

Solvvy



by CRMXchange.com



Solvvy is reimagining customer support through intelligent automation. Powered by artificial intelligence at its core, Solvvy learns from a company's existing enterprise knowledge and history of customer interactions to answer incoming customer questions. It enables companies to understand customer intent using natural language processing as opposed to the keyword search often employed by other solutions. Solvvy makes use of machine learning (ML), deep learning and transfer learning to build an AnswerGraph from a client's knowledge base, ticket history and other internal data sources. It pulls "snippets" from the knowledge base or from official sanctioned documentation to help resolve customer questions. It also sets up categorization of incoming tickets: for example, a food delivery business might have categories such as food spoilage, missing ingredients and delivery slowdowns. The business can then take action based on insights gained from categorizing tickets in these areas. Solvvy works on various channels such as web, mobile and chat. Over the next several months, the company plans to add end-to-end automated workflow to its already impressive capabilities. Kaan Ersun, SVP of Marketing, expounded on the benefits of the solution.

How do you use intelligent automation to enable companies to provide "always-on"-channel service?

Intelligent automation is the key to delivering great customer service in a cost-efficient manner. Solvvy leverages the power of AI to support customers 24/7 without live agents. Using natural language processing (NLP), Solvvy interprets customer questions written in conversational language to accurately resolve customer issues by serving up precise solutions from a knowledge base. Solvvy provides an "always-on" channel of service while enabling customer support teams scale cost-efficiently by reducing ticket volume.

In what way does minimizing the amount of customer effort needed to achieve issue resolution improve satisfaction ratings?

According to Forrester, 73% of consumers say that valuing their time is the most important thing companies can do to provide them with good customer service. Solvvy's under-a-minute resolution time helps reduce customer effort by eliminating the need to spend time searching through lengthy help center articles or to wait on the phone to speak to an agent. Additionally, support agents do not have to spend time answering repetitive questions and can focus on resolving complex issues, which also helps increase overall customer satisfaction ratings.

How does the use of natural language processing (NLP) along with machine learning, deep learning and transfer learning allow companies to create a reliable mechanism to answer inquiries?

Natural language processing is a key component of an intelligent system that's customer facing. Our co-founders' NLP research at Carnegie-Mellon is at the core of our customer-facing solution that allows us to understand everyday human language. Instead of relying on keywords, Solvvy intelligently understands a user's intent and accurately resolves issues.

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We also leverage the power of machine learning (with some deep learning components) to improve accuracy over time, learning from successful and unsuccessful resolutions in the past history of tickets. Our system gets smarter with every interaction and transfer learning allows each new customer to start using Solvvy from a higher baseline since the core system continues to improve and learn.

What differentiates your CX automation solution from other offerings available on the market?

Solvvy is the only customer-facing solution in the market that can boast of a 25% self-service ticket resolution rate across our customer base. In addition to the technology advantages already discussed, Solvvy has two key differentiators compared to other offerings. Our first unfair advantage comes from data. One of the biggest determinants of success in machine learning is the amount of good training data. We have been able to achieve this level of self-service by serving over 250 million users and learning from every single customer interaction. The second advantage is our fast time-to-value metric. Thanks to our effortless SaaS deployment and transfer learning, Solvvy can go live into production in a week with almost no engineering and training effort from our customers. We plan to stay 100% focused on our mission of enabling easy and effortless conversations between businesses and customers, and we are investing our resources in continuously improving the customer experience for our clients.