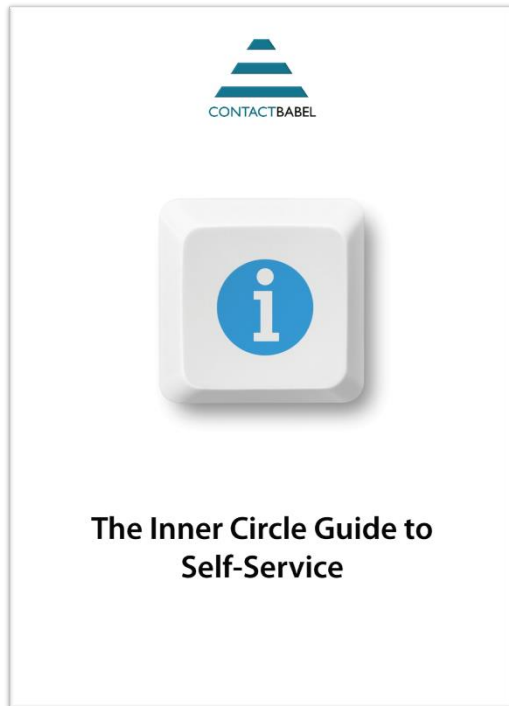


# The Inner Circle Guide to Self-Service



**In the US, chatbots are involved in answering 38% of web chats. In the UK, that figure is 53%.**

**But self-service doesn't begin and end with chatbots. Driven by poor experiences with the live phone channel during the pandemic, many customers became familiar with using multiple self-service applications, both on the website and on their phone.**

**With self-service being a major investment priority – along with AI, CRM and omnichannel – this report shows businesses how to serve customers 24/7 while managing their costs and maintaining the customer experience.**

**“The Inner Circle Guide to Self-Service”** draws on surveys with hundreds of contact centres and thousands of consumers, providing unrivalled insight for organisations that are trying to balance cost and customer experience through the judicious use of self-service.

Report sponsors benefit from:

- Being able to **market to the report's downloaders**, with full GDPR-level consent. Details include email address, phone, contact centre size, vertical market and interest in purchasing specific technology solutions in the next 12 months. **Downloaders are provided for a minimum of 12 months**
- Providing **prominent branding, advertising and market education content** throughout the report, and directly answering the questions businesses put to us about how to improve self-service
- Receiving both **UK and US own-brand versions of the full report for your own use and distribution**, providing you with the hard data and insight to influence your prospective customers.

Sponsors of **Inner Circle Guides** get a credible platform to explain their products and solutions, as well as widespread access to decision-makers who are already interested in these solutions.

**The report will be launched on May 9<sup>th</sup> 2024, with sponsors' artwork and copy due on May 1<sup>st</sup>.**



The report will provide the hard data and actionable insights that businesses need to make decisions. Areas covered:

**Drivers for Self-Service**

- Increased Profitability
- Live Contact Avoidance
- Automated Cross-Selling & Upselling
- Improved Performance
- Customer Channel Preferences
- Meeting Customer Demand
- The Future of AI-Enabled Self-Service

- Customer Authentication
- PCI Compliance & Card Fraud Reduction
- Proactive Outbound

**Current and Future Use of Self-Service**

- Web Self-Service
- Search & FAQs
- Virtual Agents & Chatbots
- Mobility and Smartphones
- Visual IVR & Video
- Telephony Self-Service & Voicebots
- DTMF IVR
- Speech Recognition

**The Building Blocks of Self-Service**

- Suitability of Self-Service by Contact Centre Type
- Developing a Self-Service Solution
- Knowledge Bases
- The Role of AI in Self-Service, Web Chat and Email
- Implementation & Roadblocks
- ROI
- Managing Escalation and Self-Service Failure
- Customer Inhibitors
- Key Points for Successful Adoption

**COSTS AND BENEFITS**

Feature	Bronze	Silver	Gold	Platinum
Supplier Directory entry: full-page entry, logo, hyperlink & contact details	✓	✓	✓	✓
Full-page advert, with hyperlinks if required		✓	✓	✓
Own-brand version of the full report for your website & distribution			✓	✓
Full contact details of downloaders of the report for a minimum of 12 months (with GDPR-level consent)				✓
Full-page case study or thought leadership article within the report				✓
Front-page branding				✓
<b>Cost</b>	<b>£500</b>	<b>£1,500</b>	<b>£2,750</b>	<b>£3,750</b>



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