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The 2023 Digital Support Benchmark Report



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Foreword

Dear Reader,

The recent acceleration of AI and automation technologies is reshaping what is possible for brands and how they engage with consumers; this is no secret. Whether you're an avid adopter of emerging tech or prefer to study its progress cautiously, you're undoubtedly aware that shifts are occurring for CX professionals, regardless of industry. As an AI-driven company since its foundation in 2011, Helpshift is dedicated to enabling its customers to leverage these innovative technologies practically and thoughtfully to provide the highest caliber of customer service while improving organizational efficiency.



2023 marks an exciting new edition of Helpshift's Digital Support Benchmark Report, and the data is in – brands across verticals are effectively adopting automation at increased velocity, using what we refer to as our Modern Support Journey (MSJ), yielding progressively positive results. You'll see that Helpshift's MSJ – which includes a guided self-service experience, an AI intent-driven workflow supported by bots working behind the scenes 24/7, and enveloped in machine translation technology – can result in even faster resolutions, higher CSAT scores, better ROI, and a more significant overall impact to your bottom line.

With Helpshift now being a part of Keywords Studios, which believes in AI as a creative collaborator and performance enhancer, we can further explore and evaluate emerging AI applications to enhance the user experience and workflows for our customers' teams. In the same realm, machine translation is gaining traction. Leveraging existing technology owned by Keywords, we have built the capability right within Helpshift. We're excited to share our latest findings with you.

We hope you find the insights in this report helpful as you consider new ways to automate support and improve the customer experience amidst this rapidly evolving space.

Samantha Pang
VP of Customer Success
Helpshift

Preface

The 2023 digital support benchmark report reveals trends across Helpshift's customers in gaming, fintech, lifestyle & other, and entertainment categories. Comparing our benchmark data from the past three years, we have seen progressive levels of automation and AI adoption across our customers in these categories, and as noted by our 2021 report (Figures 1-3), gaming brands were the first pioneers. In 2020, lock-downs invigorated an appetite for video games, leading to droves of new players and, with it, large spikes in support queries.

With overburdened agents struggling to handle the scale, gaming publishers needed to adapt quickly by leveraging Helpshift's Modern Support Journey (MSJ).

Figure 1

Percentage of Total Gaming Issues (2019 - 2021)

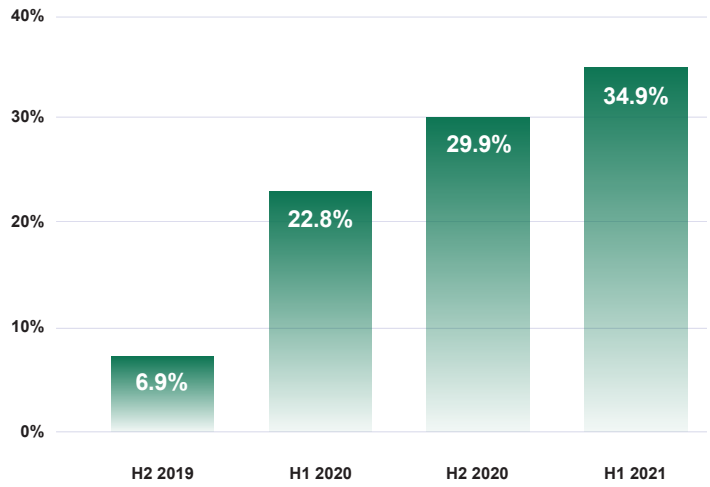


Figure 2

Percentage of Automated Gaming Issues (2020 - 2021)

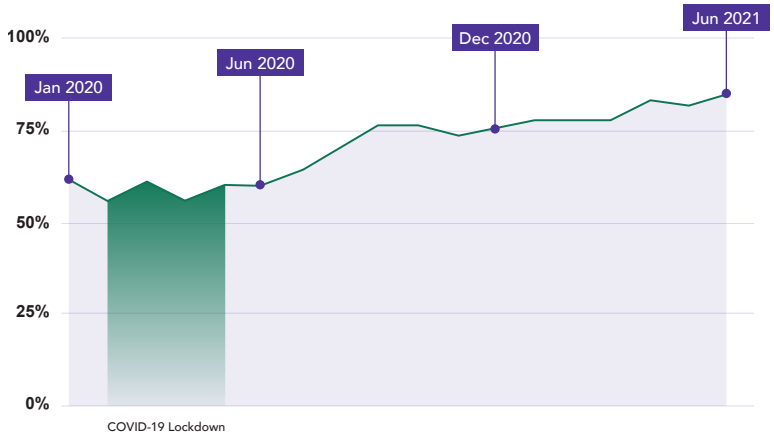
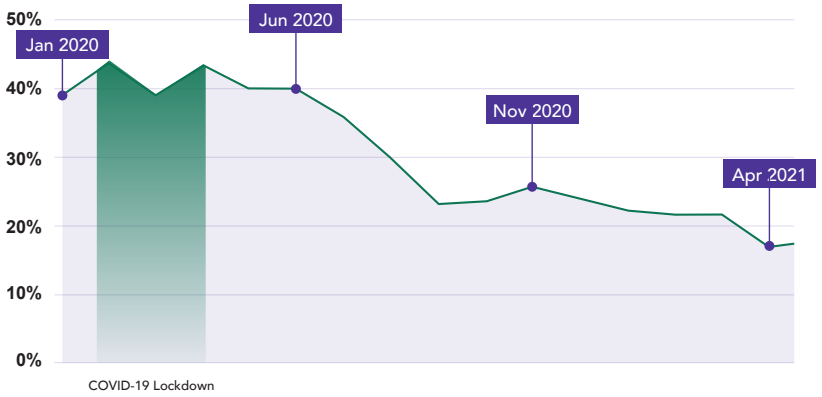


Figure 3

Percentage of Gaming Issues Handled Fully-Manually (2020 - 2021)



When we set out to create our 2022 benchmark report, we observed that our fintech customers had accelerated their automation rates with our MSJ, like the gaming category. However, brands across other verticals, which we grouped into one "lifestyle" category, primarily relied on manual support methods (Figures 4-6).

As you'll see throughout the 2023 report, the data reflects that automation and AI are now priorities for CX teams across all customer categories. Additionally, we've broken out entertainment brands into a separate category in this report for a more detailed picture.

Figure 5
Historic Fintech Automation Utilization (2021 - 2022)

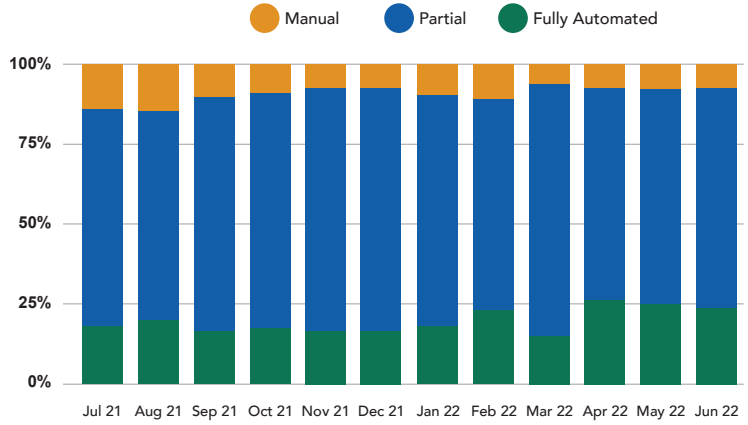


Figure 4
Historic Gaming Automation Utilization (2021 - 2022)

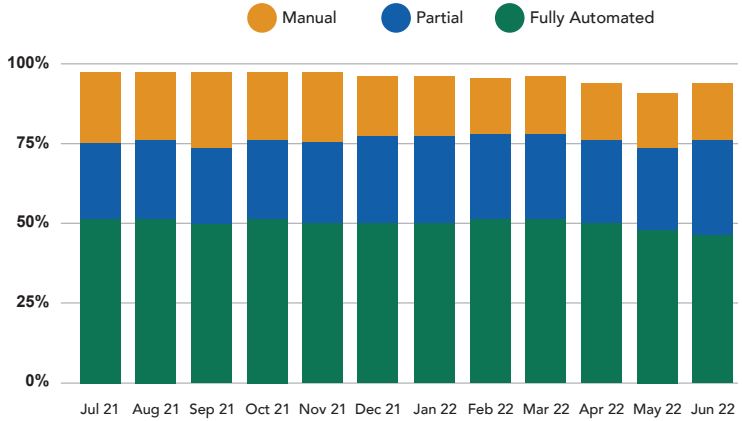
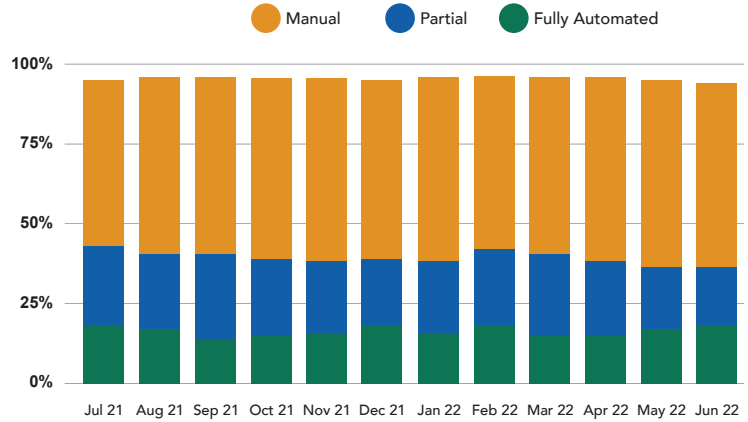
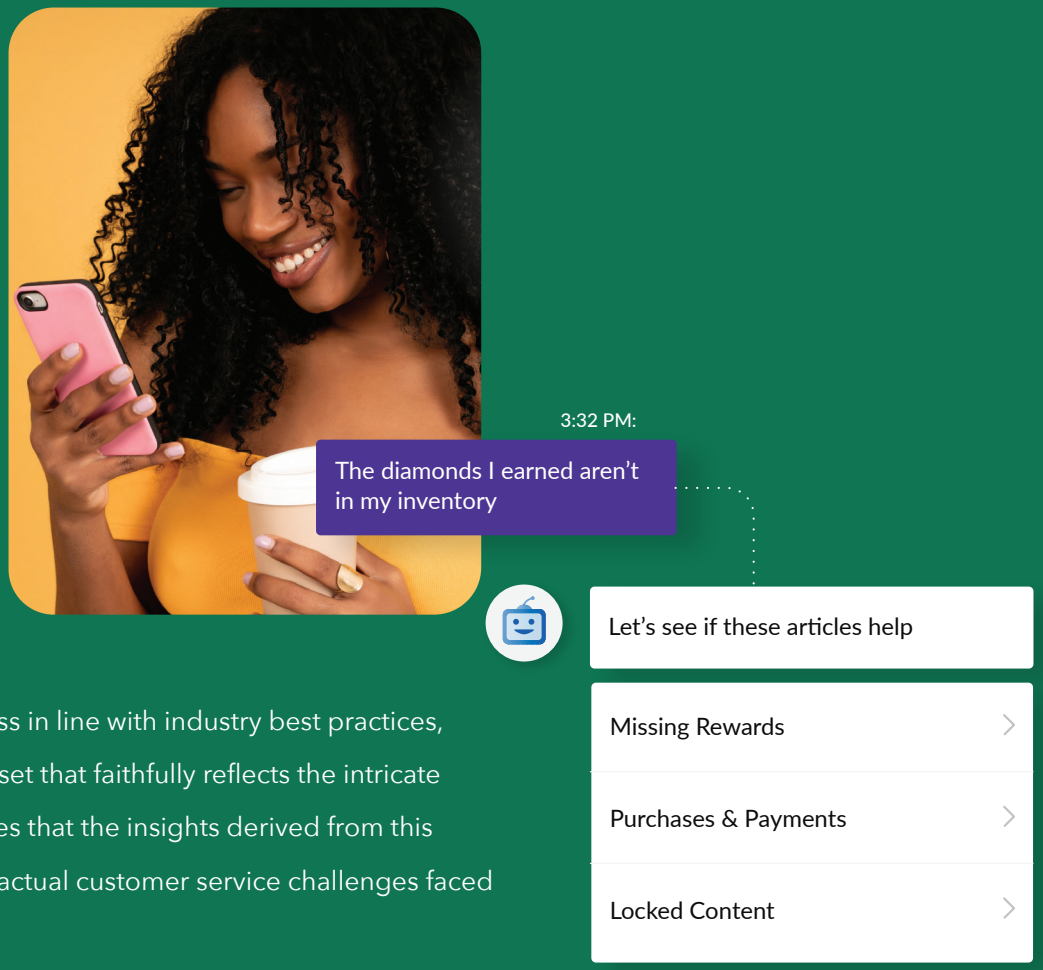


Figure 6
Historic Lifestyle Automation Utilization(2021 - 2022)



Method

The benchmark insights highlighted in this report have been thoughtfully curated through meticulous analysis of Helpshift's diverse client base. Our data collection effort involved engaging with a substantial portion of active users, encompassing many interactions across conversations within the Helpshift platform. These interactions reflect dynamic exchanges involving agents, bots, and customers across our Modern Support Journey, granting us a comprehensive perspective of the customer service landscape.



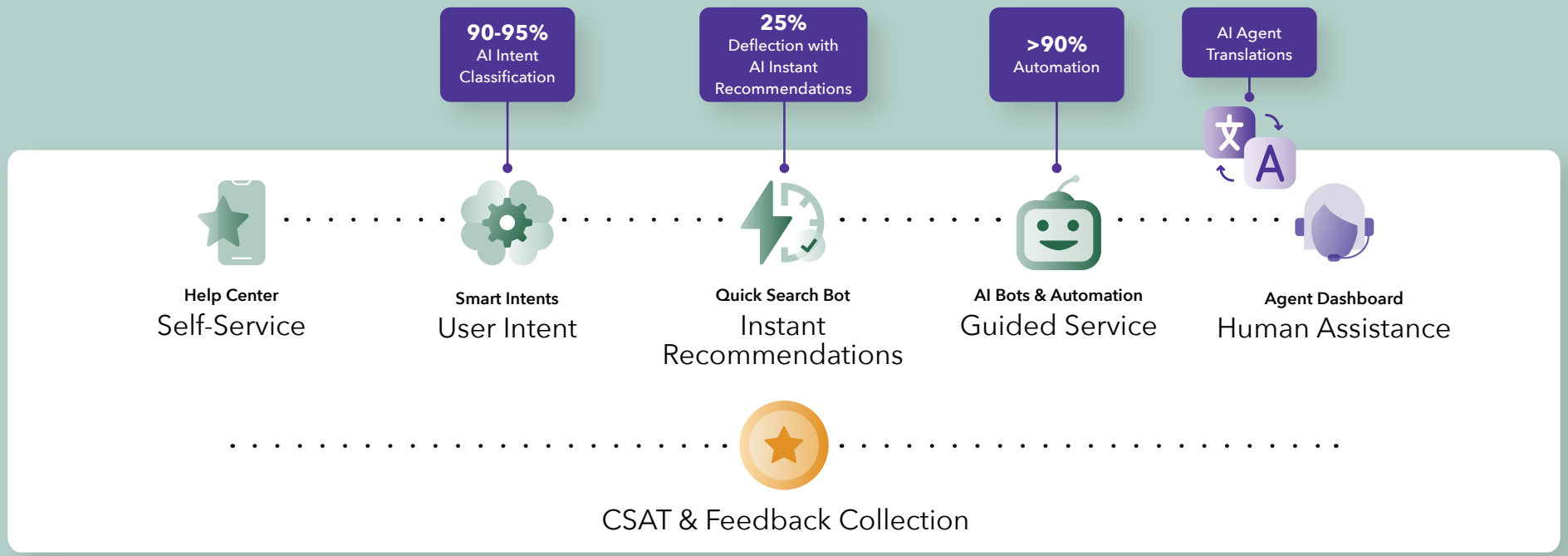
In pursuit of accuracy and relevance, we executed a data refinement process in line with industry best practices, including identifying and removing outliers, resulting in a streamlined dataset that faithfully reflects the intricate dynamics of customer service operations. This methodical approach ensures that the insights derived from this anonymized and aggregated data offer an authentic representation of the actual customer service challenges faced by businesses spanning a range of industries and geographical regions.

We take pride in presenting this comprehensive benchmark report, grounded in rigorous data analysis and intended to equip businesses with practical insights that can inform and elevate their customer support strategies for improved performance and achievements.

Helpshift's Modern Support Journey

Helpshift's Modern Support Journey leverages AI, automation, and conversation tools to seamlessly guide consumers to solutions (represented in Figure 8). The MSJ is designed to be a highly scalable way to deliver instant, global help through a friendly, easy-to-use consumer experience. Helpshift's proven combination of AI and automation tools create intent-driven, personalized pathways for resolution while optimizing the role of the human agent. The customers surveyed in this report leveraged the MSJ.

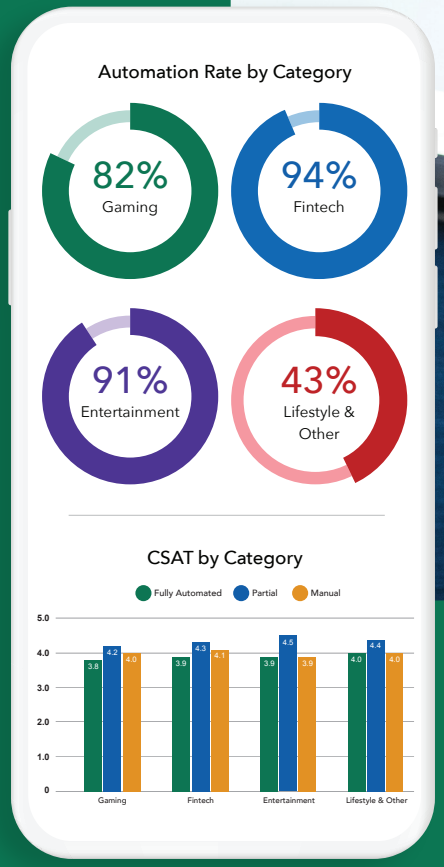
The journey starts directly in the experience -- in-app, in-game, or on a website -- where consumers find a modern help center that acts as a hub for support and provides an effective first layer of support with quick access to knowledge and other self-help resources. From there, consumers can engage in guided support through an in-app messaging tool, first interacting with an intent AI that utilizes Natural Language Processing (NLP) and AI modeling to identify the reason for contact instantly. With the derived intent, the AI can now direct the workflow by making an instant recommendation for common questions or guiding the user to one of the structured chat bots designed to solve varied problem types. At any time, the conversation can seamlessly be handed over to an agent to ensure a personal touch when needed. To close the loop, Helpshift offers a complete CSAT and survey tool to deepen understanding of the entire journey.



Digital Support Benchmark Metrics





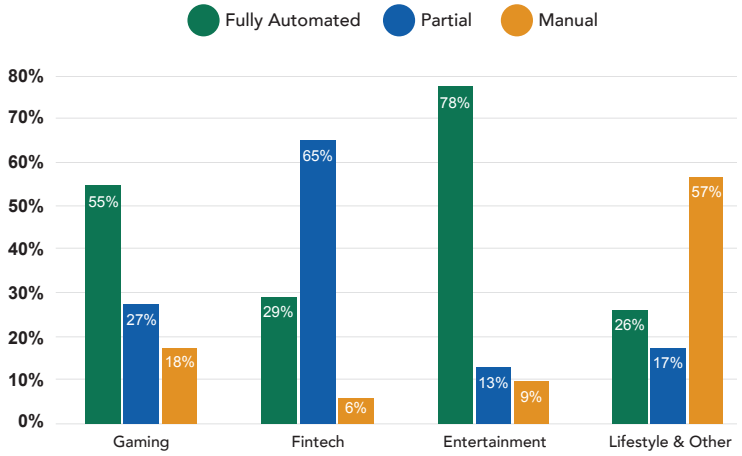


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Automation Utilization Across Categories

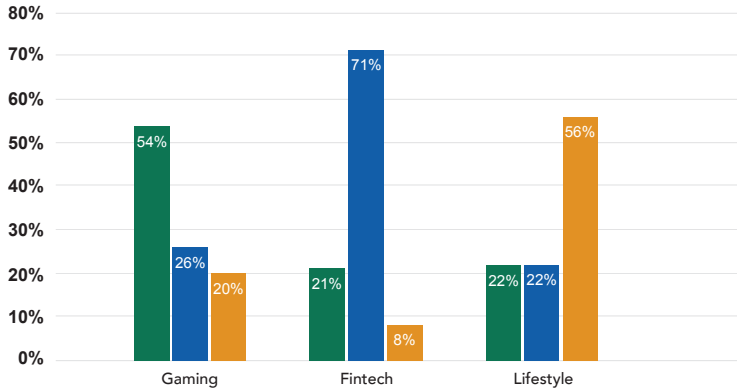
Amidst the evolving customer support landscape, automation is pivotal in enhancing consumer experiences across industries. This section delves into the automation utilization trends observed within gaming, fintech, lifestyle & other, and entertainment categories.

Figure 8
Automation Utilization by Category (2022 - 2023)



July 2022 - June 2023 automation utilization rates with Entertainment separated from Lifestyle and Other.

Figure 9
Historic Automation Utilization by Category (2021 - 2022)



July 2021 - June 2022 automation utilization rates with Lifestyle, Entertainment, and Other combined into one category.



Gaming

Gaming brands have been leading the charge for several years in using automation and AI. As these brands have settled into their automation transformation, they have been able to refine how they apply these capabilities throughout the player support journey. Figures 8 and 9 illustrate this sustained and practical usage of automation. Compared to the 2021 - 2022 data, average rates of full and partial automation handling increased slightly from 80% automation to 82% in 2022 - 2023, with 55% of issues fully resolved through automation and approximately 27% through partial automation. The remaining issues, resolved fully manually, typically marked more complex challenges that required a human touch or segmented VIP-tier players that received special engagement. Despite these complexities, advanced usage of the Modern Support Journey and optimizing workflows over time have allowed brands in this sector to continue reducing manual ticket handling.

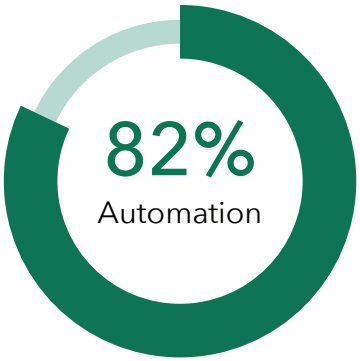
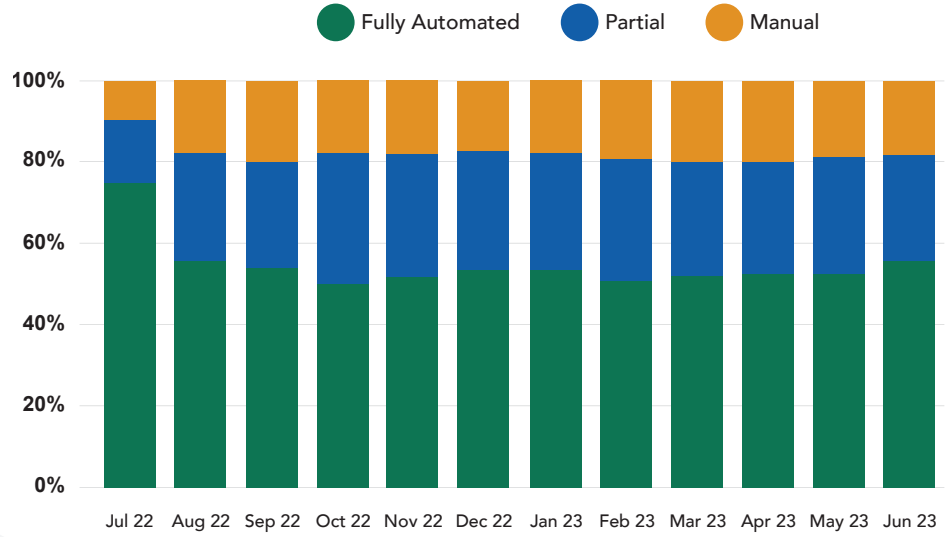




Figure 10

Gaming Automation Utilization by Month (2022 - 2023)



Fintech

The fintech industry experienced a significant acceleration in automation adoption over the past two years. Helpshift's 2022 Benchmark Report cataloged this initial leap into support automation by our fintech customers, following in similar footsteps as their gaming counterparts. Brands in this category continue to mature in their automation usage, given that the data collected from July 2022 to June 2023 shows that 94% of customer support tickets were resolved using automation during the support journey (Figure 8). This marks a 2% decrease in fully manual resolutions from the previous 12-month period and an 8% increase in issues resolved without any agent assistance. These results indicate that brands in the fintech category are now settling into their automation strategies, leveraging the gleanings of AI and analytics across the Modern Support Journey to further refine their workflows.

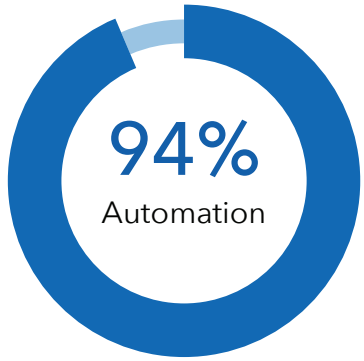
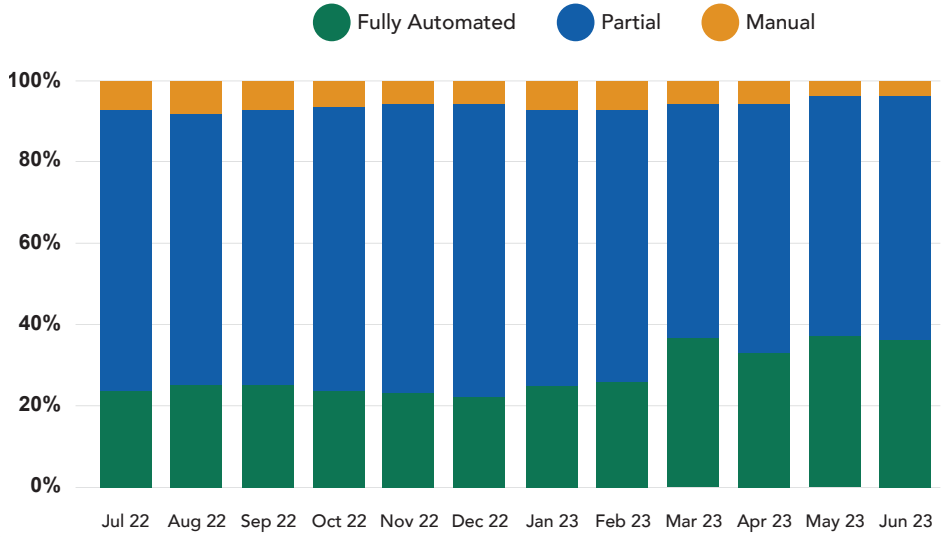




Figure 11

Fintech Automation Utilization by Month (2022 - 2023)



Entertainment

In the context of our analysis, we combined data related to the entertainment category with that of the "lifestyle" category when we published Helpshift's 2022 benchmark report. However, because the current data so powerfully indicates that automation adoption has emerged as a transformative force for the entertainment sector, we have broken it into its own category for this report.

The data in Figure 9 depicts how these entertainment brands are now harnessing a 91% automation rate, with 78% of issues fully resolved by bots, 13% through partial automation, and the remaining 9% addressed manually. This arising materialization of automation strategy showcases the industry's dedication to delivering engaging and efficient support experiences, and we expect the transformation to continue to accelerate in the coming years.

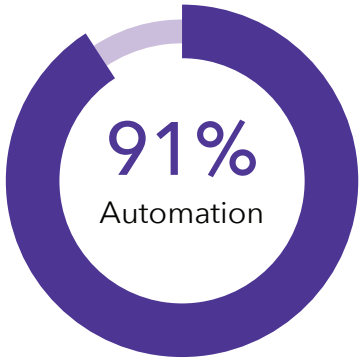
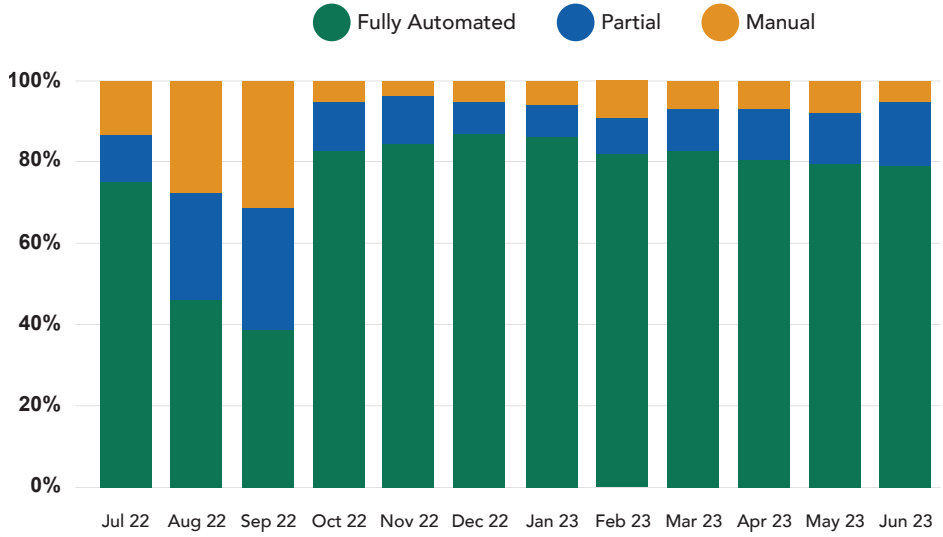




Figure 12

Entertainment Automation Utilization by Month (2022 - 2023)



Lifestyle & Other

The “lifestyle & other” category includes brands spanning categories like healthcare, veterinary care, wellness, hospitality, retail, and more. Though “entertainment” brands were removed from this category in this year’s report, the automation utilization remained similar to the lifestyle figures reported in Helpshift’s 2022 benchmark report. The data would indicate that brands in this category continue to favor one-on-one human support, leveraging automation in less than half of all issues and with 57% of issues handled manually by agents without bots (Figure 9). It can be inferred that many of the brands in this category receive a high rate of complex support queries regarding, for example, healthcare questions or negotiations around reservation modifications that fall outside of policy. We predict that as AI technology rapidly evolves, we will soon see brands in this category reaching much higher levels of automation adoption.

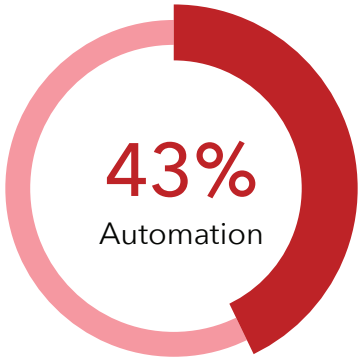
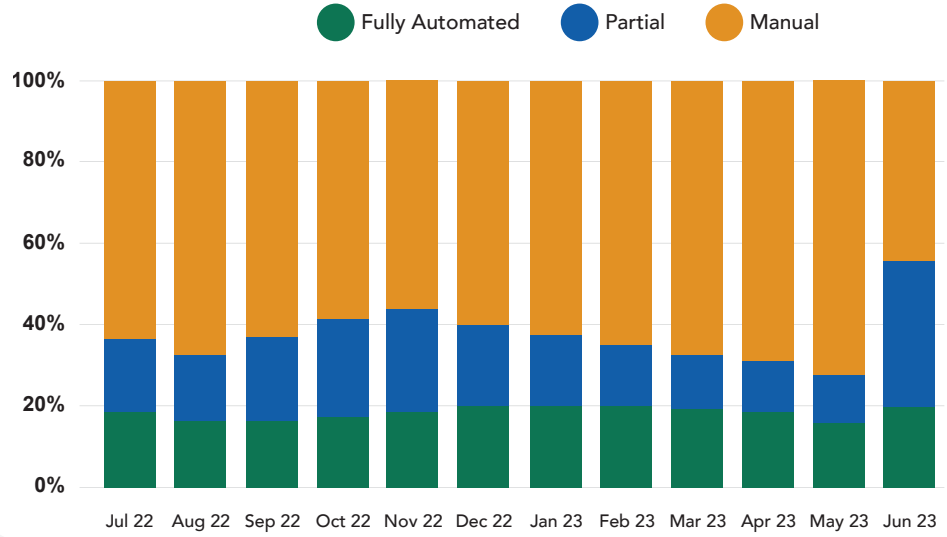




Figure 13

Lifestyle & Other Automation Utilization by Month (2022 - 2023)



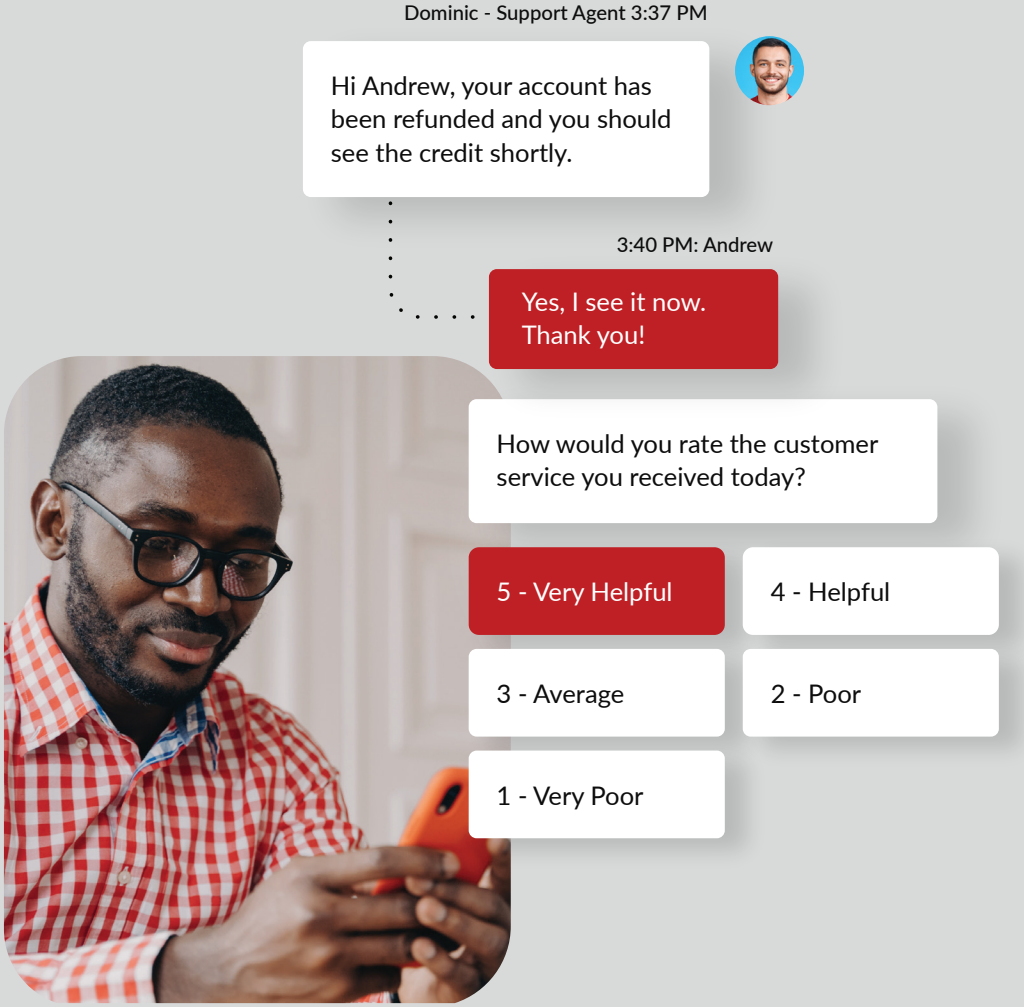


The automation trends in this report affirm the continued commitment of brands across industries to leverage technology-driven solutions for enhanced customer support experiences. As both technology and consumer expectations continue to evolve, companies across all sectors are embracing automation to unlock new realms of efficiency, productivity, and customer satisfaction. Looking to the future, these trends indicate a promising trajectory for the future of automation-driven support, and the acceleration of AI across the support journey will continue to compound that impact.

Trends in Customer Satisfaction

Efficiency is imperative for business longevity… but what is a business without happy consumers? Understanding customer sentiment and the impact of the support experience is critical in delivering exceptional user experiences. And the golden ticket by which they are measured? Customer satisfaction (CSAT) scores.

High CSAT scores following support interactions are typically the byproduct of how effectively the issues were resolved, the speed of resolution, how quickly initial responses were received, the perception of the agent or bot's communication style and tone, and how seamless the overall experience felt. This section explores the data surrounding response and resolution times, automation utilization, platform, and CSAT.

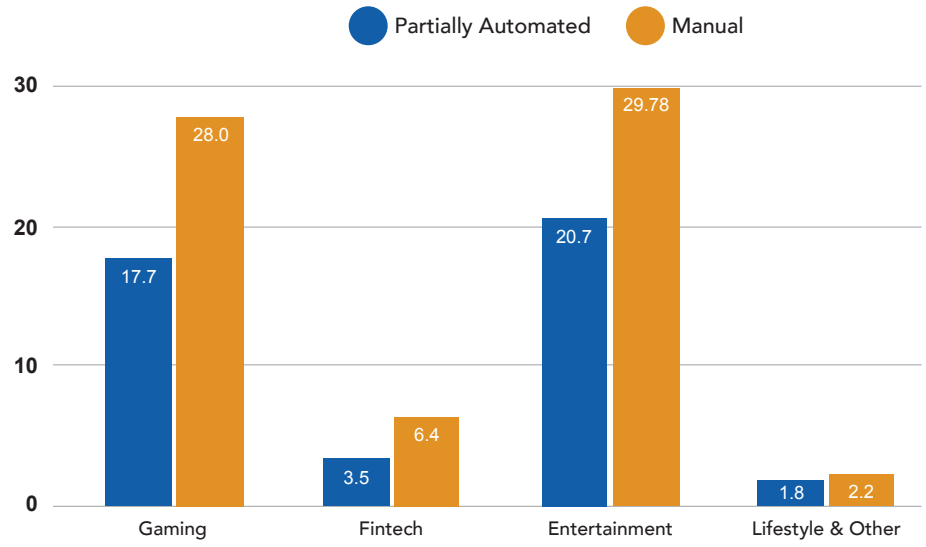


Human Time to First Response (HTTFR) and Time to Resolve (TTR)
A Deeper Analysis

In the discipline of customer support, two key performance indicators, Human Time to First Response (HTTFR) and Time to Resolve (TTR) can be considered leading indicators of customer satisfaction. This report explores these metrics across verticals and automation categories. It is important to note that these figures were derived from asynchronous support experiences and, therefore, are measured in hours rather than minutes, as one might expect from reports and SLAs centered around live chat experiences due to the nature of async interactions, which allow consumers to respond and interact at their leisure without being disconnected. Brands within the Lifestyle & Other category, for example, tend to have service models that rely more heavily on live interactions. Additionally, note that these figures do not include problems solved through self-service (deflection).

Figure 14

Average HTTFR by Category (2022 - 2023)



Average HTTFR in hours by category and automation utilization rate from July 2022 to June 2023.

Human Time to First Response (HTTFR):

First impressions matter. So do seamless hand-offs to agents, and quick HTTFR is often correlated with high CSAT scores. Though SLAs can vary drastically from one industry to the next, Figure 14 does reveal an intriguing pattern across all categories, notably a 46% reduction in response time for fintech brands and 37% for Helpshift customer in the gaming category. Issues handled with partial automation produced substantially lower HTTFR times on average than those resolved fully manually. Partial automation helps agents respond faster because much of the work front loaded by bots like context collection and verification of account details before being transferred to an agent, arming them with the information they need to tackle the problem quickly. When problems are handled manually by humans alone, agents must take additional steps like checking back end systems to verify information before they can resolve the problem.

Time to Resolve (TTR):

TTR, another factor that can influence customer satisfaction, is important for consumers, agents, and organizations alike. Consumers like their problems solved quickly, agents have queues to address, and time is expensive for all. As depicted by Figure 15, the average TTR for fully automated resolutions starkly contrasted that of issues requiring human touch across all categories. This was especially notable in the entertainment category, with an average TTR of 152 hours for fully manual issue resolutions and only 13 hours for fully automated issues. Partial automation also yielded substantial time savings compared to manually addressed issues across every category, suggesting that using bots throughout the support journey helps agents solve problems faster.

As technology evolves and brands lean further into their automation strategies, agents and consumers will increasingly reap the benefits of more time savings.

Figure 15

Average TTR by Category (2022 - 2023)



Average TTR in hours by category and automation utilization rate from July 2022 to June 2023.

The Impact of Automation Utilization on CSAT

Must efficiency be achieved at the cost of customer satisfaction? The answer is no – in fact, the data in Figure 16 would indicate the opposite. CSAT scores from fully automated resolutions were the same or just slightly lower than those resolved manually. Even the entertainment category, which presented the highest rate of fully automated issue resolution (78%, Figure 8), maintained its average CSAT across fully automated and manual resolutions. Perhaps even more compelling is that the data suggests that consumers are happier when their problems are solved by bots and humans working in tandem. Issues resolved leveraging partial automation yielded substantially higher CSAT scores for brands across all categories surveyed (Figure 16). This strategic fusion empowers agents with user context, allowing them to resolve problems both efficiently and effectively – no customer satisfaction sacrifice necessary.

When comparing the data in Figure 16 with that of the previous 12 months (Figure 17), improvements in CSAT for fully and partially automated resolutions appear across all categories, indicating the increasing benefit of automation strategies over time. The support experience across these brands has continued to improve as their AI tools and processes have become more refined.

Figure 16

CSAT by Category (2022 - 2023)

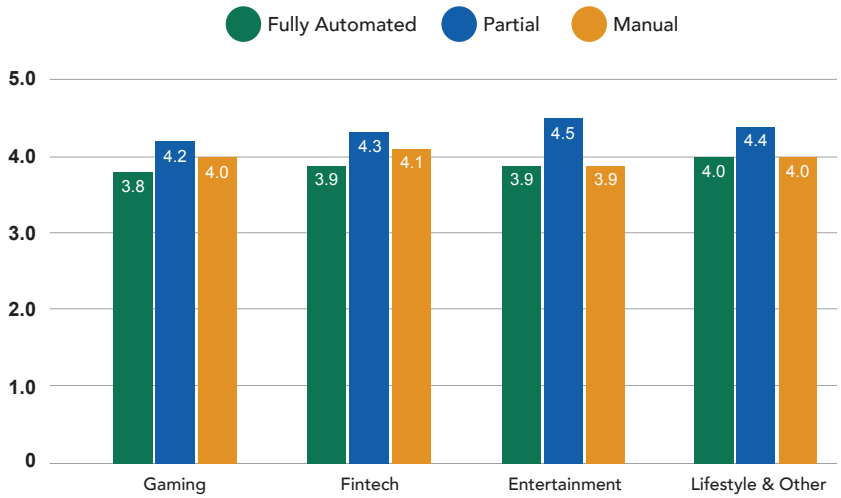
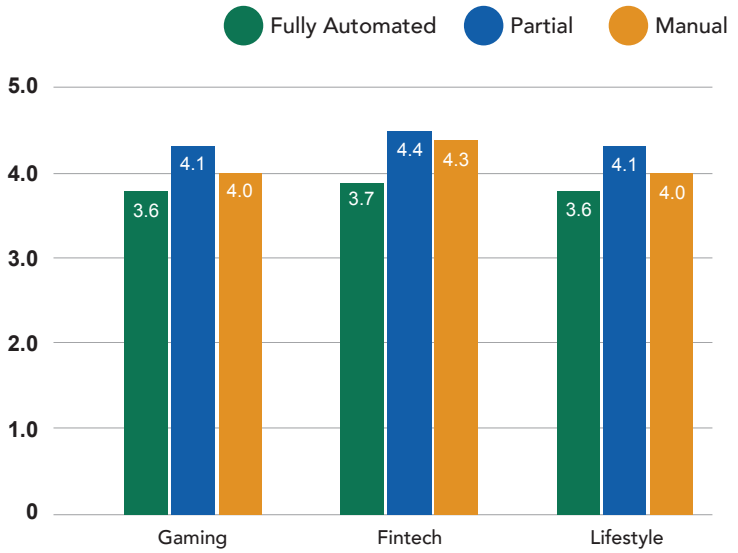


Figure 17

Historic CSAT by Category (2021 - 2022)



CSAT and Support Channels

Based on Helpshift's 2023 data, in-app messaging has continued to be the preferred channel for customer support across verticals (Figure 18). Brands leveraging in-app messaging on mobile platforms see higher average Customer Satisfaction (CSAT) scores than email or web form-driven interactions. Over the past year, support cases resolved through in-app messaging yielded an average CSAT of 4.1, indicating the effectiveness and convenience of this communication channel. In contrast, CSAT scores for email and web interactions hovered around 3.3. Similar results were also reported in the 2022 Digital Support Benchmark Report (Figure 19), though web form scores were combined into the email grouping.

This year, we chose to break out web chat, email, and web form CSAT separately for comparison.

The number of Helpshift customers using web chat has grown by 65% since H1 2022, choosing to make the switch from web form and email for their web experiences to web chat to leverage the power of the Modern Support Journey. With this shift, the average CSAT for web chat was nearly on par with that of in-app messaging (Figure 18). This apparent disparity in CSAT scores between in-app messaging and traditional channels reflects users' preference for the resolution experience of the MSJ.

↑ 65% Increase in web chat adoption

Figure 18

Average CSAT by Platform (2022 - 2023)

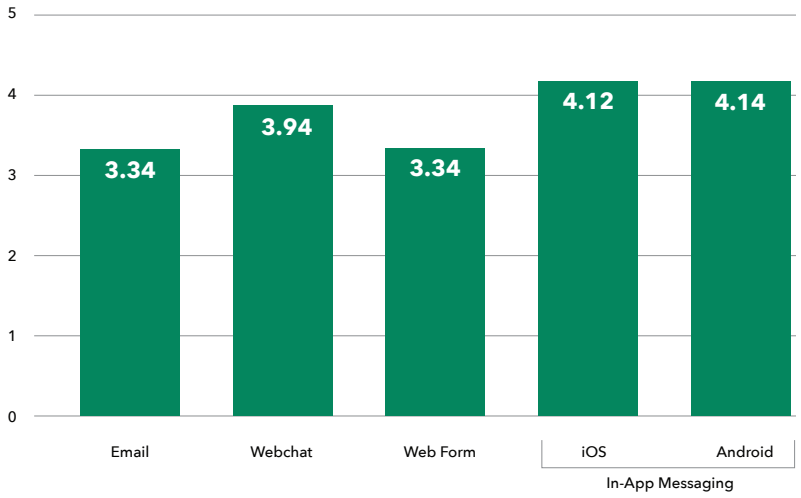
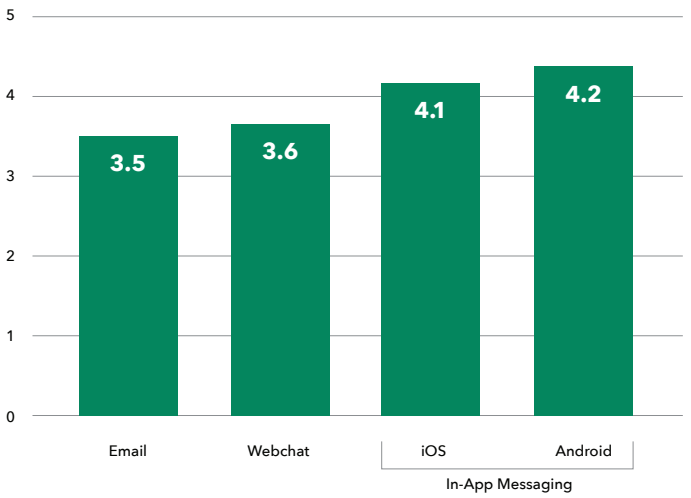


Figure 19

Historic Average CSAT by Platform (2021 - 2022)



AI Across the Support Journey

For a discipline as nuanced as customer service, automation is not simply a quick, set-it-and-forget-it fix. For outstanding results, brands must approach the automation journey with an understanding of their consumers' behaviors, the types of problems and challenges they might encounter, which resolution pathways are most logical, sensitivity to culture and language differences, tone of voice, and more, all while considering organizational goals. For those reasons, AI is the critical component of the Modern Support Journey that unlocks the true power of automation. AI makes support experiences feel natural for consumers, even when interacting with bots. Furthermore, as more data is collected over time, the better brands can learn what to automate and improve to expedite resolutions for their end users. This section details trends across two of Helpshift's key AI-powered capabilities, Quick Search Bot and Smart Intents.



Quick Search Bot Performance

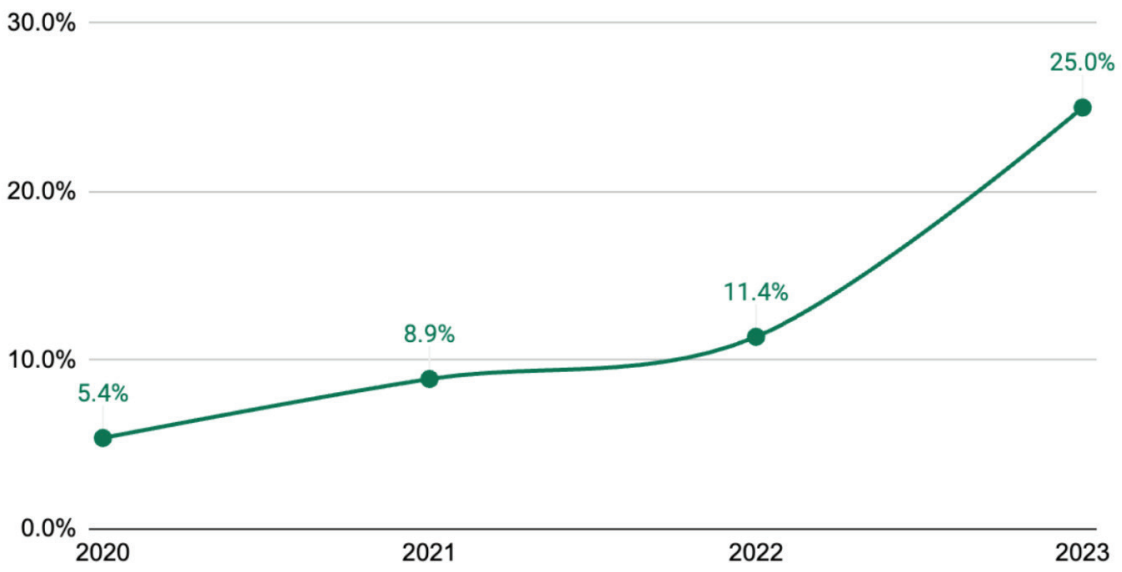
Quick Search Bot (QSB) is a valuable AI-powered tool for Helpshift customers. Using the user's message, it surfaces the top self-serve solutions in the player's native language using multilingual machine learning. YoY, Helpshift customer adoption of QSB has grown 40% from 2022 - 2023. As the adoption of this feature has increased, so too have the average deflection rates for the top-performing customers using the tool (Figure 20).

This efficiency of the Quick Search Bot benefits both users and brands, streamlining support processes and improving the overall user journey. Every problem resolved with Quick Search Bot is one less issue that needs to be addressed by a human, saving time for agents and consumers and minimizing costs for brands.

↑ 40% Increase in Quick Search Bot adoption

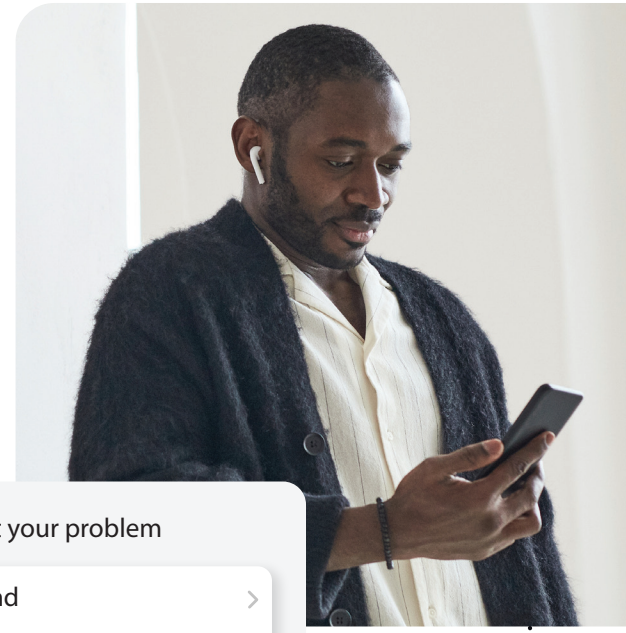
Figure 20

Quick Search Bot Average Deflection Rate YoY



Smart Intents

Unleashing the Power of Intent Classification



Leveraging Natural Language Processing (NLP) and advanced AI modeling, Smart Intents (SI) quickly and accurately classifies intent at the start of the issue journey. It draws from users' existing identity data, in-app/in-game context, and expressed intent to surface the most relevant problem types. SI can take consumers from problem to solution in seconds thanks to predefined workflows tied to the most common specific intents—that the consumer confirms.

As the need for automation implementation by CX teams rises, companies recognize the significance of promptly prioritizing the most common reasons for user engagement with support. Intent classification enables brands to channel their endeavors on effectual automation coverage for the predominant reasons their consumers contact support. For example, in Table 1 below, we see that nearly 25% of issues were related to in-game currency and items, and drilling down, 6.7% of all matters concerned reward collection and unlocking content. Armed with this data, brands typically create a journey for rewards by providing automated knowledge base content that highlights rewards processes and procedures. They then will train the AI to recognize questions about rewards and deploy bots to connect with the back end reward system, confirming the status of a player's reward and, if necessary, the issue might be escalated to an agent. As a result, reward-related questions are resolved with minimal effort. Brands will then repeat this process across other known issue categories. Over time, brands can continue to refine these experiences to even greater levels as the AI improves through the volume of support interactions.

Exploring Issue Distribution Trends Across Categories

The following tables break down the top issue categories for our customers across gaming, fintech, lifestyle & other, and entertainment categories based on actual Helpshift data collected between July 2022 and June 2023.

Gaming

Table 1

Top Issue Categories for Helpshift Gaming Customers

13.9%	Account and Platform Linking	7.6%	Account Management and Platforms
		1.0%	Ban Related/Account Deletion Request
		5.2%	New Device - Connect My Account
9.8%	In-Game Challenges and Missions	1.4%	Combat and Battles
		1.3%	Gameplay and Reporting
		2.5%	Quests, Tasks, and Events
		3.4%	Competitions, Matches, and Winning
24.7%	In-Game Currency and Items	5.4%	Virtual Currency and Rewards
		6.7%	Collecting Rewards and Unlocking Content
		8.5%	Packages, Purchases, and Payments
37.7%	Game Stability and Technical Issues	6.3%	Game Stability and Performance Issues
		24.0%	Internet Connection, Updates, and Storage
		5.2%	Game Loading Issues After Update
9.9%	Game Feedback and Sentiment	6.7%	General Feedback
		1.9%	Game Play and Interactions
		1.1%	In-Game Transactions

Fintech

Table 2

Top Issue Categories for Helpshift Fintech Customers

44.4%	Payment Questions	15.3%	Making Payments
		4.8%	Subscription Management
		3.6%	Charge Inquiry
		14.2%	Error and Retry
		6.5%	Permission and Access Issues
14.5%	Charges	4.4%	Refunds
		4.0%	Unauthorized Charge
		6.1%	Charge Error
18.5%	Account Information and User Actions	5.8%	Contacting Customer Support
		6.3%	Account Verification and Access
		6.4%	Account Management and Changes
14.7%	Financial Transactions and Account Balances	2.6%	Transaction Issues and Disputes
		7.9%	Account Management and Refunds
		4.2%	Viewing Account Balance and Transactions

Entertainment

Table 3

Top Issue Categories for Helpshift Entertainment Customers

13.8%	Tracking	4.5%	Tracking and Achieving Goals
		4.3%	Manage Order Details
		4.9%	Navigation and Scrolling
16.7%	Account Issues	14.2%	Account Management
		1.6%	Sharing and Group Engagement
		0.8%	Handling Errors and Notifications
19.7%	Pricing and Payment	7.1%	Transaction Assistance
		1.8%	Premium Accounts
		4.9%	Canceling Subscriptions
		5.7%	Order Management
33.8%	Streaming	2.0%	Use Credits
		5.4%	Managing Stream Time
		26.3%	Music Playback and User Interactions
14.9%	Device/Gadget Pairing	3.7%	Sensor Issues
		1.7%	Troubleshooting App and Connectivity Issues
		1.2%	Software Updates and Issue Resolution
		5.0%	Pairing and Connection
		2.9%	Activity Tracking

Lifestyle & Other

Table 4

Top Issue Categories for Helpshift Lifestyle & Other Customers

20.3%	Connectivity and Devices	8.2%	Connecting Devices and Networks
		7.4%	Device Control
		4.0%	Device and Session Control
25.0%	Account Management	2.3%	Pay My Bill
		3.8%	Login Issues
		4.8%	Viewing In-App Content
		14.1%	Manage My Account
16.9%	Payment Related Issues	5.9%	Payment Processing Questions
		3.5%	Subscription Charge Issues
		2.9%	Payout Issues
		4.6%	Charged for No-Show
37.8%	Other	11.4%	Directions and Getting There
		22.2%	Health Related Questions
		2.1%	Security Questions
		2.1%	Accommodation Questions

The Impact of Smart Intents on CSAT

Not only does AI-driven intent classification provide actionable insights, enabling brands to implement more effective automation across their support journey, it also leads to higher customer satisfaction. The CSAT data in Figure 21 suggests that consumers agree. As more Helpshift brands adopt Smart Intents (Figure 22), so too has the average CSAT delta between issues resolved with and without the capability – a 0.37 delta in 2023. This would indicate that Smart Intents can help increase CSAT shortly after deployment and continue to produce a compounding lift over time as brands use its insights to refine workflows.

Figure 21

Smart Intents Impact on CSAT

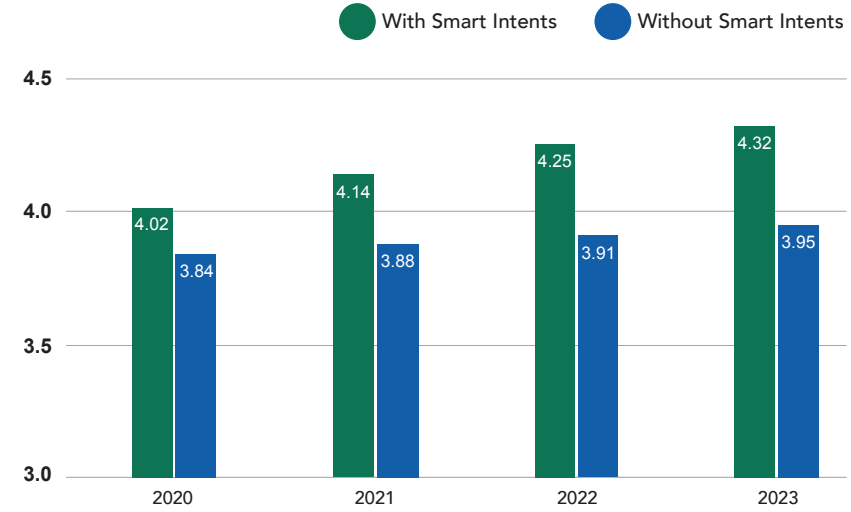
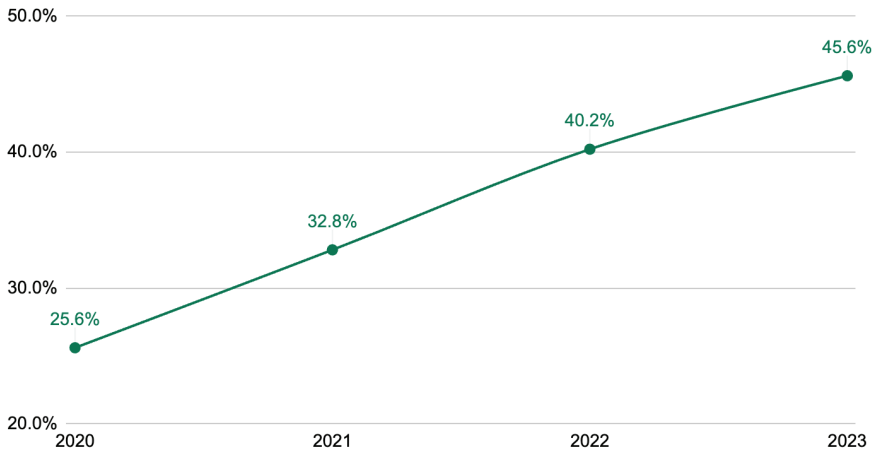


Figure 22

Smart Intents Adoption Rate



Imagine More in CX

Areas for Transformation in 2024

As we saw throughout the previous section, AI is a powerful ally in producing effective and efficient support experiences. Rapidly accelerating technologies like generative AI are now unfolding more possibilities for CX teams than ever.

As AI is infused across the customer journey, brands can follow the blueprint outlined in this section to transform their support experiences.

At Keywords Studios, our global experts consistently explore and evaluate emerging AI applications to enhance workflows for our clients and team. Supported by more than 150 proficient AI engineers dedicated to the integration of Large Language Model (LLM) use cases along with our Keywords player support experts who specialize in optimizing Helpshift automation workflows for the best player experience, we harness the power of AI to shape the future of customer experience.



1. Engage Global Audiences Using Machine Language Translation

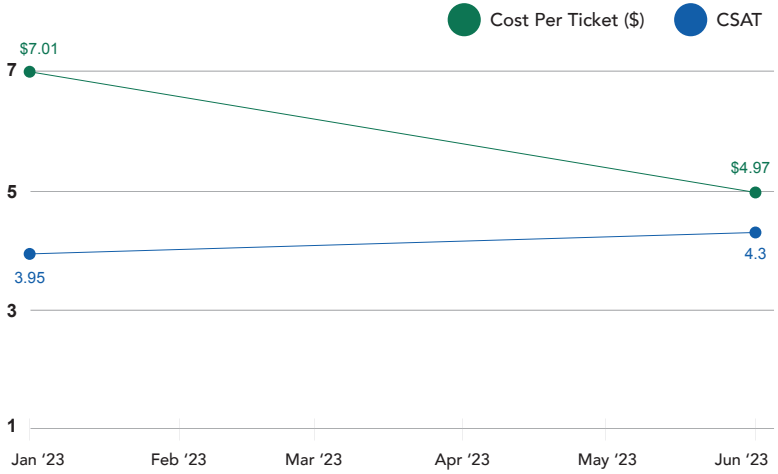
Entering new markets can be costly as brands typically must hire agents who can speak the language. However, machine translation can make it easier for anyone anywhere to access global support instantly. It enables agents and consumers to engage with one another in each of their preferred languages.

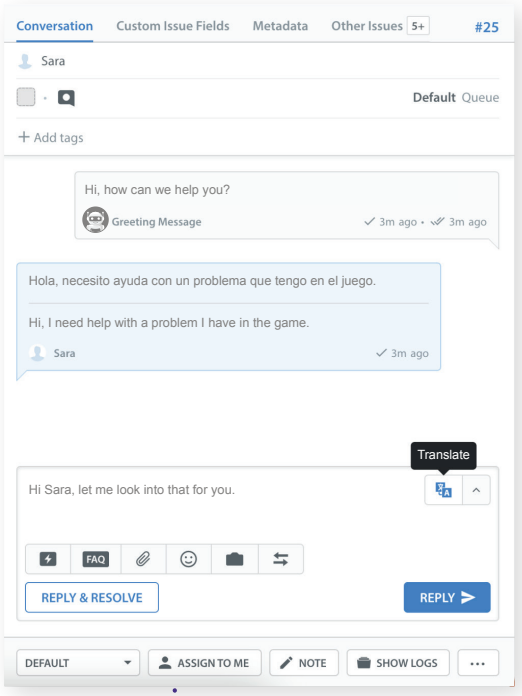
This year, Helpshift launched Language AI, a machine translation technology built directly into the platform that provides accurate and contextually appropriate translations that transcend borders and tongues. It understands linguistic patterns, industry contexts, and terminology specific to brands and games. Helpshift's early adopters of Language AI have seen an overall 30% cost reduction on average for non-English language tickets (Figure 23).

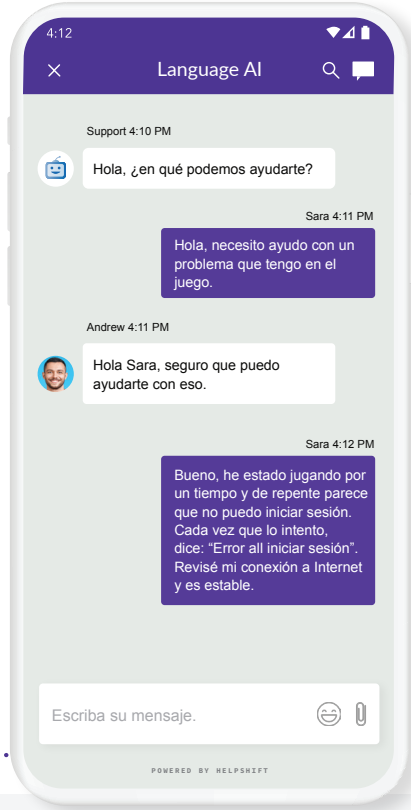
Looking ahead, as we continue to innovate on the product, additional advances in Language AI will make intent classification easier and more accurate so that no conversation starts without a greater understanding of the job to be done.

Figure 23

Impact of Language AI on Non-English Ticket Cost and CSAT







2. Integrate Conversational and Generative AI into Workflows

Generative AI tools like ChatGPT will allow brands to create friendlier experiences with bots and human agents alike. These tools can help teams stay on track with QA goals, analyze sentiment, and summarize issues. Agents' lives will be made easier as they leverage personal AI assistants. AI will also be able to suggest and create FAQs based on common issue types.

Tip: *These enhancements are beginning to roll out on Helpshift's roadmap. Get in touch to be an early adopter!*





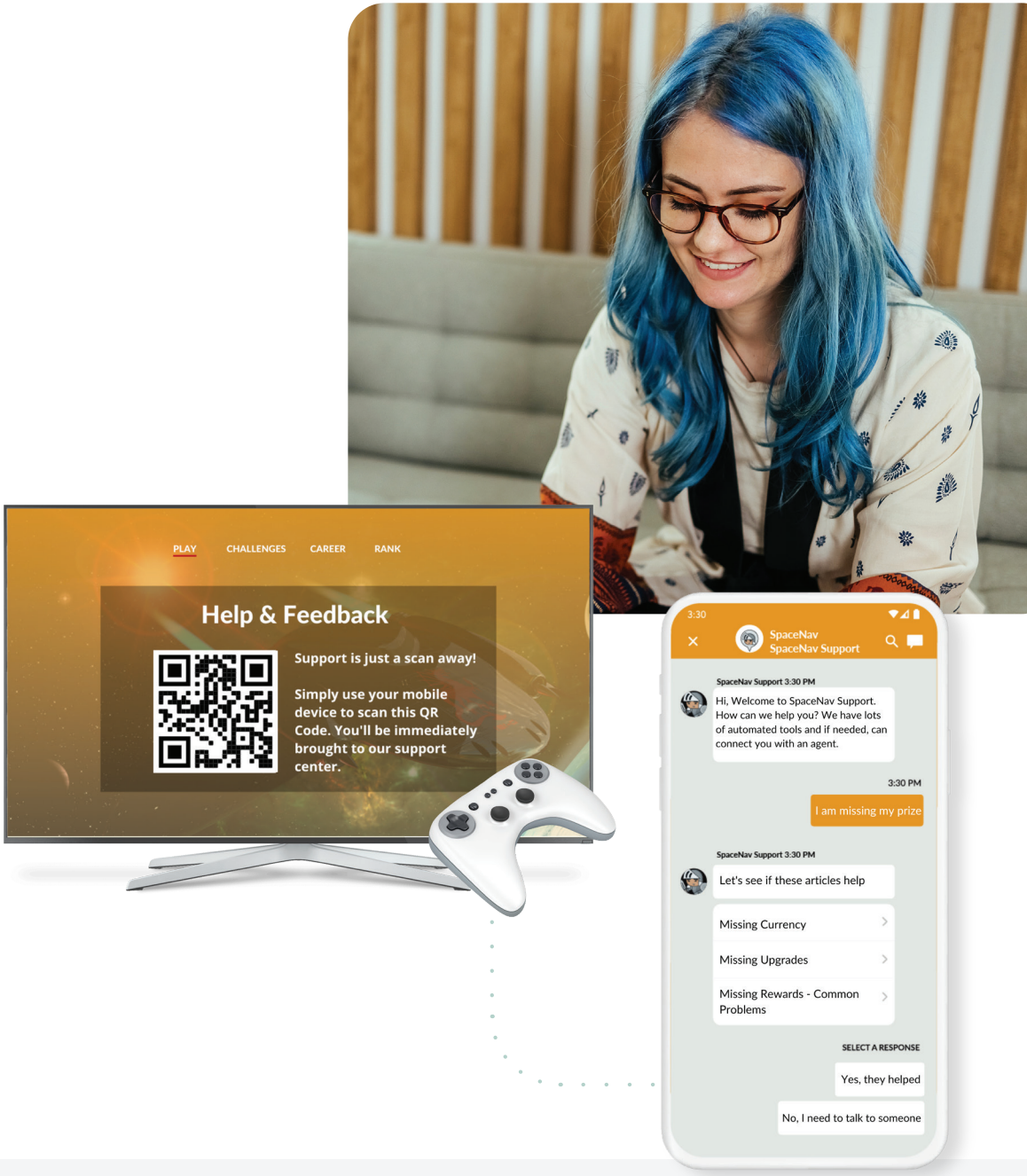
3. Leverage Human Experts to Facilitate Your AI Transformation

Embarking on this transformation journey may feel daunting, but don't feel you need to do it alone. Hire experts or leverage professional services to ensure you roll out new tools and processes with best practices to set your organization up for success and get help with change management. We can now provide a holistic approach with the added support of Keywords' customer experience experts. The outcome will yield ROI for years to come. Get in touch with us to learn about our service offerings.

4.

Bring the Power of AI and Automation to New Channels of Engagement

As noted earlier in this report, mobile support journeys tend to yield the highest average CSAT scores. The AI and automation capabilities powered through mobile support experiences can now be delivered by console platforms, TVs, and even in-store kiosks. Earlier this year, Helpshift announced its innovative QR code solution that enables users to access the Modern Support Journey from the convenience of their mobile device by simply scanning the code. Brands can deliver self-service experiences, leverage bots, or connect consumers with agents seamlessly – without relying on email.



Closing Thoughts

As we look forward, automation and machine learning will remain pivotal drivers in the evolution of customer support. Businesses are embracing these transformative technologies as more than just trends but as strategic shifts that enable them to thrive in the dynamic digital landscape. By harnessing the power of automation and machine learning, companies can optimize costs, meet evolving consumer expectations, and exceed customer satisfaction, fostering long-term loyalty and success.

Keywords Studios believes that AI and Automation have the potential to revolutionize the future of our industry. Our dedication propels us into the front lines of emerging technologies like generative AI and machine language translation, demonstrating our ongoing efforts to remain innovative and responsive to the evolving needs of our customers and the market. Together, we're shaping the future of customer support by redefining excellence through the transformative power of automation and AI-driven solutions. Join us as we stride into this exciting frontier, setting a new standard for support experiences that stand out from the rest.

If you are ready to enhance your AI and automation strategy or looking to embark on this transformation journey for the first time, Keywords Studios and Helpshift are here to partner with you. We will guide you through our practical approach to implementation and support you with change management. We are committed to equipping brands with the cutting-edge technology and the services needed for success.



Appendix

Helpshift's 2022 Digital Support Benchmark Report

Helpshift's 2021 Player Support Benchmark Report

The Art of AI Infused Support

The Modern In-App Support Journey

About Helpshift

Helpshift, a subsidiary of Keywords Studios, is a consumer-first digital support platform, made for companies that want to meet the rapidly evolving needs of their customers wherever they are. Helpshift combines smart segmentation with conversational AI to quickly understand customer intent and facilitate a guided support journey across modern experiences – from mobile apps to social messaging channels and from gaming consoles to XR. Brands are able to solve customer problems quickly, improve the effectiveness of their agents, and transform support from painful events to continuous conversations. Enjoy exceptionally quick time to value as our easy-to-implement SDK, customizable automations, and white glove onboarding experience help you drive transformation and demonstrate ROI in a matter of weeks.

Acknowledgments

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