Whitepaper

10 Must-Ask Questions for Your AI CX Provider

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Whitepaper

Before you rush into an AI solution, take a step back and interrogate what you're getting: is it as intelligent as it claims to be? Here are 10 tough questions you should be asking before signing the dotted line.

This white paper focuses on:

- The evolution of AI in customer service
- How imitators are saturating the industry
- The AI solution you're being promised lacks future-proof sophistication
- Getting implementation wrong will have long-lasting repercussions
- 10 questions you should be asking your AI provider
- Trusst AI is revolutionizing customer service solutions

Don't Drown in a Sea of AI Sameness

Artificial intelligence (AI) has undoubtedly transformed customer experience (CX). Chatbots, virtual agents, and analytics platforms are no longer futuristic concepts but business staples. Yet, as AI adoption accelerates, a pattern emerges: a sea of sameness. Visit any CX AI expo, and you'll see a corridor of companies selling AI-powered quality assurance (AQA), the following selling AI agents, and more promoting AI analytics. Each vendor claims to be groundbreaking, yet they mirror each other's solutions and silo their services.

The technology of the moment is 'wowing' businesses in the market for CX AI systems. There's a rush to implement without considering long-term agility, system compatibility, and future-proofing. The result? Companies investing in AI without knowing what to ask for risk being locked into rigid, short-lived solutions that fail to keep up with customer expectations and technological advancements and only provide surface-level data strategy.

The Lessons from AI's Evolution

It wasn't long ago we were impressed by chatbots. Early versions delivered impressive automation, reducing the need for human agents. However, as customer expectations evolved, these chatbots stagnated. Their Net Promoter Scores (NPS) plateaued, failing to meet the growing demands for seamless, natural interactions. Now, voice-enabling is reviving chatbot sentiment, bringing it into the world we're accustomed to (SIRI, Alexa, ChatGPT, and Google Assist, to name a few), proving that rigid technology quickly becomes obsolete.

The same pattern is evident elsewhere. When OpenAI first released ChatGPT, the ability to auto-generate emails, blogs, and documents seemed revolutionary. Companies rushed to integrate AI-generated content into their workflows, even resulting in staff reduction. But soon, the limitations became apparent—output was formulaic, generic, and lacked originality. Today, many companies have moved beyond blind reliance on ChatGPT because its limitations have become transparent. What seems cutting-edge today can quickly become an outdated liability.

The Risk of Replication

An issue facing AI CX today is the risk of redundancy. How do you know the AI solution you choose today won't become the next basic chatbot—widely adopted but ultimately commoditized? The first phase of AI excitement is always the same: businesses are impressed by the novelty of automation. 'Wow, it can book appointments!' But what happens beyond that initial wow factor?

Real CX innovation isn't just booking an appointment—it's about understanding the entire journey. Can the AI personalize follow-ups, anticipate customer needs, fulfil prescriptions, and drive real human-like engagement? Without these deeper layers of intelligence, AI CX solutions become glorified, easily replicated utilities—akin to counterfeit luxury goods. Superficially impressive but lacking in quality.

The High Cost of Bad AI

The consequences of deploying a subpar AI CX solution can be severe. A poorly implemented system will frustrate customers, increase operational costs, and damage brand reputation.

Customer dissatisfaction isn't just an inconvenience—it has real financial repercussions. Research shows that getting customer experience right should be your priority. This is especially important since customers are already wary of AI's ability to meet their needs.

Locking into an AI CX Solution? Here are 10 Must-Ask Questions for Your Provider

For CX Leaders grapple with a widespread challenge: with so many vendors promising near-identical solutions, how do you separate real innovation from empty hype? Dig deeper beyond the flashy demos. To help guide this process, we've compiled a list of ten critical questions to ask any AI CX vendor before making a decision.

By challenging providers with these questions, businesses can uncover whether they are truly investing in a future-proof AI CX solution, or just another generic, short-lived tool destined for obsolescence.

Q1 How do you approach data privacy and security, especially when handling sensitive customer information?

The most critical question to ask. AI introduces new security challenges beyond standard protocols. Take caution if your provider can't clearly explain how data moves to and from the models. And if they can? Follow up with: How do you ensure customer data isn't used to train the model without explicit consent?

At Trusst AI, we deploy every part of the solution within your Virtual Private Cloud (VPC), ensuring the data never leaves. Not to us.Not to the model provider.

Q2 What happens *after* you show me the CX insights; how do I use them?

Most platforms should offer basic categorization and topic modeling. If not, run! But they need to go further. The real value lies in recommendations: what actions does the data suggest? Better yet, can you 'talk' with your data to uncover *why* something is happening and *how* to fix it?

Q3 How do the insights and analytics relate to AI agents?

This is where it gets exciting. Let's say you identify churn risks and have a retention plan. Now what? How do you turn insights into action at scale?

At Trusst AI, when we detect churn risk, we deploy an AI agent equipped with the tools, abilities and goals to proactively engage each at-risk customer, ensuring they stay with the brand.

This use case applies to various industries and scenarios, such as upselling or re-engaging dormant leads and accounts. With its dynamic insights, Trusst leverages unique data to recommend AI agents tailored to specific customer environments and touchpoints.

Q4 Are you trying to lock me into one vendor?

If a vendor insists you "build all your AI workloads in our platform", beware—they're fixing you into an ecosystem that stifles agility.

AI technology is evolving at a rapid pace. Vendors that merely embed AI as a superficial addition to their current tech, particularly in UC/CC and CRM platforms, struggle to keep up. As a result, their solutions are shaped more by revenue models and market share protection than by true innovation and customer needs.

Q5 What does 'day 2' look like after implementation?

Many SaaS platforms leave customers piecing together APIs (Application Programming Interfaces), hoping the system works once deployed. What's the reality beyond launch day?

Insist on a strategy that covers **integration, automation, and ongoing optimization**.

When Trusst AI deploys a solution, we take a 'service as software' approach rather than traditional SaaS. This ensures you get real value from your investment. AI technology is advancing quickly and requires ongoing collaboration, whether internal change management, technical considerations, business and operational discussions, or ultimately delivering the forecasted ROI.

Q6 How does your solution handle the AI-to-human handover for complex queries?

When complexities arise, how effortlessly and accurately does automation transfer customers to human agents? Is context retained, and how fast does this happen?

Poorly implemented CX automation often fails, frustrating customers and overburdening human agents who must handle both simple and complex queries, along with the already negative sentiment. The priority is ensuring automation *works*.

Once a customer interaction is complete, AI hands over the conversation with full context (e.g. summaries and recommendations) to avoid repetitive information.

Beyond this, backend AI agents should enhance the process. For instance, if a customer enquires about their home loan balance, AI provides the answer and suggests refinancing options based on current rates. If the customer is interested, AI transfers them to a human agent with context. Meanwhile, a parallel backend AI analyzes risk profiles, salary, and eligibility. When the human agent joins, they receive AI-driven recommendations on discounts or offers tailored to the customer.

Q7 Can you provide examples of how your AI has improved ROI and customer engagement for clients with similar CX needs?

Proof, not promises. Claims should be backed by case studies, success metrics, and real-world outcomes.

Every project needs a clear value case, whether reducing churn, increasing upsell, or cutting costs through automation. Value should be realized quickly, as many simple use cases require minimal change management. Trusst AI recommends starting with low-risk, high-impact solutions, like conversation summaries. But these must be configurable to your needs, not just generic summaries.

Q8 What metrics do you use to measure AI effectiveness beyond traditional CX metrics?

The integration of AI into customer experience (CX) operations has reshaped interactions, demanding new success metrics. Traditional measures like NPS and satisfaction ratings no longer capture the complexities of generative AI and agentic AI systems.

Accuracy is critical, with similarity metrics assessing how closely AI-generated responses align with expert-defined answers. **Automated Resolution Rate (ARR)** tracks the percentage of issues AI resolves without human help.

Efficiency is measured by **Average Handling Time (AHT)**, which reflects how quickly AI resolves inquiries. Faster handling improves efficiency and reduces costs, especially in voice-based AI, where responsiveness is crucial.

Reliability ensures consistency across interactions, tracking error rates and performance stability, even during peak usage or complex queries.

Speech Processing Effectiveness (SPE) measures real-time transcription accuracy, ensuring AI correctly interprets spoken requests—critical for response generation.

Strategic Planning Index (SPI) evaluates AI's ability to break down complex goals, adapt plans, and execute with minimal errors, focusing on goal decomposition, adaptability, and precision.

Q9 What's your roadmap over the next 12-24 months for incorporating emerging AI capabilities into your CX solutions?

As mentioned earlier, you shouldn't be locked into a vendor's roadmap to access what matters to *you*. Despite what marketing suggests, no system excels at everything. AI is a specialized field that requires deep expertise,.

Roadmaps should be customer-driven rather than vendor-driven to unlock real value by leveraging your unique data and applying AI strategically.

Customer demand is what shapes 90% of our roadmap.

Q10 How does your AI solution scale across different channels (voice, chat, email) while maintaining consistent AI performance?

When developing AI solutions, we focus on the end customer and ask, how will this benefit them? We design our AI agents to operate independently across multiple channels.

The advantage? You can build your AI agent using natural language, and the system adapts it to each channel's requirements. Since we speak and write differently, a single bot can't effectively handle both voice and chat. But with a platform that lets you define the use case while it handles the execution, that's *gold*.

Conclusion: Future-Proof Your AI CX Strategy

While the potential for transformation is enormous, the risk of sameness, stagnation, and vendor lock-in is equally significant. Businesses that fail to choose wisely will be trapped in outdated, inflexible systems that limit growth and customer engagement.

Trusst AI's technology and its future-proof approach has the industry's attention. By capturing and analyzing every chat, voice call, complaint, survey, text, email, and social media interaction, Trusst AI delivers an AI experience that continuously evolves, driving smarter, more meaningful customer connections. It then turns each customer conversation into intelligent action, learning in real-time and through data analysis to optimize AI agent solutions, enhance customer experiences, boost sales, and reduce churn.

Ask us the questions; we have the answers.

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