ASAPP

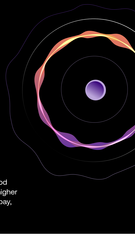
USE CASE: SUBSCRIPTIONS

GenerativeAgent® in action

GenerativeAgent is a fully autonomous virtual agent that handles complex conversations and takes action to resolve customer issues through easy integrations with your current CX technology ecosystem.

Because it can successfully navigate and resolve customer issues independently, it's a perfect fit for businesses that rely on subscription services. GenerativeAgent can:

- Reduce customer churn through promotion optimization
- Increase revenue with effective upselling
- Decrease costs by reducing service calls



Here's how it works

Mike moved to a new city a few months ago and was thrilled to find a good deal on Internet service. But he just received his latest bill, and it's much higher than it had been. He doesn't understand why. It's more than he wants to pay, and he's wondering if he can cancel the service.

Typical contact center

The current hold time is 30 minutes. Mike sigs and settles in for a long wait.

After a long wait, Mike eventually reaches an agent, who explains the billing increase.

When Mike says the rate price is too high, the agent offers the Big Game and Movie Lovers packages, which are targeted promotions for this month. These offers are not enough to keep Mike from canceling the service.

- The agent could have offered a mobile bundle promotion to keep Mike's business, but with other customers waiting in the queue, he decides to transfer Mike to a retention specialist instead.
- Mike waits on hold for another 7 minutes. When he reaches the retention specialist, he has to start over verifying his identity and billing address and explaining his problem.
- By the time this agent offers the mobile bundle promotion, Mike is too frustrated to continue. He cancels the service.

Customer Lost

Between the long hold times, being transferred twice, and having to start over with each agent, Mike was pretty frustrated. So much for customer service. He decided to cancel and look for a different provider.

Contact center with GenerativeAgent

Because it scales to meet demand, GenerativeAgent answers right away.

Hello, thanks for calling Libre Link. I'm Gabriel, an AI agent. How can I help you today?

Hi, I've got a question about this month's bill. It's way higher than my past bills, and I don't understand why.

GenerativeAgent identifies the customer's intent and accesses the customer's latest bill.

Just a moment while I check your account...

Your latest bill is $103.99. That includes the regular plan for $94.99, a $99 monthly equipment fee, and sales tax.

Yeah, that's way more than I've been paying. My previous bills were, like, $70 or so. What's the deal with that?

GenerativeAgent determines the reason for the billing increase.

Understand. We also have special pricing for bundling mobile service with your Internet access. I see that you do not currently have mobile service with us. Would you like to hear about our bundle pricing?

A few subscriber discount was applied to your bill for the first three months. That discount reduced the fee for the signature package by $30 a month. This month, your bill has returned to the full fee.

Ah, okay. I'm honestly not sure it's worth this much every month. I might need to cancel my service and find something cheaper.

Before you decide to cancel your service, let me see if you are eligible for any current promotions that would help...

GenerativeAgent determines which promotions to offer this customer.

Thanks for waiting while I checked on that. We do have a couple of promotional offers that could lower your monthly bill: Libre along with a 6-month discount. The first is the Big Game sports package. Do you watch a lot of sports?

No, I almost never watch sports.

Okay, we also have the Movie Lovers package which would add 6 of our most popular movie channels to your bill, including the Flintlike streaming service. How does that sound?

I do watch a lot of movies, but I already have Flintlike. How much is the package?

You would get the first 3 months free. After that, the package would be $19.99 a month.

That does sound like a good deal, but it still leaves my monthly bill higher than I want.

Understand. We also have special pricing for bundling mobile service with your Internet access. I see that you do not currently have mobile service with us. Would you like to hear about our bundle pricing?

Yeah, that would be good. How much is it?

With the bundle, one mobile device with unlimited data is free for the first 6 months. After that, it's $35 a month. Each additional line is $15 a month. Would you like to switch to this bundle?

So for one device, it's free for 6 months? Any chance we could make that a whole year?

I'm not sure if it's possible to extend the time. Please hold while I check on that...

GenerativeAgent provides the context to its human advisor, who in this case, the advisor will authorize extending the promotion to 12 months.

The advisor authorizes an extension to 9 months.

Thank you for waiting. We cannot extend the bundle promotion to 12 months. But we can extend it to 9 months. We would allow you to add a mobile device on the unlimited plan free for the first 9 months.

Would you like to switch to this bundle?

GenerativeAgent works with a human in the loop and can ask for guidance when it gets stuck or request authorization for actions that require a human decision-maker.

Yeah, 9 months is good. I think altogether that's going to be a better deal. Let's do it.

Retention and upsell

Because the interaction was efficient with no hold time, Mike was still engaged and interested in finding a solution. GenerativeAgent was able to present the customer with a tailored bundle and mobile package, which left Mike feeling like he got great service and a great deal.

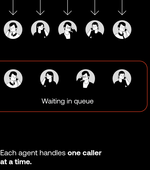
	Typical contact center	Contact center with GenerativeAgent
No wait time	✗	✓
Billing issue explained	✓	✓
No transfer	✗	✓
Cancellation prevented	✗	✓
Upsell to a larger bundle of services	✗	✓

Solves like a human. Scales like software.

GenerativeAgent autonomously and safely resolves complex customer interactions over voice or chat. When it hits a roadblock, it knows how to ask a human agent for what it needs to continue resolving the customer's issue. It scales automatically, so when volume spikes or agent turnover skyrockets, your contact center still delivers what your customers need, when they need it.

Typical contact center

Contact center with GenerativeAgent



- Each agent handles **one caller at a time.**
- Even with chat, **concurrency rarely exceeds 1:2**

GenerativeAgent knows when to engage a human-in-the-loop agent for support and approvals instead of handing off the interaction, which allows those human agents to support multiple calls or chats simultaneously.

GenerativeAgent expands your contact center capacity, improves customer satisfaction, and cuts your cost to serve.

- Always on, 24/7/365
- Scales automatically
- Seamlessly handles volume spikes
- Keeps queues and wait times short
- Resolves customer issues independently
- Frees human agents to focus on higher-value interactions

Real results with ASAPP GenerativeAgent

Cost savings

By automating complex, nuanced interactions, enterprises report a **77% cost reduction per chat.**

Enhanced customer satisfaction

GenerativeAgent gets customers what they need, when they need it, successfully resolving over 90% of the interactions it handles.

Increased agent productivity

With repetitive tasks handled by GenerativeAgent, **human-in-the-loop agents can support up to 3 calls at a time.**

To learn more about **GenerativeAgent**: TAKE A SELF-GUIDED TOUR | GET A DEMO

About ASAPP

ASAPP is an artificial intelligence solution provider committed to solving the toughest problems in customer service. Because we automate what was previously impossible to automate, our AI-native® solutions deliver more than efficiency gains. They redefine the role of AI in the contact center and lay the groundwork for businesses to reimagine their customer experience delivery for the age of AI. Leading enterprises rely on ASAPP's generative and agentic AI solutions to dramatically expand contact center capacity and transform their contact centers from cost centers into value drivers. To learn more about ASAPP, visit www.asapp.com.

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