

Supercharging Customer Service: #1 AI powered document analysis platform

Petal simplifies complex topics, extracts key ideas, and offers AI-assisted workflows for longform content creation.



About Petal:

Petal is a sophisticated document analysis platform designed to enhance professional and technical document interaction. It uses generative AI to provide users with accurate information sourced directly from chosen reference documents. Petal's workspace-centric architecture also facilitates document sharing, annotations, and comments. The platform addresses use cases within insurance, legal, healthcare, academia, and corporate functions.



The Challenge:

Overcoming the Limitations of a Small Team

Petal, despite its innovative prowess, struggles with challenges stemming from its modest team size. Formerly relying on Smallchat as its Slack integration live-chat customer service bot, Petal caters to a global user base. However, the constraint of round-the-clock monitoring of the chatbot poses a significant hurdle. The team finds themselves confronted with repetitive inquiries which consume valuable time and resources. As a startup with limited time at their disposal, the team faces the daunting task of managing customer queries effectively while juggling other critical responsibilities.

The Solution

Petal worked directly with the GPT-trainer team to implement an AI-powered customer service chatbot. The results of this implementation were transformative, yielding significant improvements across several key metrics.

"The project, initiated in June 2023, with the deployment of the bot and GPT-trainer's conversational AI platform, led to substantial improvements in our customer service efficiency. We felt the impact within a week. The vast majority of issues are resolved completely autonomously. This immediately freed up our team to focus on more important tasks." ~ Jason Lai, Business Development Analyst at Petal



Results

- 1 Dramatic Reduction in First-Contact Abandonment:** The implementation led to a staggering 90% reduction in first-contact abandonment. Customers were more engaged and satisfied with the AI-driven support system. Customer interactions were characterized by immediate feedback rather than an uncertain, lengthy wait.
- 2 Decrease in Human-Conducted Customer Service Time:** By automating a substantial portion of customer support, Petal achieved an 85% decrease in time spent on human-conducted customer service. This allowed the team to focus more on revenue-generating activities rather than get bogged down by monitoring support channels.
- 3 High Resolution of New Conversations by AI:** An impressive 76% of new conversations were resolved using AI within the bot itself. There were minimal hallucinations. When issues cannot be resolved by the AI, the customer is redirected automatically to email support.