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THE FUTURE OF GENERATIVE AI FOR SERVICE

From The Great Resignation to rising inflation, today's service leaders are facing a number of unique challenges. As companies up their digital transformation budgets, savvy leaders are looking to Generative AI for answers. But with the amount of choices on the market, the pressure's on to understand the emerging landscape and pick the right Generative AI solution for service orgs. We'll show you how.

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INTRODUCTION

Service leaders, do these scenarios sound familiar?

- Talent shortages
- Increasingly complex machinery
- Shifting customer expectations
- Rising costs

These challenges are putting a strain on limited resources and leading to a widening service gap. Generative AI can bridge that gap and bring relief to overburdened service teams.

But not all AI is created equal. This guide focuses on the most effective AI for the service industry. Read on and learn how to navigate the new landscape like a pro.

WHAT IS GENERATIVE AI?

Generative AI is a way to describe algorithms that use existing data or information to create new content, including text, audio, software code, or images. ChatGPT and rival platforms are created by using generative AI.

Digging deeper, generative AI understands human language and is designed to provide a response that mimics a human conversation. This means you can ask one question in several ways, and the algorithm will understand your core intent, regardless of word choice. The responses can be delivered in sentences that answer questions, in bullet points, or responses may include links to additional collateral material (such as user manuals or FAQ links).

VERTICAL VS. HORIZONTAL AI DEMYSTIFIED

As the technology matures, it will expand into two distinct offerings: **horizontal and vertical**. Horizontal AI models, such as ChatGPT and Google Bard, are becoming increasingly ubiquitous.They offer a broad understanding of different industries and can be used across departments, but they can't provide hyper-targeted solutions for any one category.

Vertical AI models offer deep domain expertise, with the capability to drill down into nuanced differences in your specific business. This gives users the best, tailored answers—no matter their industry or situation.

Vertical AI offers more immediate ROI because it has already been trained to understand your industry at the level of your **best and most knowledgeable employees**.

Broad Applicability:

Horizontal AI can be applied across various industries and use cases, providing versatility in addressing diverse business needs.

Generalized Algorithms:

They leverage algorithms and models that are designed to handle a wide range of data and tasks, allowing for broad applicability.

Scalability:

They are scalable and can be deployed across different business units or departments within an organization, accommodating varying needs and sizes.

Cross-Domain Expertise:

They are developed with expertise across multiple domains, allowing for insights and applications in various industries.

Requires Development:

It necessitates the presence of an internal IT/development team to leverage its functionalities effectively.

HORIZONTAL AI VS VERTICAL AI

Industry Specific Focus:

Vertical AI solutions are tailored to meet the unique needs and challenges of specific industries, providing specialized functionality.

Deep Domain Knowledge:

They incorporate extensive industry expertise to deliver targeted solutions that address specific industry requirements effectively.

Specialized Algorithms:

They often employ algorithms and models specifically designed for the particular industry or use case they serve.

Immediate Value:

They offer companies instant value by providing a plug-and-play solution that is specifically prebuilt for their business.

Compliance and Regulations:

They are designed with adherence to industry-specific regulations and compliance standards, ensuring proper governance and data protection.

Horizontal AI refers to broad and versatile artificial intelligence systems with applications across various industries.

Examples Include:
Open AI's ChatGPT, Google's Bard AI, Salesforce's Einstein Analytics

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Vertical AI denotes industry-specific AI systems tailored to specific use cases.

Examples Include:
Aquant's Service Co-Pilot (service),
DarkTrace (cybersecurity),
AlphaSense (finance)

WHY THE SERVICE INDUSTRY NEEDS VERTICAL AI

Service organizations need solutions that understand the complexities of every interaction. Standalone horizontal solutions like ChatGPT can't produce results that drive business value. Or worse, such applications could actually produce negative experiences.

Service is more complex than many other businesses, and it requires AI that is pre-trained in specific domain expertise.

Here's why:

1. Service has a higher bar for getting things right.

Improving service outcomes is about finding the best solution to a problem, not the most common. Service organizations have zero tolerance for AI hallucinations—the phenomenon when an AI model produces results that are not in line with the question or presents factually incorrect information with confidence. AI hallucinations might be fine for a casual everyday user of ChatGPT, but **finding the right solution to the problem is critical in service**.

The Solution:
Good answers are not the same as the best answers. Finding the best solutions to service challenges help organizations innovate and drive customer satisfaction.

2. The best solutions to problems often don't exist in your service data.

The best solution to an issue is often locked in the heads of your service experts, so it's vital to find a standardized way to tap into that knowledge.

Internal Aquant research has shown that **30% of service solutions are not found in historical service data**. Instead, the best answers are provided by veteran service experts.

The Solution:
The right technology will unlock this data and make it actionable. Service-focused AI taps into expert knowledge. Since the suggested solutions are based on real-world scenarios, they are more accurate. Much of today's horizontal or "off-the-shelf" AI only scans existing data or the internet for common answers.

3. Before identifying the best solution, you must ask the right questions and determine the problem.

Today's machines are more complex—so repairing and maintaining them requires more sophisticated problem-solving. That starts with knowing which questions to ask and when.

The Solution:
Diagnosing and fixing the correct issue on the first visit requires that field engineers ask the right questions before they can reach the correct answer. AI that's specifically built for service will guide a technician through the right step-by-step process needed to resolve the issue correctly—and do so in a way that is cost effective. Horizontal AI can't do that.

4. Service requires multi-layered coordination between customers, support agents, field technicians, assets, & parts.

These factors make prioritizing and providing the best service for each situation challenging. Some repair or maintenance jobs may require specially-trained technicians, while others may need special-order parts.

The Solution:
Generative AI built for service organizations can break down data silos, standardize holistic metrics, and build risk and performance models that drive actionable and valuable decisions. This will enable your organization to best coordinate people, parts, and customer needs for any situation.

5. Service requires both consistency and sustainability.

As machines become more complex and new machines are rolled out, existing data becomes less relevant for maintenance and repair. Today's organizations struggle with upskilling employees of any level when there is too much data (i.e. IoT) or too little data (like in the cases of new product launches).

How can a service org strike the right balance?

The Solution:
Your tenured technicians know how to service existing machines, given their years of experience and ample opportunities to learn through trial and error. New hires don't have years to learn—you need them up to speed in weeks or months. Therefore, it's all about datafying and sharing expert knowledge. This approach empowers workers of all skill levels to make the best service decisions for any scenario.

HOW GENERATIVE AI SUPPORTS EVERY USER

How Generative AI Supports Every User

AI that understands the context of each issue and your industry can be helpful at every stage of the service cycle for every user. Here's how service-focused generative AI can help:

VPs and executives:

Proactively generate analytics that help make better business decisions. In turn, these decisions can guide strategic operations, mitigate escalations, and grow the organization.

Day-to-day managers and directors:

Get daily updates that provide performance metrics and resource allocation guidance. See data that pinpoints team strengths and weaknesses for personalized coaching and feedback. Assign work based on agent and technician strengths and experience.

Field workers and technicians:

Instantly access resources to troubleshoot and resolve issues effectively, predict failures, proactively address maintenance issues, and reduce downtime.

Call center agents:

Diagnose issues correctly with guidance that is personalized for each machine or client. Get automated prompts to ask questions in multiple ways, resulting in instant responses that can guide a customer to address issues remotely. Provide comprehensive intelligence for field teams before arrival.

Customers:

Experience personalized recommendations and solutions based on each specific customer and their unique needs. Automate self-service interactions that do not require agent help.

How to get started

Service leaders, like their peers across other industries, plan to increase spending for AI over the next few years. Recent surveys show excitement, but there is plenty of skepticism, too. The value potential of AI is so high that McKinsey noted that CEOs should consider exploration of generative AI a must, not a maybe.

For service leaders to evaluate AI and mitigate risk, reverse engineer the selection process.

1 **Determine the business outcomes that you want to achieve.**
This step narrows your goals and helps eliminate AI tools that can't solve a certain problem. Common goals include improving KPIs like First Time Fix Rate, providing more remote fixes, and quickly upskilling inexperienced team members.

2 **Think about what items you need to get the solution running.**
Take stock of your current service landscape to envision where generative AI fits into your organization. For instance, consider the types of data you already have versus the types of data you will need to secure, as well as any stakeholders that need to be involved.

3 **Choose a solution that fits your needs.**
Aquant's Service Co-Pilot suite uses generative AI to help service orgs solve common and complex service problems through personalization and continuous learning. Service Co-Pilot synthesizes product documentation, expert knowledge, service data, and human intelligence to provide the best solution for every service scenario—thereby shortening service lifecycles, improving CX, and increasing profit margins. Service Co-Pilot's capabilities extend to all user types: service leaders seeking comprehensive reporting and analytics, diagnostic options for customers using self-service, call center agents providing phone support, and technicians attending to fixes in the field.

4 **Get ready to implement, teach, test, and revise.**
Generative AI is an ever-evolving tool—one that's always learning based on usage and inputs. Tools like Service Co-Pilot absorb feedback and get even better with continuous use, so the more you use it, the more intelligent it becomes!

Aquant offers generative AI purpose-built for service through its Service Co-Pilot platform. Whether you're a service leader, field technician, customer service representative, or customer, this platform is designed to offer expert guidance for all participants involved in the service lifecycle, ensuring optimal decision-making at each stage. Service Co-Pilot continuously refines its capabilities by learning from real-world service data, expert insights, and user feedback. This dynamic approach enables the engine to generate the most accurate and personalized recommendations for every query, throughout every phase of the service cycle.

Learn more about Aquant here: **www.aquant.ai**.

Leverage the best of business intelligence AI with Service CoPilot.

Aquant's Service Co-Pilot platform is built specifically for service and is available at every point of the cycle. Anyone—including customer service agents, field technicians, service leaders, and customers—can find the best answers to any service issue. Improve remote resolution; give every tech access to the best fixes; analyze workforce performance, customer risk, product quality trends, and more—all in one system.