

A photograph of a wall with large black letters 'L L M M' mounted on it. A metal rod with a handle is positioned horizontally below the letters. The letters are made of a dark material, possibly wood or metal, and are mounted with small screws. The metal rod is silver and has a dark handle at the end. The background is a light-colored wall with a dark horizontal band at the top and bottom.

L L M M

Models:

Revolutionizing Customer Support or
Ringing its Death Knell?

Dmitry Kindrya

Overview

Large Language Models (LLM) are AI-driven systems capable of generating human-like text. In the realm of **customer support**, they have emerged as powerful tools reshaping traditional methods.

LLM-Models have significantly transformed customer support operations. They enhance efficiency by swiftly **addressing queries** and **improving accessibility** through round-the-clock availability. Moreover, their scalability enables handling large volumes of inquiries seamlessly.

But...



While proponents argue they revolutionize support by offering instant and accurate responses, detractors express concerns about their potential to undermine traditional methods, fearing the loss of human touch and empathy in interactions.



What is ChatGPT?

AI system by OpenAI designed to mimic human-like interactions



What is LLaMa?

AI system by Meta, also designed to mimic human-like interactions

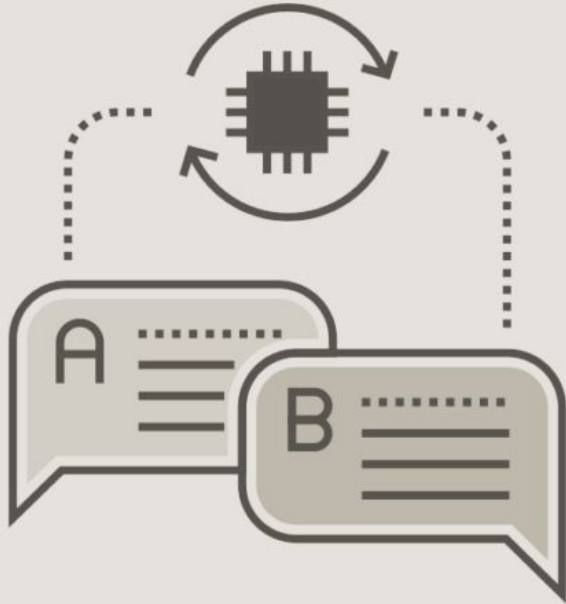
Traditional Customer Support

...have long relied on **human involvement** as the cornerstone of service delivery.

From phone calls to in-person interactions, human agents have been at the forefront of addressing customer queries and concerns.



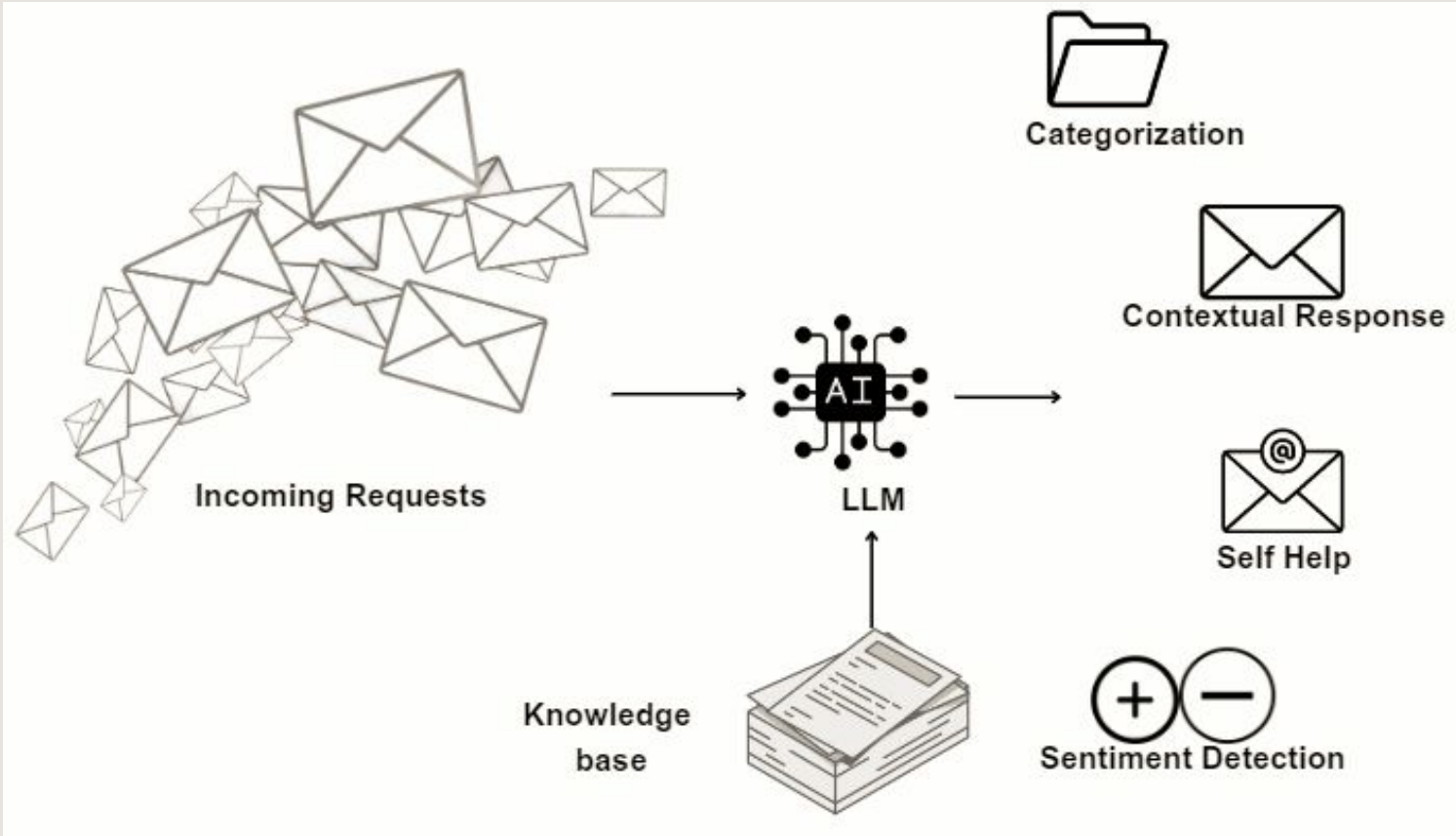
Impact of LLM-Models



One of the key aspects of LLM-Models is their ability to automate responses to customer inquiries.

Through natural language processing, these models can understand and interpret customer queries accurately, providing prompt and relevant solutions.

Additionally, LLM-Models can learn from interactions over time, continuously improving their accuracy and effectiveness in addressing customer needs.



seamlessly

Let's talk about pros...



Instantaneous
Responses



Consistency and
Accuracy



Handling Multiple
Channels



24/7 Availability



Cost Efficiency



Personalization at
Scale

Overall, LLM-Models revolutionize customer support by offering efficient, accessible, scalable, and consistent solutions while also driving cost savings and continuous improvement.



How about cons?



Loss of Personal Touch

potentially leading to decreased customer satisfaction



Misinterpretation of Queries

resulting in irrelevant or incorrect responses



Ethical Concerns

Issues such as data breaches or biased responses could damage customer trust and the company's reputation

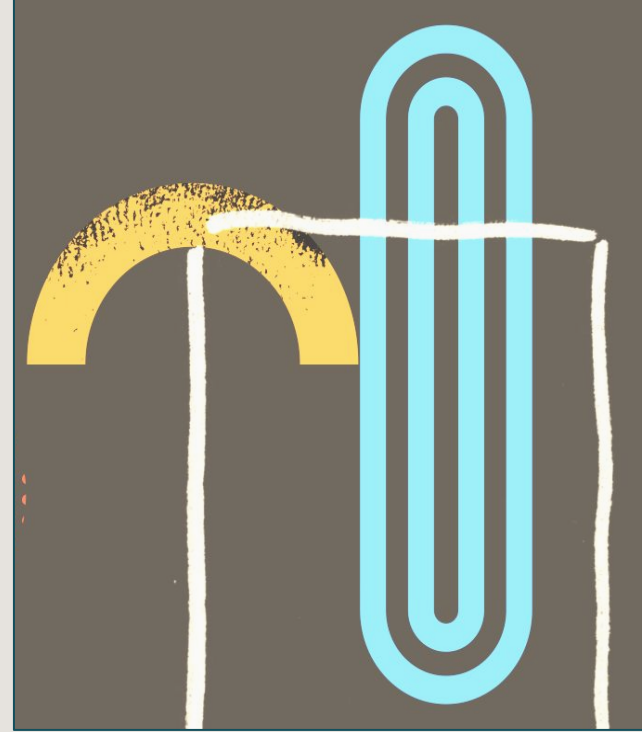


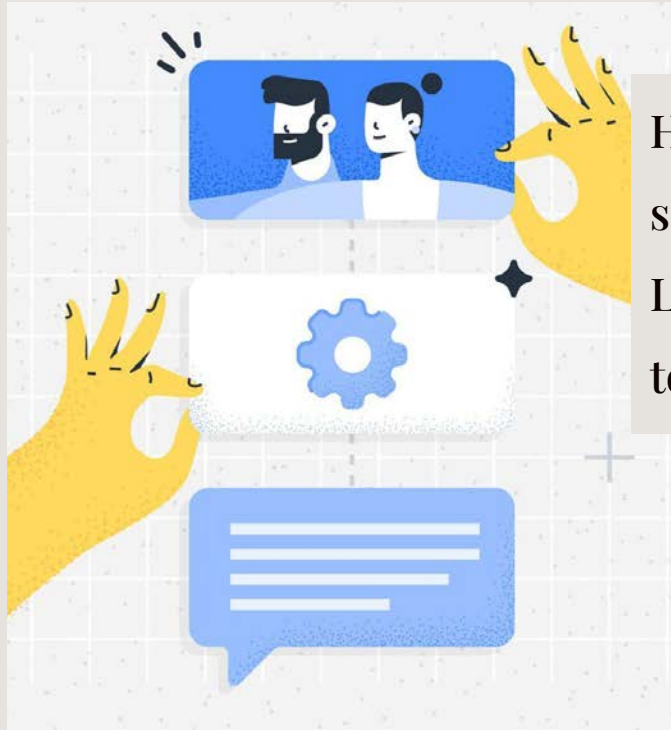
Dependency on Technology

Over-reliance on LLM-Models may lead to decreased problem-solving skills

Hybrid Approaches

hybrid approaches combining the strengths of LLM-Models and human intervention are gaining traction





Hybrid approaches in customer support seamlessly integrate the strengths of LLM-Models with the invaluable human touch.

This synergy allows businesses to provide timely responses, streamline processes, and maintain a high standard of customer satisfaction.

Future outlook

text



Adaptation and Evolution

continuous improvement and innovation are
imperative in customer support

Case study

An AI-powered virtual assistant platform, designed to efficiently manage and respond to your customers' inquiries across multiple channels, delivering rapid and top-notch communication experiences.



Initial issues

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stats

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results

Customer Trust

01

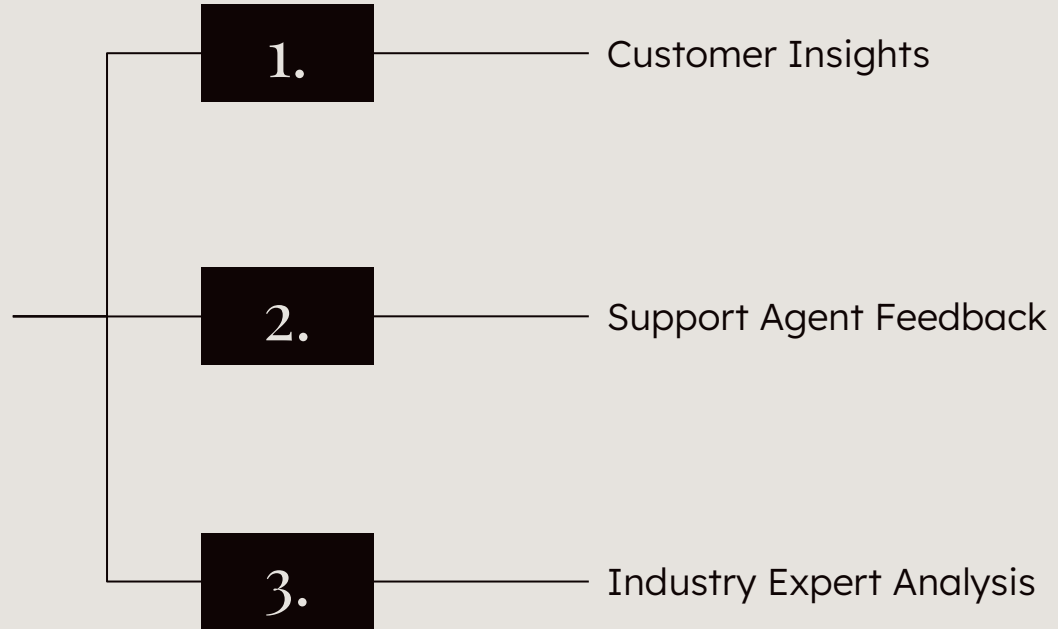
Importance of Maintaining Customer Trust
in the Age of Automation

Strategies for Building Trust and
Transparency in Customer Interactions

02

Stakeholder Perspectives

How do stakeholders
perceive the role of
LLM-Models in
customer support?



Amidst these perspectives, one intriguing question arises: *Are LLM-Models truly revolutionizing customer support, or do they risk undermining the essential elements of human connection and trust?*



Thanks!

If you have questions please feel free to leave comments under this video or send me to >>>>>

