# How ChatGPT Can Help Improve Customer Service in Contact Centers

The public release of OpenAI's ChatGPT in 2022 garnered a worldwide wave of interest in the capabilities of generative AI. It took only five days for this tool to acquire the first million users on its platform. As on June 2023, it had a staggering 1,700 million monthly views on its website. In the interim, tech giants such as Microsoft partnered with OpenAI, while others like Google announced the launch of their own generative AI tools.

Contact centers have relied on chatbot to enhance customer service and reduce operational costs since the past several years. A recent Economic Times survey made an interesting revelation: it reported that about 27% of customers were unsure whether their last service interaction was with a bot or a human, and 40% didn't care which one answered their query as long as it was resolved.

With this openness in customer attitude and the continuing commitment to enhance their experience, it is little surprise that ChatGPT is "the next big thing" in the contact center space.

## What is ChatGPT?

ChatGPT is essentially a chatbot—you can input questions and prompts to get responses.
OpenAI's developers used billions of pages of text from the Internet to train the tool. It has the ability to analyze enormous sets of data, provide insights, and make recommendations. But it is also limited by what it was "fed", which is the biases and inaccuracies commonly found on the Internet.

Having said that, the tool is widely used by individuals for entertainment, like getting responses to quirky questions, or writing short poems. It is also commonly used by professionals to automate a range of tasks, like writing code or ad copy. Businesses use it to gain insights into the market and generate personalized content for their customers.

## ChatGPT for Contact Centers?

A survey report published by Forrester mentioned that 64% respondents planned to increase their investments in the next 12 months to support AI in the contact center.
What makes ChatGPT special for contact centers is that, unlike traditional chatbot, it can understand complex language and offer more human-like engagement. It can grasp the customer's questions in context, remember chat history, and generate satisfactory responses almost instantly.
Contact centers can use ChatGPT to improve customer service in at least eight ways.

### 1. Answer FAQs
Traditional chatbots are programmed based on a specific set of rules and can respond to a fixed set of keywords. This programming comes with an inherent limitation—traditional chatbots are often unable to decipher human language.
Enter ChatGPT. This tool can be trained on the knowledge base and FAQs list of your business. When customers ask a question, it can comprehend their context, analyze the question, respond, and even direct them to additional resources. It can also incorporate the customer's name, past interactions and preferences, thereby creating a more personalized customer experience. The best part is that this response is in human-like language.
While ChatGPT cannot directly be used as a customer-facing chatbot, you may use the API for OpenAI's GPT-4 LLM to train the model on your business' knowledge base and incorporate it into your customer-facing chatbot.

### 2. Understand the Customer's Issue
Perhaps the most important and sensitive role of customer service agents is to comprehend the customer's frustration. They do this by reading and understanding the current complaint and past interactions with the customer. This can be quite a time-consuming task.
ChatGPT is trained on a massive dataset of text and code, which includes a large number of customer service interactions. This allows ChatGPT to understand the common patterns and terminology used in customer service interactions, and help agents summarize these interactions. Agents can copy the complaints and paste them into ChatGPT, and prompt the tool to generate a summary. The summarized content can help them pinpoint the exact problem area to be resolved.

### 3. Create a Relevant Response
The key role played by contact centers is responding to unhappy customers. ChatGPT can help create precise e-mail replies based on the prompts provided. It can also generate short-form responses to negative reviews on social media. Again, all of this is done using an empathetic, professional, human-like tone.
An important point to remember is that ChatGPT does not know your business policies. So, it is essential to check the responses generated to ensure that it does not promise a resolution—like compensation or a discount—that you cannot deliver.

### 4. Draft Empathetic E-mail Templates
Based on the prompts provided, ChatGPT can create a custom e-mail template.
In case of a complaint, it will express empathy for the customer's problem, apologies, and offer a solution. For example, if the customer is facing difficulty in contacting the center, ChatGPT will generate a response that acknowledges the issue, apologizes for the inconvenience caused, provides reassurance that measures are being taken to offer better service, and recommends the customer to send more details about the issue and contact information for a callback.
The agent can use this helpful template while responding to the customer's e-mail.

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**5. Translate in Different Languages**

ChatGPT is able to translate content in over 50 languages. You may use this tool to translate content like social media comments and e-mails from one language to another in seconds. This helps you to provide customer service to a global audience, without the barrier of language.

As is the case with all AI, the quality of inputs is very important to get accurate results from ChatGPT. Colloquial words or misspelt prompts may not fetch the expected results. It is best to use this tool as a supplement, rather than a replacement, to employees that are proficient in a language.

**6. Analyze Customer Sentiments**

Sentiment analysis, or opinion mining, deciphers the emotion behind content. It is used to identify customers who are dissatisfied, so that businesses can take pre-emptive measures. ChatGPT can be trained to recognize emotions such as frustration, anger, and happiness. It can analyze the sentiment behind a customer's message and generate an appropriate response. Indeed, it can "sense" the emotional level and adjust its tone. It can even identify trends in customer sentiment over time to assist businesses in determining areas of improvement.

**7. Create Custom Profiles**

ChatGPT can be trained to create a unique profile for each customer based on data such as purchase history, customer feedback, and chat history. It can then use this profile to tailor responses to each customer.

For instance, you can use ChatGPT to send a custom response that provides helpful tips to a customer on his recent purchase, recommend complementary products, and even offer solutions to concerns raised while using the product.

**8. Be Available to All Customers, All the Time**

For contact centers with a high volume of customer interactions, ChatGPT can prove to be a great boon. Not having to wait endlessly for a human agent to come online is a great start point for a positive customer resolution experience. ChatGPT can handle a large number of inquiries quickly, and engage in multiple conversations at the same time.

Today's customers expect resolutions to their concerns on real-time basis, often outside of business hours. When integrated with your customer-facing chatbot, ChatGPT can offer human-like support 24/7. This greatly enhances the customer experience when raising a concern to your contact center.

## Conclusion

Contact centers can use ChatGPT to generate responses, understand the customer's sentiments, offer solutions, and improve overall efficiency. This generative AI trumps its predecessors with its human-like engagement. It can reduce workload of customer service agents so that they may focus on resolving complex and high-priority issues, and enhance the experience of customers interacting with your contact center.

At 1Point1, we are dedicated to creating an engaging and seamless customer service experience with short turnaround time. To this end, we use a variety of custom AI tools to help all those who contact us to get a quick, satisfactory resolution.