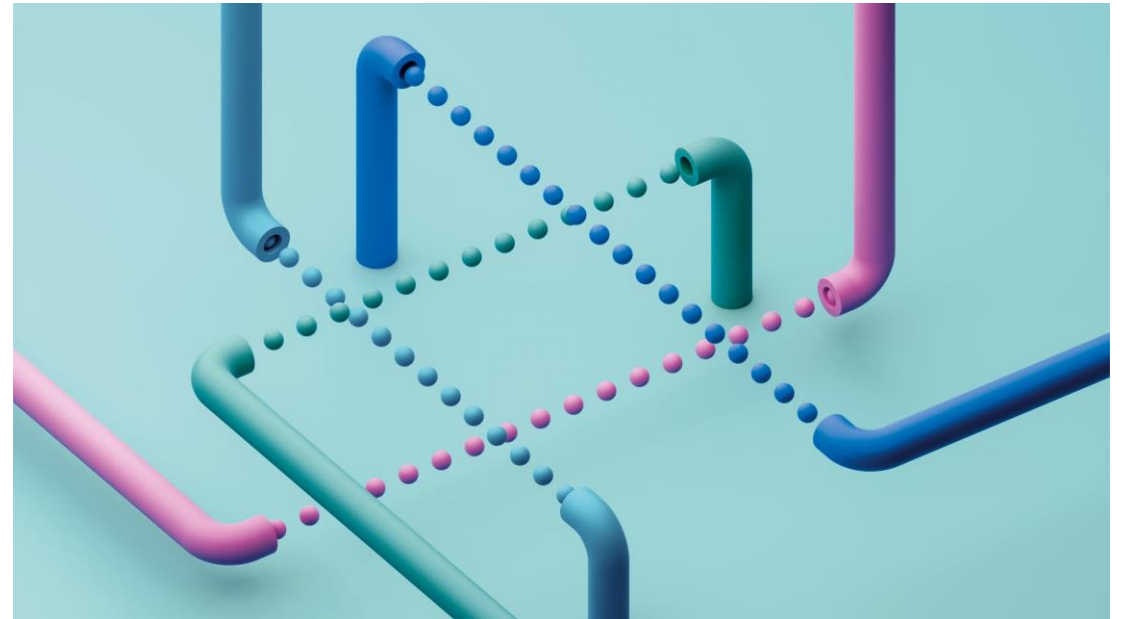
Bot Universe

How does the bot universe work



Managing your bot is easy

- Small bots can be managed easily – large bots are getting more difficult with every added indent.
- Chatbots serving one topic can be managed by one person – multi topic chatbots are much more difficult to manage!
- A chatbot universe allows to manage single experts and combine them for a large universe!

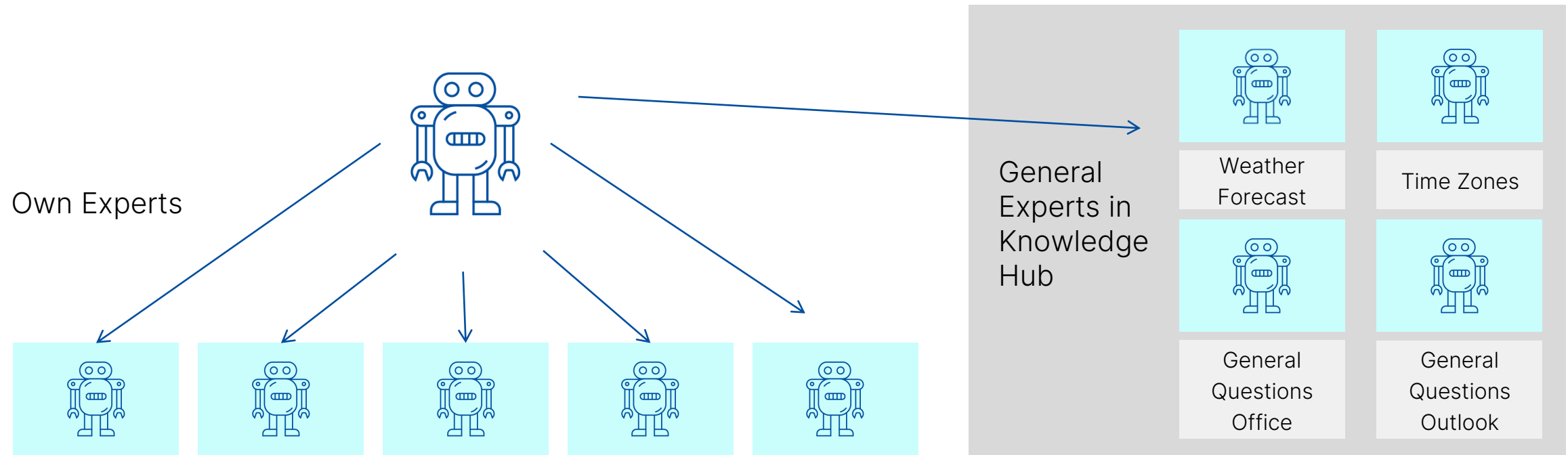


Growth without limits

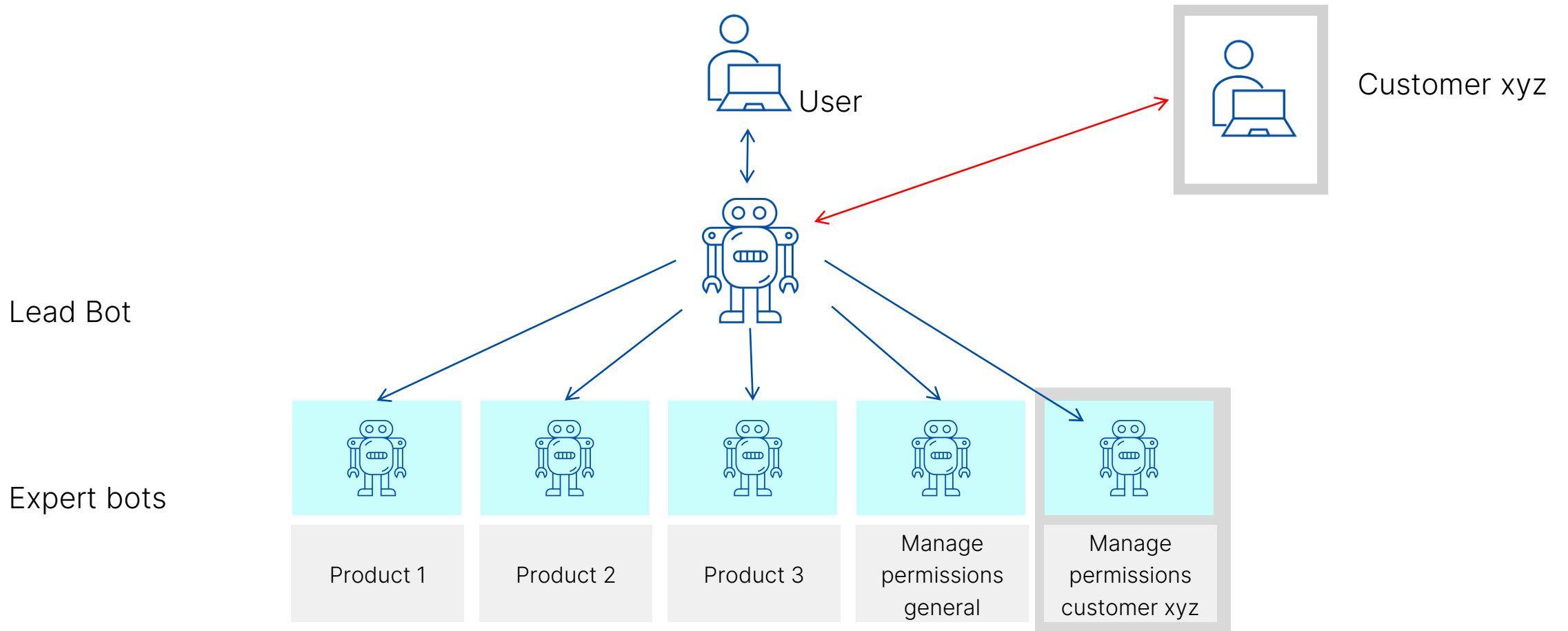
- Normally it is a risk to extend a chatbot – you never know what will happen with the existing content
- To extend an USU Universe is easy like playing with Lego bricks
- The new expert can be thoroughly tested – and when it is ready it can be added to the universe



Build your own individual bot – the way you need it



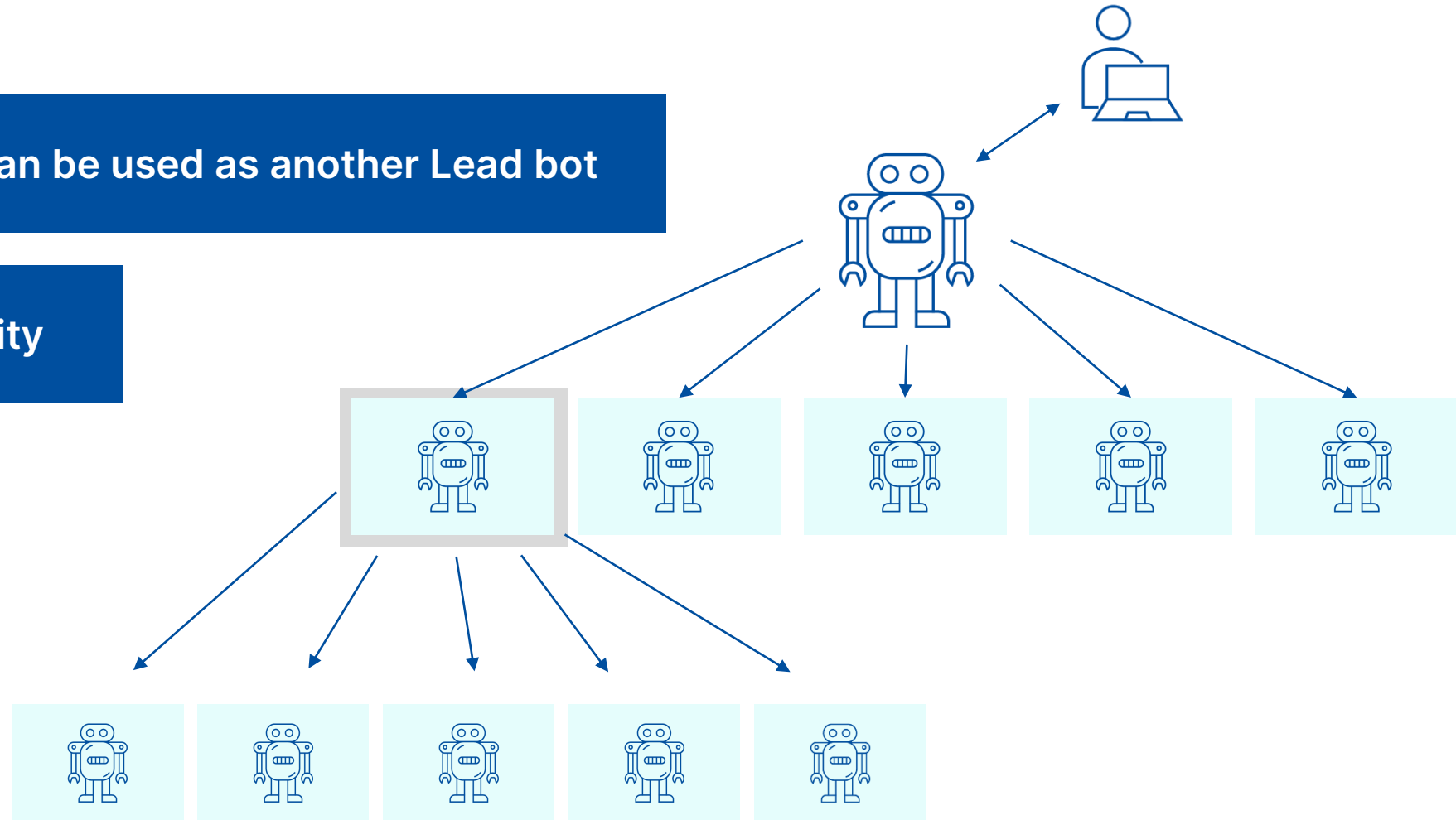
Customer specific self service



Bot Universe = Infinite Expansion

Every Expert bot can be used as another Lead bot

Unlimited scalability

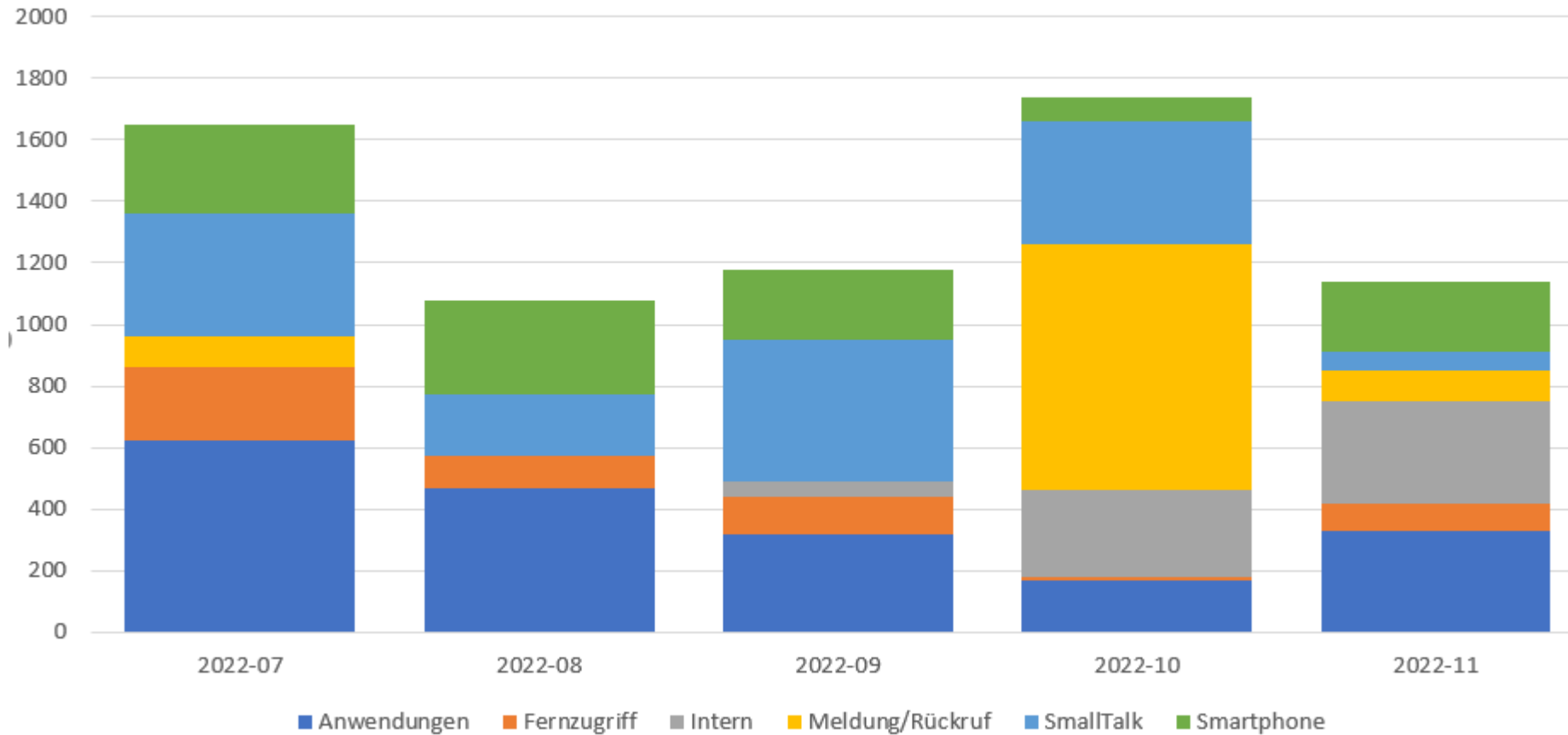




An example

An example

How often are experts called by their leadbot



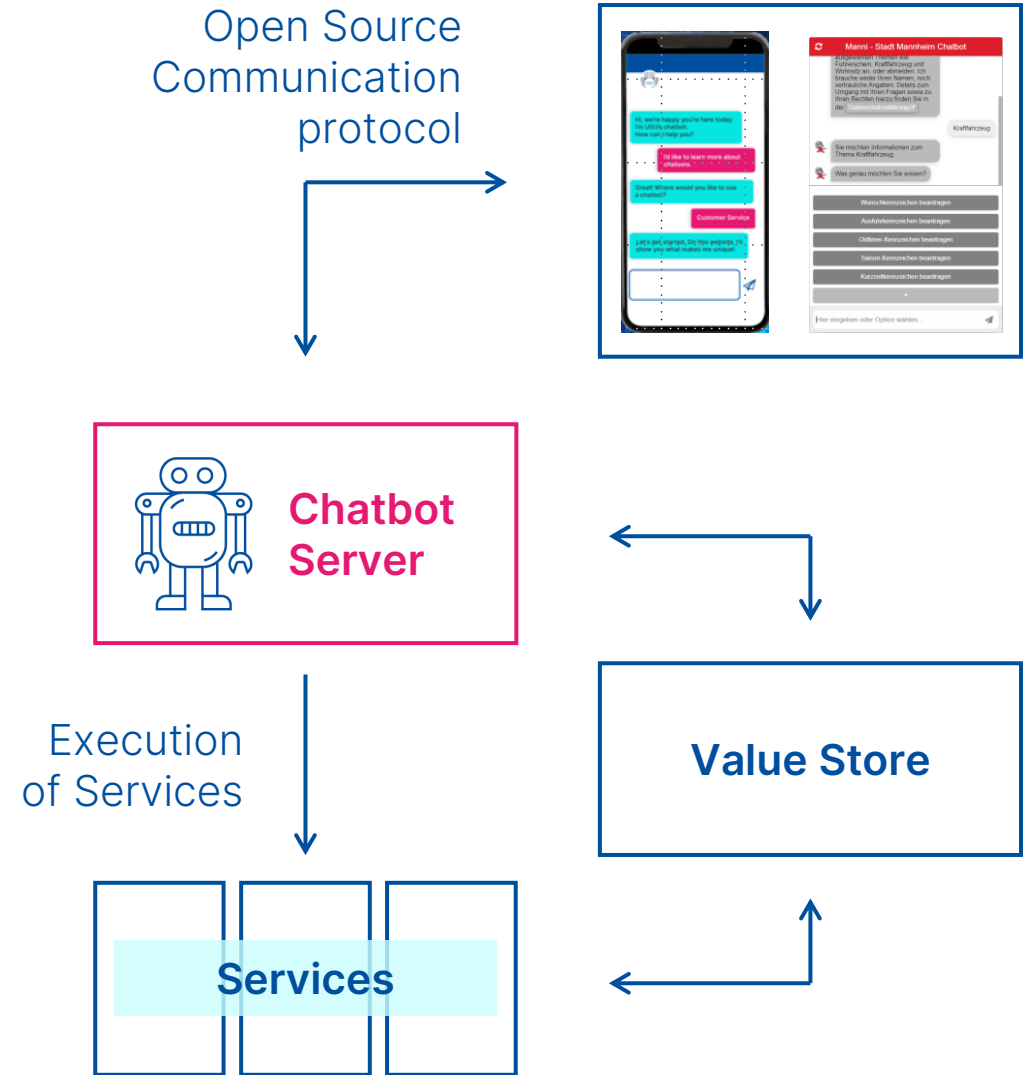
Quelle: USU-Kunde, eigene Erhebung

The image features a dark blue background with several wavy, parallel lines that resemble a topographical map or a stylized landscape. The lines are composed of small, repeating diamond-shaped segments. One line is highlighted in a vibrant pink color, while the others are in a light cyan. In the bottom-left corner, there is a solid blue rectangular box with the word "Integrability" written in white, sans-serif font.

Integrability

USU Chatbot

- Flexible user interface
- Easy to integrate
- Use your existing environment and available information
- Execute available services
- Create new services from the Knowledge Hub

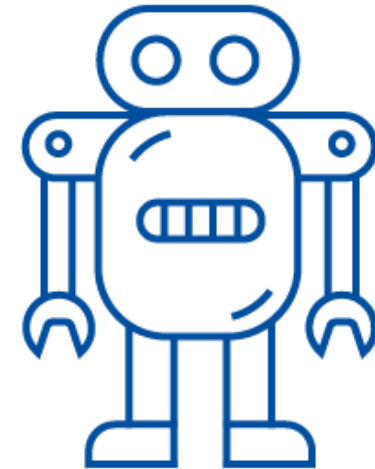




[More examples](#)

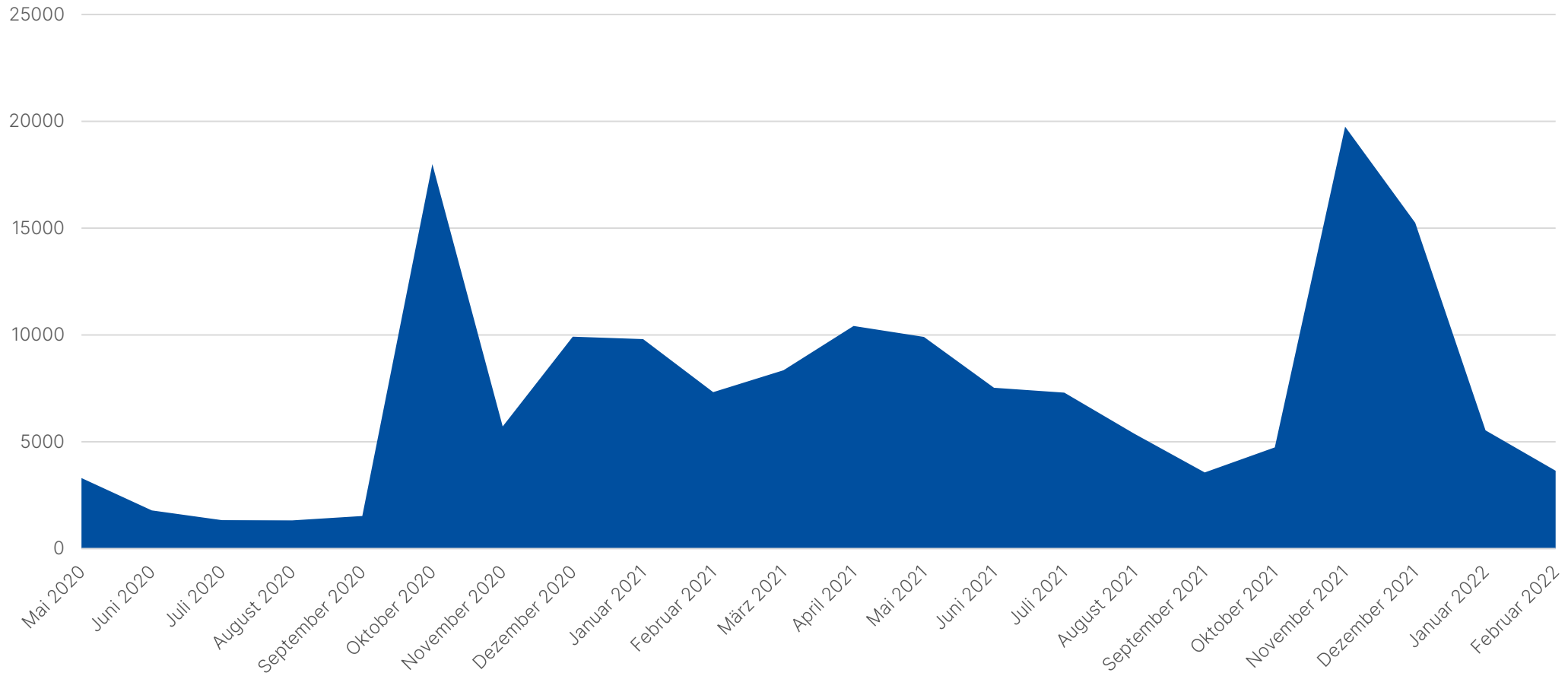
Chatbots in Service

- **Chatbots as integrated part of service design**
 - Chatbots are proposed, evaluated as a business case and implemented in a „bot factory“
- **Chatbots as part of service agreement**
- **Chatbots as part of sales funnel**
- **Chatbots as a part of crisis communication**



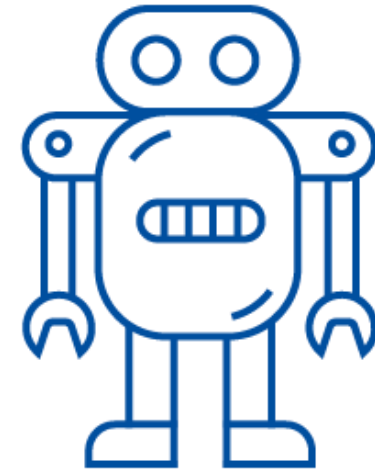
Example

Nutzung Covid 19 Chatbot

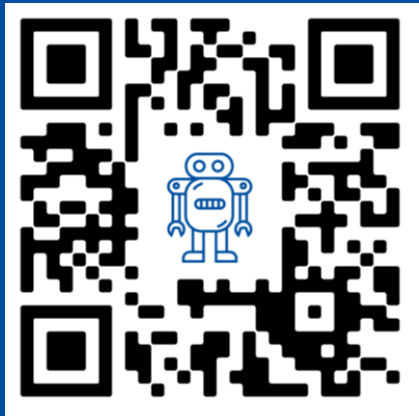


Chatbots in Service

- **Chatbots as integrated part of service design**
- Chatbots are proposed, evaluated as a business case and implemented in a „bot factory“
- **Chatbots as part of service agreements**
- **Chatbots as part of sales funnel**
- **Chatbots as a part of crisis communication**
- **Chatbots as Self Healing**



Try our USU
chatbot now!





Your way to unlimited growth



Any questions?

Watch our webinar with Nespresso!

[Webinar]

Why Nespresso relies on knowledge management to increase customer satisfaction and wins!

Learn how Nespresso enhanced their customer satisfaction with USU's knowledge management tools and chatbot



Watch now



Thank you!



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