



# Case Studies

**hi.guru's innovative technology solutions to win customers, optimise operations and transform your business.**

Research indicates that most of all customer support activity will happen without a human agent by 2020 (IBM, 2017) but today 70% of consumers prefer human agents to AI technologies (Sitel Group, 2018). This is why every business needs the optimal blend between Human and Machine when it comes to customer engagement.

hi.guru is an all-in-one business conversation hub, that connects your business to your customers, employees, and processes through smart instant messaging. We offer an out-of-the-box solution, that is easy to implement, to allow for a rapid start and immediate impact. At the same time, we are not limited in our offering as we offer diverse and innovative products together with our partner companies specializing in OTT and IoT solutions.

Our team is made up of highly skilled individuals that can custom build applications in various industries such as Financial Services, Health, Recruitment or Leisure for our client or integrate with existing infrastructure.

We pride ourselves on some core competencies such as product innovation; solution design, development & integration; application development; IOS, Android, Web, Cloud solutions; Security; Big data; AI; IoT prototyping.

Additionally, we draw international talent with engineering teams in the USA, Europe, and Africa. Our global presence allows us to produce innovative solutions, utilizing know-how, and skills acquired worldwide. We are a medium-sized player but large customers partner with us, such as Vodacom, Walmart, LSI, LegalWise, and ADT.

# Instant messaging



*hi.guru is an all-in-one customer engagement platform, connecting your business to your customers, employees, and devices through smart instant messaging.*

## The problem

Consumer-focused businesses using rigid single-channel structures to engage with their customers today, are experiencing significant brand equity dilution and damage, higher churn rates and lost sales.

The behaviour of digitally conscious consumers are shifting, requiring instant and more personalized interactions, using their channel of choice. Businesses are adding more and more communication channels to keep up with customer demand for convenient interaction but end up wasting time logging in and out of different platforms and lose business by not being available with the right information, at the right moment, when a purchase or repurchase decision is made.

Often times the customer-facing staff just cannot keep up with the demand to ensure all customers are assisted speedily and efficiently.

## The solution

To mitigate customer and staff frustration hi.guru offers a multi-channel platform that uses customisable chatbots, AI, and human interaction to enhance the conversations businesses have with their customers, enabling both to focus on and improve their outcome.

Set-up is simple as the hi.guru platform is readily available for both web and mobile applications. Equally beneficial is the introduction of the hi.guru webmessage widget. By installing the widget to the business website, customers can initiate a conversation instantly. Each conversation is responded to, in real-time, by an agent, support staff member, a chatbot or both. All of which ensure that every conversation that a business has with its customer is enhanced.

### *Unique benefits of the solution*

**1****Cost-saving**

Increased customer care desk efficiency through the use of automated responses.

**2****Improved customer experience**

Improved customer retention and customer service as customers receive feedback, fast.

**3****Increased sales**

More customers reached using multiple channels, results in increased sales.

**4****Greater market penetration**

Increased engagement with the younger market, lower-income market, and executives.



## USE CASE

# Instant messaging

## Features & benefits

*hi.guru's intelligent technology enables customer-facing businesses to revolutionize their customer service efforts by managing customer conversations in a smart way, using human intellect and the power of artificial intelligence.*

### Smart routing

Smart message routing instantly involves the right people in the business. Once a conversation is initiated, the customer agent is able to decide which part of the conversation is best handled by a human or a bot. By blending business processes into an AI framework, businesses can gain a competitive advantage through AI-driven insights, automation, and engagement.

### Combined channels

To ensure simplicity, and improve customer support operations, conversations from the businesses various messaging channels such as Web Chat, Facebook Messenger, Twitter Direct Message, WhatsApp and custom Apps, can be consolidated in one space, this ensures a frictionless experience for customers as well as customer agents and teams.

### Mobile

Using the hi.guru app, businesses and their support teams can manage conversations from anywhere. The platform offers flexibility by allowing users to take advantage of the app(s) already built. Adding two-way communication to existing app(s) by plugging in the hi.guru SDK, businesses can reap the benefits of having an “anytime, anyplace” interaction management solution.

### Multiple Business Unit Support

Customer-facing businesses can elevate customer experience to a whole new level using the hi.guru multi-tenanted solution which allows multiple businesses or teams to be hosted from a single platform. Teams and managers can access and view business conversations and combine them into analytics to help with overall business growth and customer retention.

*Whether you are an enterprise client or a smaller business, hi.guru offers a unique and customisable solution to suit your business needs.*