Conversational AI Issues & Solutions:

Transforming Ineffective Chatbot & Virtual Agent Projects into Valuable Solutions with Creative Virtual

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The science of conversation™

Conversational AI is an important technology in digital customer experience and employee support strategies. But if you have a chatbot or virtual agent that's not performing as expected, can't be scaled as your business grows, or doesn't properly reflect your brand, it can be easy to dismiss it as an ineffective solution. If this sounds like your organization, then Creative Virtual is ready to help you save your conversational AI investment and get your chatbot project back on track.

Let's take a closer look at some reasons other businesses have given for being unhappy with their conversational AI tools and how Creative Virtual's consultation and technology can turn those projects into successful, valuable solutions.

Explore conversational AI issues and solutions:

Issue #1 >> "I can't expand my solution to support my growing business and customer base."

Issue #2 >> "I have limited integration options to create a seamless and personalized experience."

Issue #3 >> "I started my project with an inexperienced start-up that isn't able to provide the technology updates and support I need from my conversational AI vendor."

Issue #4 >> "I am struggling to manage multiple chatbots across different business divisions or departments."

Issue #5 >> "I am unable to staff my chatbot project with internal resources with the necessary knowledge and experience."

Issue #6 >> "I don't own the user interface or training data with my current chatbot provider."

Get help >> Contact Creative Virtual for expert advice and consultation.

Issue #1

"I can't expand my solution to support my growing business and customer base."

Your conversational AI tool might have been delivering results until you tried to expand it to meet your changing business needs: to scale it to other touchpoints; to support an increased number of users; to expand into additional business areas; to link the contact center to digital channels; to meet specific security and hosting requirements. A self-service tool that can't grow with your company will never be able to deliver long-term success.

Solution: Creative Virtual's technology is designed to evolve and scale with your business needs and customer expectations. Our chatbots and virtual agents can engage in millions of conversations with users, expand across multiple touchpoints, and seamlessly bring together the contact center with digital channels. Our V-Portal™ orchestration platform saves time and money by enabling you to expand your existing solution while maintaining all your content in one place. It also provides options to easily customize the experience by channel within a single knowledgebase. For example, your chatbot can deliver a slightly shorter answer in a messaging app or a more detailed response to a contact center agent. This empowers you to evolve your solution as part of your organization's long-term plan.

Issue #2

"I have limited integration options to create a seamless and personalized user experience."

Unfortunately, there are many chatbot platforms on the market today that operate as simple question and answer tools with very limited conversational and integration options. You will never be able to take advantage of the full benefits of conversational AI if you can't integrate your solution with other systems. Without these backend integrations, you are unable to deliver personalized responses for authenticated users, seamlessly escalate from virtual agent to live agent, or deliver updates in real-time from external information feeds.

Solution: Creative Virtual's V-Person technology is designed with the flexibility of unlimited integration and customization options to deliver tools built for your specific needs and goals. Our team collaborates with you to design a solution that works with the technology and processes you already have in place and that will deliver personalized support on the right channels. In addition to creating custom integrations, Creative Virtual also has a collection of pre-built connectors available to all customers. This includes integrations with live chat, CRMs, voice technologies, knowledge management platforms, digital payment systems, community forums, ticketing systems, and contact center platforms – to name a few!

"I started my project with an inexperienced start-up that isn't able to provide the technology updates and support I need from my conversational AI vendor."

As chatbots became more widely entrenched within customer and employee experience strategies, there was an explosion of conversational AI vendors in the market providing solutions. Now the industry is seeing a number of those companies being purchased by larger organizations, going out of business, or not being able to keep up with the more recent conversational AI advancements. If you are a customer of one of those providers, you may now be struggling with an out-of-date conversational AI platform or a lack of expert resources to maintain your tool – or both.

Solution: Creative Virtual is a pioneer in the chatbot industry and has observed many other vendors come and go during our nearly two decades in the business. We are an established provider with long-term customers across industry sectors and a dedicated team with a low staff turnover rate. Our in-house R&D team and agile approach to development enable us to deliver innovative solutions that are designed to meet the real needs of organizations. We couple this with consultation on building, deploying, and maintaining solutions from our highly experienced team to deliver quick wins and long-term success.

"I am struggling to manage multiple chatbots across different business divisions or departments."

It's not uncommon for organizations, particularly large enterprises, to start separate chatbot projects across multiple business divisions or departments. If you are one of those organizations, then you are probably now struggling with a disjointed, inconsistent self-service experience. Customers see you as one company and don't want to be bothered with your internal divisions. If you are forcing them to switch between unconnected chatbots to resolve an issue or giving conflicting information across different self-service tools, then you are not delivering a positive digital experience.

Solution: Creative Virtual has the experience and technology to guide your enterprise through the process of bringing multiple conversational AI projects together into a single platform. We leverage what you already have from your existing projects and give you a central place to design and manage everything in our V-Portal orchestration platform. You can still deliver customized responses by business division, department, or user while also being able to seamlessly navigate customers to the information they need regardless of where they begin the conversation. You can also keep all content accurate, up-to-date, and on brand easily across the entire company in one place. V-Portal gives you an environment for content owners from different areas of the business to collaborate on chatbot content, thereby delivering continuous, consistent improvements while reducing the time and resources you need to maintain a successful conversational AI strategy.

"I am unable to properly staff my chatbot project with internal resources with the necessary knowledge and experience."

Whether you took a completely do-it-yourself approach to your chatbot or have a vendor-built solution that you are now solely responsible for maintaining and expanding, you likely have discovered the difficulty in properly staffing your project. An effective chatbot has many interconnected parts and requires a specific skill set to create a positive ROI. You are missing out on the full value of a chatbot if you are staffing your project with internal team members who are not extremely familiar with the technology or tools, who are assigned the work as a side project, or who lack hands-on chatbot experience.

Solution: Building long-term, personal relationships is key to Creative Virtual's mission of delivering successful solutions. With two-thirds of our team having at least four years with the company, our low staff turnover rate creates consistency in our managed services and means our team gets to know the specific goals, history, and intricacies of each of our deployments. It also means that we have a team that knows our technology inside and out along with the best ways to implement it to help you reach your conversational AI goals. We closely monitor trends and the evolution of customer and employee engagement so we can provide localized support, international insights, and best practices to our customers and partners. We become a trusted extension of your team, delivering the necessary knowledge and experience to make your chatbot projects successful.

Issue #6

"I don't own the user interface or training data with my current chatbot provider."

When you first started your chatbot project, you may not have recognized how important it would be to your organization to own both the user interface (UI) and training data. However, now that you have a working tool that is an integral part of your customer and/or employee support strategies, you may be realizing that having a chatbot UI with only simple branding options is not the same as a UI owned by your business that can be fully customized and updated at any time. Likewise, your chatbot training data and intents are unique to your organization and should belong to your business and not an outside vendor.

Solution: Creative Virtual gives all our customers full ownership of their chatbot UI and training data. Your chatbot or virtual agent UI provides a first impression to the user about your self-service experience and should reflect your business. That's why we give your organization ownership and the ability to design, customize, and update your user interfaces to be in-line with your branding, specific business units or divisions, regional locations, etc. When you partner with Creative Virtual, you also get complete ownership of your training data and chatbot intents. We believe that data naturally belongs to your organization, and you should always have the option to utilize it for other projects or strategies.

Ready to explore how Creative Virtual can help solve your conversational AI project issues and rescue your investment?

Our chatbot and virtual agent specialists are ready to listen to your unique situation and provide expert recommendations and advice.

Contact us today:

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