



**Elevate Customer Experience
to 3 Times More and 2 Times
Better with AiDA**



While massively shifting Customer Contact to digital, customers still want you to just pick up the phone! It’s time for turning around the tendency in both efficiency and NPS.

In this white paper...

What is going on in the world of Customer Experience (CX)?	2
Massive Shift to Digital Customer Contact: Opportunities and Challenges	2
The Paradox of Digital CX	2
Don’t Take Our Word for It...	3
What Do You Need to Solve Your CX Challenges?	4
Introducing AiDA – What does it do?	5
Key functionalities	5
Use Cases	5
Technology	5
Privacy, Security, and Compliance	6
How to start?	7
Discover AiDA	7
Trusted by Leading Organizations	7
Are You Ready to Elevate Customer Experience to 3 Times More and 2 Times Better?	8



What is going on in the world of Customer Experience (CX)?

In recent years, the landscape of Customer Experience (CX) has undergone rapid transformations, spurred by digital advancements and heightened customer expectations. Companies worldwide are investing in CX technology and strategies to increase customer loyalty, drive growth, and create seamless, rewarding customer journeys. However, while brands have adapted digital-first approaches, customers often experience friction when interacting with digital interfaces, leading to frustration and, sometimes, lost loyalty.

Massive Shift to Digital Customer Contact: Opportunities and Challenges

Organizations are now operating in an environment where **over 80% of customer interactions are digitally led**. Digital channels—such as chatbots, social media, email, and apps—are now the first points of contact for most customers. This shift has provided the opportunity for companies to operate more efficiently, reach wider audiences, and provide immediate, convenient customer service.

However, **problems in digital CX** persist:

- **Fragmented Customer Journeys:** Customers may have to switch between multiple channels to get a single issue resolved.
- **Lack of Personalization:** Customers expect tailored experiences, but many companies still rely on generic responses.
- **Delays in Resolution:** Digital interactions should ideally be faster, but without proper integration and automation, delays can be frustratingly common.
- **Privacy and Security Concerns:** Customers are wary of sharing data, and companies must uphold strict privacy and compliance standards.

These issues have culminated in a critical decline in Net Promoter Score (NPS) for many industries, despite CX initiatives. This is the paradox of digital CX: while it offers scalability and cost savings, it often falls short in meeting the nuanced needs of customers.

The Paradox of Digital CX

The paradox of digital customer experience (CX) lies in its dual promise and limitation: while it provides scalability and cost efficiency, it often struggles to meet customers' nuanced, individual needs. Digital CX allows companies to serve vast audiences through automated systems, self-service options, and AI-driven solutions, reducing costs and streamlining operations. Yet, this efficiency comes at a price. Customers increasingly expect personalized, empathetic interactions—something digital channels can't always deliver. Automated responses lack the emotional intelligence and adaptability of human agents, often leaving customers frustrated by rigid scripts and limited problem-solving abilities. This disconnect is especially evident in complex, sensitive situations where understanding and flexibility are crucial. For



brands, the challenge is to balance technology with human touchpoints, ensuring that the benefits of digital efficiency do not undermine the quality of customer support. To truly succeed, digital CX strategies must evolve to incorporate empathy, flexibility, and deeper contextual understanding.

Don't Take Our Word for It...

According to recent studies*:

- **53% of customers** abandon a brand after one poor digital experience.
- **75% of companies** have seen no significant improvement in NPS despite shifting to digital CX.
- **85% of customer service leaders** believe that improved AI solutions are essential for successful digital CX transformations.

* Source: Forrester CX Index™, 2024

A single poor digital experience can be costly—53% of customers will abandon a brand after just one such encounter. Despite many companies investing heavily in digital CX, 75% report no significant improvement in Net Promoter Scores (NPS), showing that digital efforts often fall short of boosting customer loyalty. Recognizing this, 85% of customer service leaders believe that advanced AI solutions are crucial for transforming digital CX, as AI has the potential to deliver more responsive, personalized customer interactions at scale.

These numbers make it clear: It's time to turn around CX efficiency, satisfaction, and NPS. Customers want fast, effective, and personal service—and it's up to businesses to deliver.





What Do You Need to Solve Your CX Challenges?

To effectively tackle the issues faced in modern CX, companies need to adopt technologies and strategies that create meaningful, sustainable improvements in their customer interactions. Here's what organizations need to elevate CX:

1. Unified and Seamless Multichannel Integration

- Enable smooth transitions between different digital channels to create a consistent customer journey.
- Allow customers to start an interaction on one platform and continue it on another, with full context preserved.

2. AI-Driven Personalization and Context Awareness

- Leverage AI to understand customer history, preferences, and behavioral patterns.
- Provide proactive, relevant solutions based on each customer's specific needs.

3. Faster Resolution Through Automation and Intelligent Assistance

- Use AI-driven automation for handling common queries and freeing up human agents for more complex cases.
- Reduce waiting times by directing customers to the right resources instantly.

4. Data Privacy and Regulatory Compliance

- Ensure that customer data is secure, compliant with relevant regulations, and only used in ways that customers approve.
- Build customer trust through transparent data practices and robust security protocols.

5. Measurable Impact and Real-Time Analytics

- Implement tools that provide real-time insight into CX performance.
- Use these metrics to refine customer interactions, improve service levels, and monitor satisfaction across the customer journey.



Introducing AiDA – What does it do?

AiDA (Artificial Intelligence-Digital Agent) is an advanced, AI-powered CX solution designed to help businesses meet today's customer expectations. AiDA offers companies a revolutionary approach to customer interaction by providing AI-driven solutions that elevate efficiency and personalization while securing customer data and adhering to compliance regulations.

Key functionalities

- **Intelligent Multichannel Integration:** AiDA connects digital channels, allowing seamless transitions and creating a cohesive customer journey.
- **Real-Time Personalization:** Using machine learning, AiDA adapts responses based on customer history and preferences, making each interaction relevant.
- **Predictive and Proactive Service:** AiDA can anticipate customer needs and provide timely responses or solutions, improving satisfaction.
- **Privacy and Security Compliance:** Built with strict adherence to industry standards and legal requirements, AiDA ensures data security and compliance with GDPR, CCPA, and other regulations.
- **Real-Time Analytics and Continuous Improvement:** AiDA provides real-time insights, allowing businesses to make data-backed decisions to enhance CX continuously.

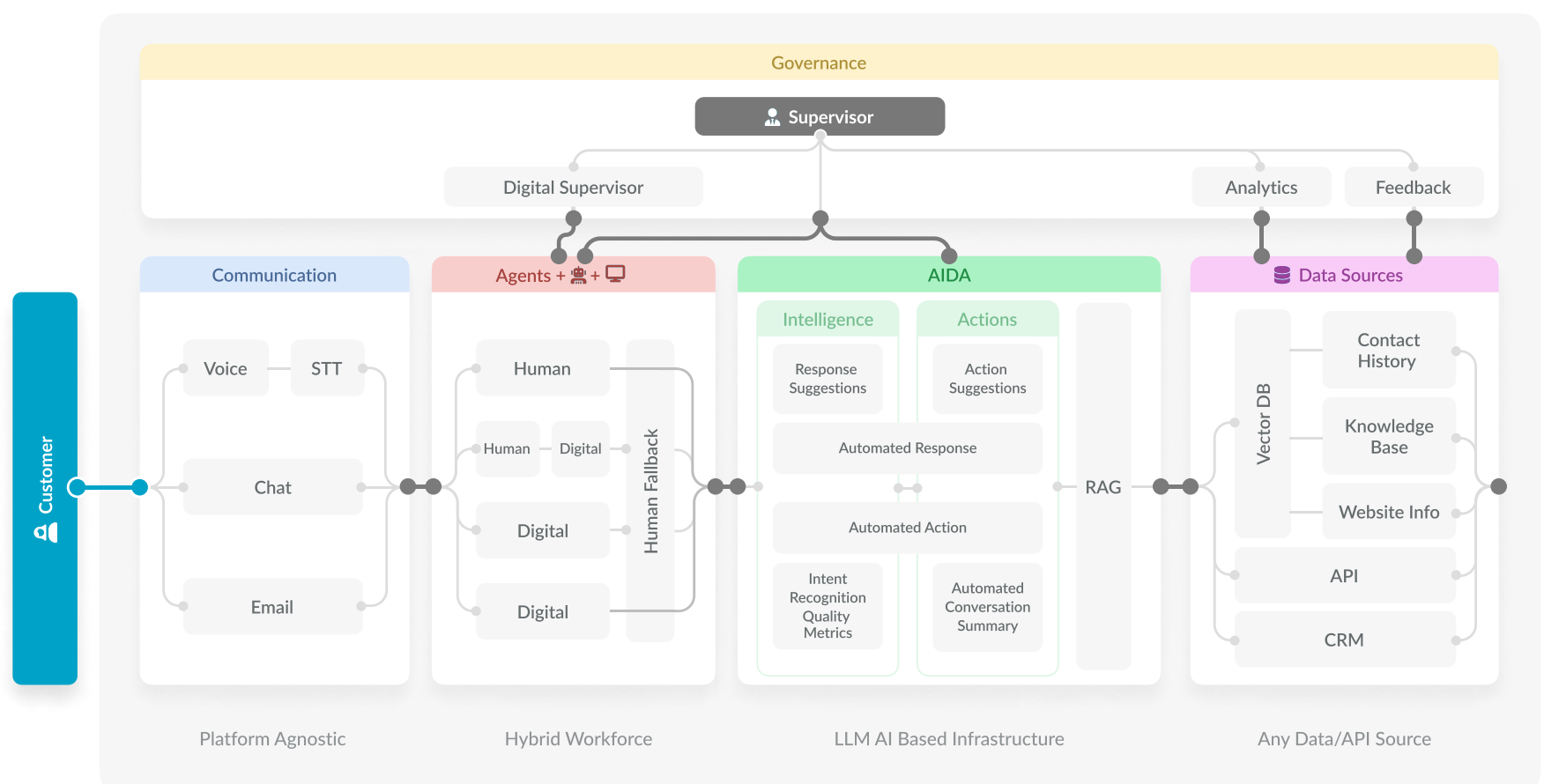
Use Cases

- **Full Agent Assist**
Easily create conversation summaries and determine the best next actions based on live interactions with your customers.
- **Digital Supervisor**
For both Human and Virtual agents. Automatic monitoring, analysis and support of human agent conversations.
- **Intent Recognition**
Improve your CX by understanding what your customers need, not only fixing your contact center by using the captured unstructured data.
- **Quantified Quality Management**
Automatically analyze 100% of the interactions your agents have been involved in.
- **Conversation Summary**
Automatic summarization and logging of conversations and actions.
- **Suggested Answer**
With 'Next Best Actions', you can proactively support the agent with inflight suggestions for the conversation.



Technology

AiDA introduces a groundbreaking approach to customer interaction by leveraging AI-driven solutions powered by machine learning and large language models (LLMs). These advanced models enable AiDA to understand and predict customer needs, making each interaction more personalized and contextually relevant. Machine learning continually refines AiDA's responses based on past interactions, allowing the AI to evolve and improve over time. Additionally, AiDA prioritizes data security and strict compliance with industry regulations, ensuring that customer information is protected. This balance of personalization, efficiency, and security makes AiDA an invaluable tool for companies seeking to enhance digital customer experiences.



* Source: QuandaGo AiDA - Visual

Privacy, Security, and Compliance

AiDA prioritizes customer privacy and data security:

- **Privacy by Design:** AiDA is engineered to handle data responsibly, collecting only essential information and protecting it through robust encryption and secure storage protocols.
- **Compliance-Ready:** AiDA meets all necessary regulatory standards, such as GDPR, CCPA, and HIPAA, ensuring that companies using AiDA stay compliant. QuandaGo is also ISO27001 certified by DNV.
- **Secure Data Processing:** AiDA's algorithms are designed to process data securely, adhering to best practices in cybersecurity and privacy to protect customer information.
- **Transparency and Control for Customers:** Customers have access to their data and can control how their information is used, creating trust and promoting a positive brand relationship.



How to start?

Discover AiDA

Implementing AiDA is a straightforward process, supported by a team of experts who ensure seamless integration and minimal disruption to current systems. Here are the steps to get started:...

- **Assessment and Planning**
Work with our team to assess your current CX challenges and set measurable objectives for improvement.
- **Solution Customization**
Tailor AiDA to fit your organization's specific needs, ensuring it aligns with brand tone, compliance requirements, and unique CX workflows.
- **Seamless Integration**
Our integration experts will guide the process, ensuring that AiDA works alongside existing systems and is operational with minimal downtime.
- **Training and Onboarding**
Equip your team with the knowledge and skills to leverage AiDA effectively through comprehensive training sessions.
- **Performance Monitoring and Optimization**
AiDA's real-time analytics and feedback systems allow for continuous monitoring and improvement of your CX, ensuring sustainable success.

Trusted by Leading Organizations

AiDA has empowered companies across diverse industries to elevate their CX to new heights. Here are some of the trusted brands that have implemented AiDA:

- **RTL Media Group:** Improved CX responsiveness and personalized interactions for broadcast media audiences.
- **ENGIE:** Enhanced customer support efficiency, reducing waiting times and improving satisfaction.
- **DELA Insurances:** Elevated member experiences through personalized service across all communication channels.
- **Dutch Ministry of Health, Welfare, and Sport (VWS):** Ensured secure, compliant, and efficient customer interactions in the healthcare sector.

Are You Ready to Elevate Customer Experience to 3 Times More and 2 Times Better?

The future of CX is here, and it's powered by AiDA. Are you prepared to enhance your customer experience and make your brand stand out in a digital-first world?

Contact us today to start your journey towards a better, faster, and more personalized customer experience.



Contact Us



Request Free Demo!