

Virtual assistants support customer relations and business processes

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Agenda

- Virtual assistants
- Customer relations
- Business processes
- Conclusions



Virtual assistants



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Virtual assistants

- computer applications
- based on artificial intelligence technologies, such as: Natural Language Processing, Computational Linguistics, Speech Synthesis, etc.
- implemented on the commercial websites of companies
- communication with user: through casual conversation



Virtual assistants

- equipped with an advanced text analysis mechanism
- capable of leading a dialogue in natural language
- graphical representation: visualization
- nonverbal communication through gestures
- a new channel of communication with customers



Customer relations



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Customer relations

- A large variety of loyalty programs
 - ✓ no longer a novelty for customers
 - ✓ do not cause their emotional reactions
- Innovative technology of virtual assistant
 - ✓ attracts new customers
 - ✓ generates customers excitement
 - ✓ encourages customers to repeat their visits on the site



Virtual assistants perceived by customers

- social entities - customers realize that they are talking to "somebody" and not "using something"
- anthropomorphic visual interface is more natural for customers to interact with
- conversations with customers are enriched by nonverbal visual signals
- "human" identity of virtual assistant gives rise to the creation of interpersonal relationships



Additional features

- anyone entering the site is immediately greeted by a virtual assistant and invited to the conversation
- during conversation virtual assistant
 - ✓ skillfully collects data and information about users
 - ✓ promotes and encourages contact through other channels of communication:
instant messaging, mobile phone, mobile devices, off-line information terminals, electronic points of sale, etc.



Business processes



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Business processes

- Virtual assistant may be included in supporting business processes
 - ✓ call center
 - ✓ recruitment
 - ✓ technical support
- Virtual assistant's front-end
 - ✓ connected to a company's database
 - ✓ connected to a company's CRM system



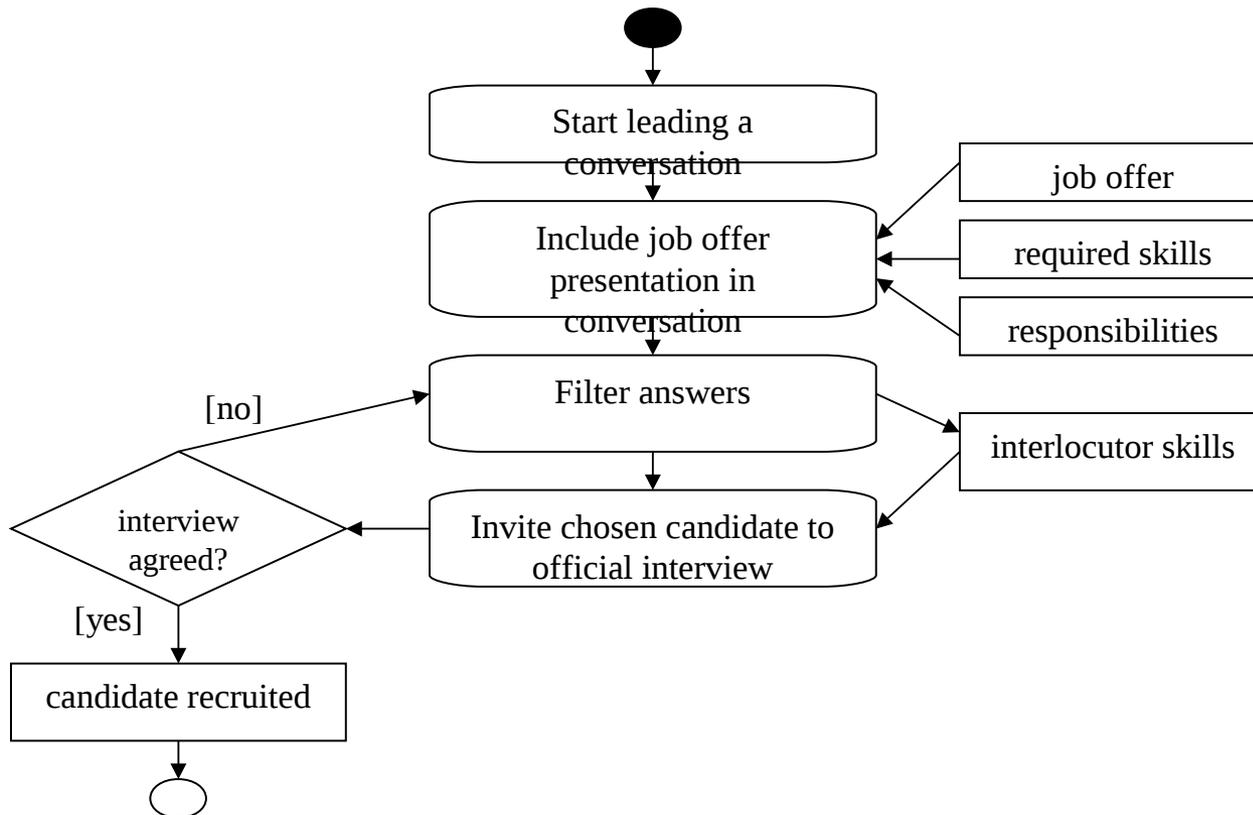
Business processes

- Modeling virtual assistant's workplace depends on a defined set of tasks assigned to the specific post:
 - ✓ searching information - a virtual guide on the website
 - ✓ customer service (call center, help desk) - virtual consultant
 - ✓ public relations - virtual spokesman and representative
 - ✓ e-marketing – virtual interviewer
 - ✓ human resources - virtual recruiter



Business processes

- Basic example of a business process concerning recruiting new employees with participation of virtual assistant



Conclusions



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Conclusion

Virtual assistants

- establish and maintain Internet-based customer relations
- may be included in supporting e-business processes
- allow companies to
 - ✓ offer innovative services
 - ✓ increase the capacity of contact with customers
 - ✓ create new customer relationships
 - ✓ increase customer satisfaction



Conclusion

Virtual assistants offer unlimited potential of adjustment to the field of use:

- business electronic services
 - ✓ e-commerce, e-consulting, e-learning, e-marketing, e-banking, etc.
- public sector
 - ✓ websites of ministries, government institutions, tax offices, scientific organizations, educational institutions



Thank you for your attention!



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