



my CYBERTWIN

CyberTwins and Humans



CyberTwins provide a valuable support role for your humans staff. They free up humans for more valuable and meaningful work.

With a CyberTwin at the frontline of customer sales and support, you will find their performance differs over human phone and live chat for these reasons:

CyberTwins are

- Consistent
 - The right answer, the right attitude, every time.
- Smart
 - Cybertwins can remember much more product detail than a human. They also remember hundreds of details about a client.
- Always friendly
- Cheap
 - One Cybertwin can talk to thousands of people simultaneously, every minute of the day.
- Focus on business objectives
 - Humans try get through as many visitors as they can, Cybertwins try to make sales, or help a client for as long as they need help.
- Easy to build and train
 - No engineering skills required, anyone can build and customize a CyberTwin.
 - You train them ONCE, and they get smarter and smarter



	CyberTwin	Human
Sales	Significant sales uplift over humans in live chat	
Cost	Fraction of humans, 1/4 to 1/10 th of the cost, depending on volumes	\$2-5 for live chat \$ 10 + for phone
Security	CyberTwins are software, they have no motivation to gather and sell secure data.	Call centre employees are more dangerous than phishers ¹
Accuracy	CyberTwin brains remember thousands of bits of information about your products and about your clients. They can make autonomous decisions, load web pages for the customer, co-browse, and help clients through complex sales and support processes. CyberTwin run at 90% + accuracy.	Humans have 65-75% accuracy, and significant inconsistencies between operators.
Consistent legal and brand messages	CyberTwins are 100% consistent	Humans achieve a 67% customer satisfaction, and 81% first call resolution rate ²
Performance	CyberTwins focus on business objectives, whether that is making a sale, or helping a client for as long as they need help.	Humans try get through as many calls as they can.

¹ Retrieved from <http://www.zdnet.com.au/news/security/soa/Call-centre-employees-more-dangerous-than-phishers/0,130061744,339283354,00.htm>

² Dimension Data Benchmarking report



Mood and attitude	CyberTwins are programmed to always be in a good mood	Humans have different personality styles, which may or may not be congruent with your brand.
One Cybertwin, different channels	The central CyberTwin knowledge about a customer can be transposed across channel, to give consistent interaction	Customers start a fresh with each new channel
Training	Easy to train and manage	Staff churn averages 24%.
Customer satisfaction: Speed to answer	CyberTwin response is instant	Humans take minutes to answer a phone call, and minutes between each question in live chat. The only way to improve this is more humans.
Customer satisfaction: Personalization	Highly personalized	Highly personalized, but usually not remembered from one conversation to the next
Customer satisfaction: Dropped calls	No calls are dropped	15% of calls are dropped
Customer satisfaction: Engagement and length of chats	CyberTwin chats average double the number of question-answer pairs when compared to humans in the same environment (financial services), increase browsing activity and page views	
Reporting - detailed	CyberTwin provide detailed reports on every aspect of the interaction and what they have	



interaction reports, conversation analysis, resolution report, segmentation reports	learned about the customer	
Reporting - on client profiles	MyCyberTwin profiling allows for deep personalization and reporting	Operators are not able to remember what happened in previous chats with clients, and rarely cross-sell products based on client profile.