Automating Bad Service Doesn't Improve Your Service... It Just Makes It Faster

Many of our clients who have done the hard work and made the investments in the people, process, and technology now have the foundation that enables them to implement various service automation capabilities with a much higher chance of success.

SPS DGTL sees several things as necessary precursors to build a foundation for service automation:

To build a high-functioning people-centric and tech enabled digital customer service program organizations must begin with a customer focused culture with digital customer service as a top priority.

Discover the state of your digital customer service ecosystem by analyzing the people, process, and technology used to achieve your digital customer service goals.

A people-centered to tech-enabled program starts with people serving people to identify & refine all necessary process, protocols and collect historical conversation to train chatbot data to produce reliable digital customer service data.
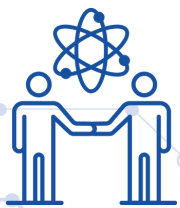
Developing a high-functioning digital customer service operation must include real digital agents and real digital scenarios. Once process reaches its maximum potential tech enables service automation can be deployed and learn from human interaction protocols.