

A futuristic, metallic robotic hand is shown in a dark blue, semi-transparent style, holding a glowing orange sphere. The hand is positioned over a laptop keyboard, which is also rendered in a semi-transparent, dark blue style. The background is a solid dark blue color.

# The Role of Conversational AI in Building Next-Gen Customer Experiences

# Conversational AI use cases

Few things are more frustrating than old-school chatbots. The stilted language. The inability to answer even the most basic questions. The obvious attempts to minimize human interaction. The good news is that rapid advancements in generative AI and conversational AI are leading to more user-friendly interactions that drive customer engagement, accelerate pipeline, and boost revenue growth.

BOL has experience integrating conversational AI into existing marketing, sales, and customer success activities. Our services encompass understanding and architecting the buying journey, defining needed content and content types for each stage, implementing the appropriate process mapping, and building landing pages or web properties. Finally, we deliver appropriate metrics and analytics to supplement existing engagement and reporting.

## MARKETING

More interactive web experience

More accessible and relevant content

Lower percentage of site falloffs

## SALES

Faster time-to-pipeline and revenue

Off-hours engagement with prospects

Better alignment with new buyer preferences

## CUSTOMER SUCCESS

Quicker time-to-resolution

More accessible and relevant content

Lower percentage of site falloffs



# Building the foundation

The benefits of conversational AI are only possible when teams invest in two specific areas: educating the engine and perfecting the use cases.

## Educating the engine

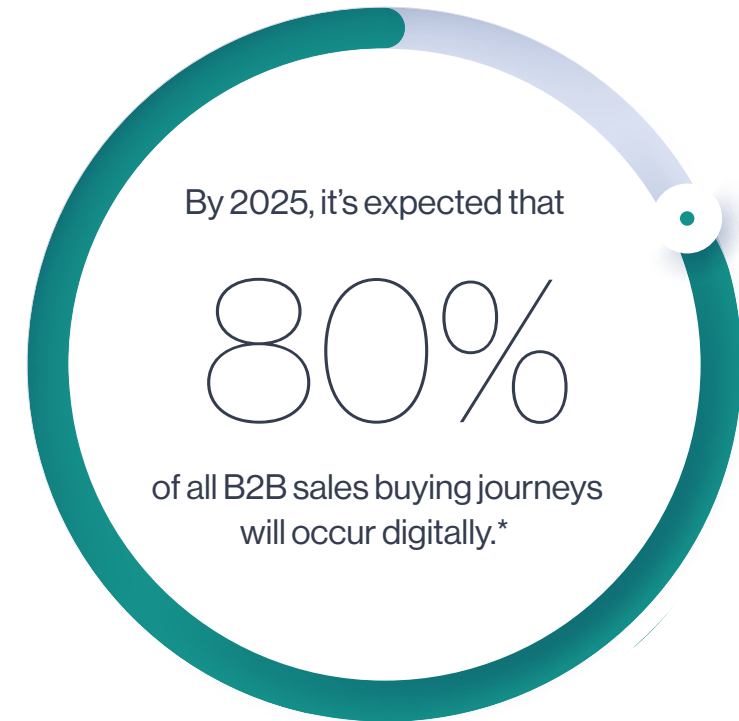
Ensure the AI can access as much data as possible, including competitive information and best practices. The training also needs to incorporate iterative testing to ensure confidence in the answers.

## Perfecting the use cases

Our clients succeed when they take a structured approach that clearly defines the role of AI in every use case, its boundaries, and how it offramps to other digital or human interactions.



\*Gartner, The Future of Sales: Digital-First Sales Transformation Strategies, March 7, 2023



# Conversational AI for marketing

Marketing often struggles to build a cohesive and personalized buying experience that meets the needs of a diverse set of prospects. Getting someone the right information at the right time based on their role can seem daunting. And while AI isn't a magic bullet, a properly educated and configured bot can play a powerful role in matching a visitor's needs with content and contacts.

Conversational AI can anticipate needs and actions, suggest the next steps, and uncover specific issues for follow-up. Rather than handling a limited set of questions, today's interactions can effectively and more seamlessly engage customers – even when your teams aren't available.

Marketing-related BOL services:

- Playbook development
- Decisioning tree logic development
- Target audience development and segmentation
- Content gap analysis and planning
- Conversational landing page experience design
- KPI framework development



# Conversational AI for sales

The sales process today is broken. Many B2B buyers prefer digital, rep-free experiences that allow them to research, evaluate, and purchase without the need for human interaction. On the other hand, many businesses still believe sales reps are essential for driving deals through the pipeline.

At BOL, we recommend a complementary approach that teams up chat-bots with human reps. The bot's role is to nurture and qualify leads by being available 24/7 to answer questions and tee up relevant content. This allows sales reps to focus on what they do best—building relationships and closing deals.

Sales-related BOL services:

- Sales playbook development or enhancement
- Decision tree logic development
- Script/battle card development
- Handoffs to sales teams



# Conversational AI for customer success

The days of rigid, pre-programmed customer support scripts are coming to an end. Thanks to generative AI, users can now have their problems resolved – even when the queries deviate from the expected inputs.

When properly trained, conversational AI systems are capable of posing relevant follow-up questions and offering a spectrum of responses, from a single “best guess” to multiple potential solutions. By integrating these systems into the wider customer journey, they also open doors for upselling and cross-selling, offering additional value.

Customer success-related BOL services:

- Customer success playbook development or enhancement
- Decision tree logic development
- Script/battle card development
- Support rep decisioning and enhancement



Need help  
implementing  
any of these  
conversational AI  
tactics?

CONTACT BOL TODAY