

# Beyond chatbots: Applying AI in CX



# Introduction

AI-powered customer service has come a long way from simple chatbots answering basic questions. Yet, as businesses scale and customer expectations grow, CX leaders like you need to move beyond obvious AI applications to make the most of it.




Today, forward-thinking customer experience teams are unlocking the full potential of AI to deliver proactive, personalized, and data-driven customer experiences by getting creative and strategic.

In this guide, we're bringing you insights from industry leaders on innovative ways companies are applying AI in customer service. Keep reading to learn how to leverage AI to build better experiences, empower your team, and create lasting customer relationships.

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# Delivering real-time personalization

Personalization is no longer optional. [Boston Consulting Group](#) surveyed 23,000 consumers and found:

		
<b>4 in 5 respondents are comfortable with personalized experiences</b>	<b>Most consumers expect companies to offer personalized experiences</b>	<b>Value, enjoyment, &amp; convenience are the top 3 personalization benefits</b>

AI can help make personalization a reality for CX teams. Many approach this by using AI to deflect the simpler support inquiries and then free up agent time to deliver great experiences and personalized support. However, that's been table stakes for years thanks to chatbots.

The true innovators are using AI and automation to facilitate personalization. Whether it's targeted product suggestions, proactive discounts, or personalized emails, businesses can boost conversions and build stronger, trust-based relationships with their audience when they leverage AI and their own internal data.



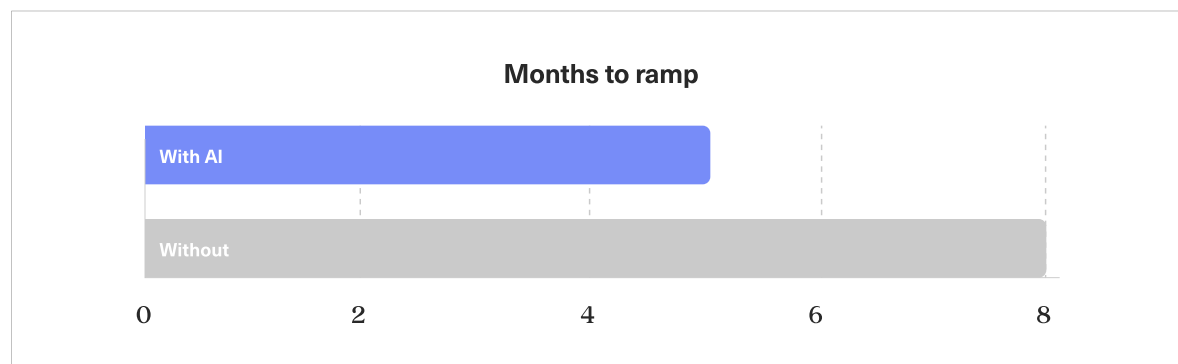
“Where AI really comes into play is allowing you to have that real time by the second data and translate that into activation on the data, which means the right message to the consumer at the right time with the right product when they're ready to buy it in the brand voice that you have built trust with them over time.”

**Keri McGhee**  
CMO, Attentive

## Faster employee onboarding

Training new agents can be time-consuming and costly. However, AI-powered copilots can significantly shorten onboarding time while boosting productivity.

A study in the [Quarterly Journal of Economics](#) found that new customer service agents who started using a generative AI tool reached higher-than-average levels of productivity (answering more customer inquiries) in less time.



By assisting with live interactions, suggesting responses, and automating routine tasks, AI copilots or generative AI tools free agents to focus on building meaningful connections with customers.



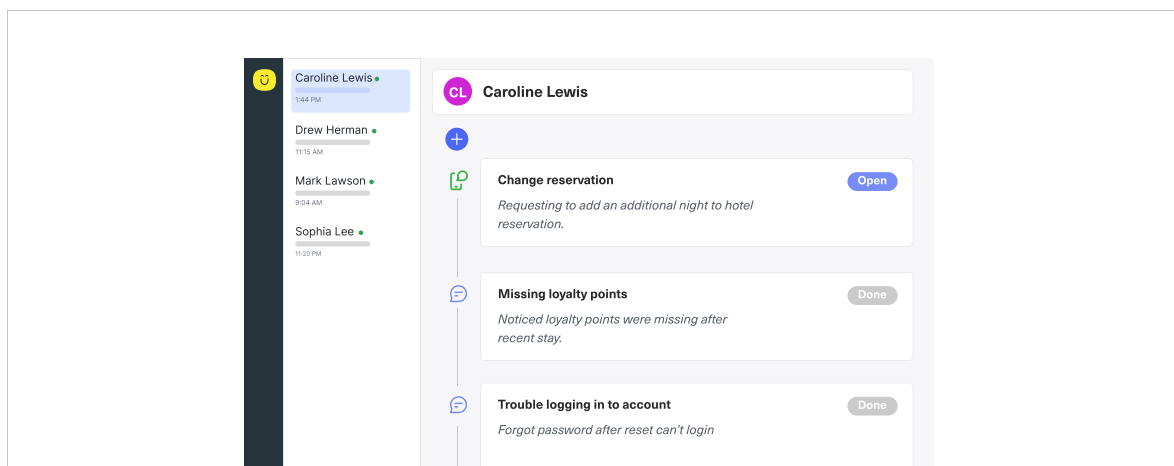
“I want them to have AI copilots that make them more productive... it still takes months. Eight weeks to months to train people. That's a really long time.”

**Ryan Wang**  
CEO, Assembled



# Contextualizing conversations at scale

Scaling a business usually means scaling communications internally and externally. AI tools like [AI Agents for Reps](#) can provide agents with context at a glance through conversation summaries.



By showcasing customer history and preferences in real time, AI helps agents craft relevant and attentive responses that sound like an actual human wrote them (even if they get some help on the composition). It also helps maintain brand consistency without sacrificing the individuality customers appreciate in service interactions.



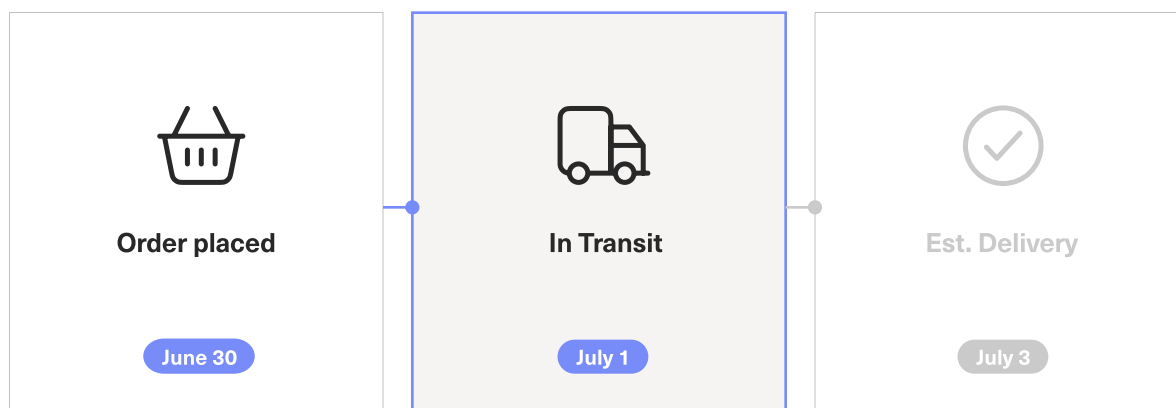
“Automate the predictable, humanize the meaningful. As brands scale, the key is to use tools like Kustomer to surface context in real time, so even templated replies can still feel personal. The goal is to be reliable without sounding robotic.”

**Ben Segal**

Director of Customer Service, Cosm

# Managing customer expectations

Customers want to be in the know about their orders, but this can be a strain on CX teams. For example: order tracking is a common pain point for customers. By using predictive AI to provide accurate Expected Delivery Dates (EDD), businesses can reduce the volume of "Where Is My Order" (WISMO) tickets.



AI models analyze massive amounts of shipping data and carrier performance to predict delivery timelines with precision. Sharing these insights proactively with customers can alleviate one of the most common frustrations in e-commerce, improving trust and loyalty.

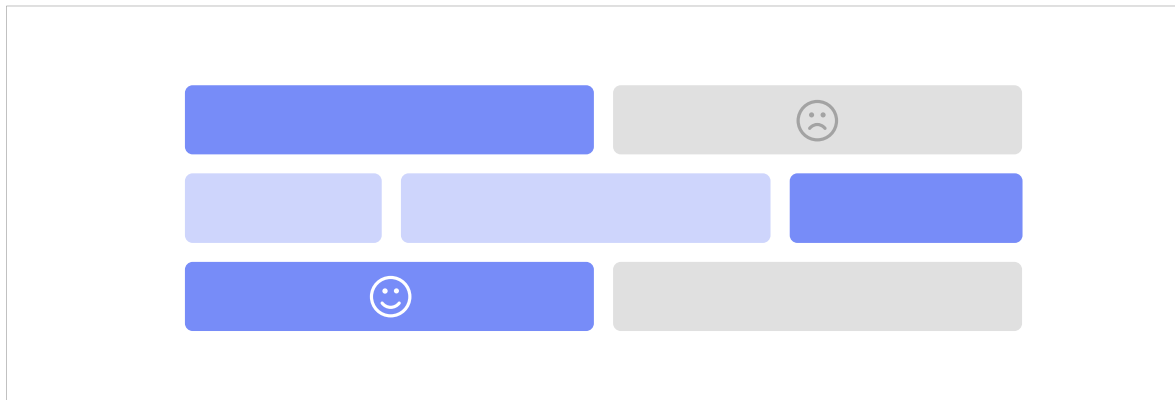


“Our model uses AI and analyzes millions of shipments across thousands of carriers to deliver granular, reliable predictions... because everybody says, where’s my order? Nobody actually cares where their order is. They care when they will get it.”

**Aasif Osmany**  
VP of Revenue, AfterShip

## Proactively resolving customer issues

Many businesses view AI as a reactive way to address support needs, but it can also be a proactive solution. Tools like sentiment analysis, powered by AI, allow customer service teams to monitor conversations in real time.



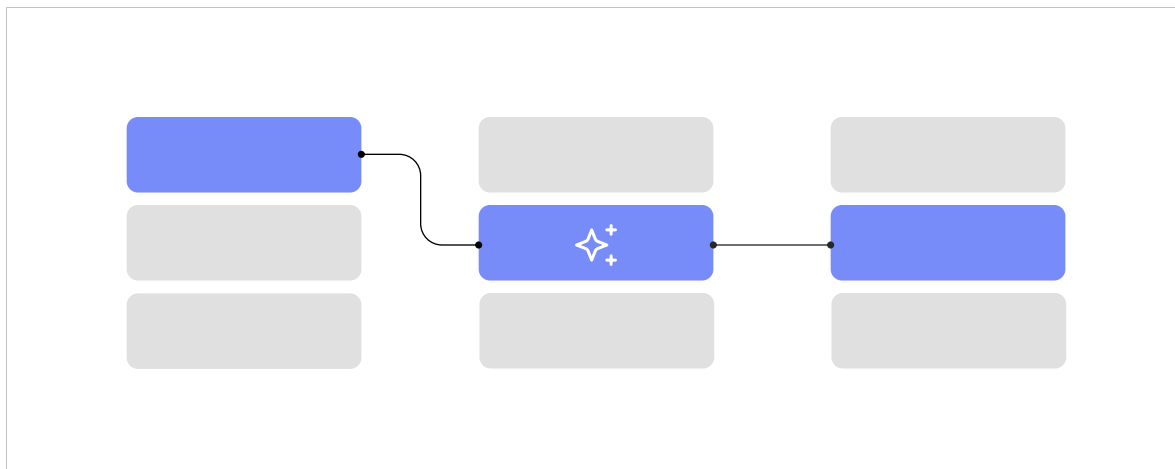
By identifying frustrations or dissatisfaction early, team leaders can step in and resolve issues before they escalate. This approach can improve customer satisfaction and build loyalty by showing customers their concerns are being addressed quickly.



“What we’re trying now is to run AI over interactions while the ticket is still open... so that you have an opportunity as a team leader or as a senior agent to jump in and actually fix the experience.”

**Danny Pinto**  
VP of Global Support, Yotpo

## Surfacing insights from internal data



AI has the potential to connect numerous internal data sources across an organization and actually sort through it, surfacing insights that otherwise would be buried. By integrating the diverse data streams within your tech stack, AI can provide a more comprehensive view of customer needs, streamline processes, and enhance collaboration between teams. This interconnected approach empowers CX leaders to make data-driven decisions that benefit every function involved in the customer experience.



“When brands achieve top results with AI it’s because they’ve given their automation access to so much information such as their shipping carrier portal, subscriptions portal or email marketing. Your automation is only going to be as good as the data that you allow it to access.”

**Stephen Jones**

Head of Partnerships, DigitalGenius



# Closing thoughts

AI has the power to supercharge the customer experience when CX leaders get creative about how they can apply it to their organization and unlock new insights and capabilities. From proactively preventing dissatisfaction to personalizing interactions in real time, AI has the potential to transform how businesses engage with their customers.

At Kustomer, we believe in the power of “human in the loop” AI to deliver high-quality, conversation-based support. By blending cutting-edge AI technology with human ingenuity, customer service teams can build stronger, more meaningful relationships with their audiences.

If you're ready to take the leap into smarter, customer-first service, explore how Kustomer can help. [Talk to our team](#) and start your AI-powered customer service transformation today.

