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Loews Royal Pacific Resort

Beyond Chatbots

Augment Your Support Operations With AI

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Andrea Badgley

**Director of Support Operations,
Automatic**

-
1. Introduction
 2. Early exploration
 3. Success Stories
 4. Agent amplification
 5. The future

About Me

- Andrea Badgley
- Director of Support Operations
- Automattic: fully distributed company of more than 1900 employees.
- B2C and B2SMB email and live chat support for software products.
- AI (augmented intelligence) helps us resolve more than 85,000 cases per month with approximately 300 Happiness Engineers (support agents).



About Automattic

All around the world, building a new web, and a new workplace.

We're a mission-driven global company with US origins.

A distributed company with 1,954 Automatticians in 95 countries speaking 119 different languages.

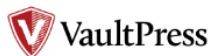
Our mission is to democratize publishing and commerce so that anyone with a story can tell it, and anyone with a product can sell it, regardless of income, gender, politics, language, or where they live in the world.

We believe in making the web a better place.



More than 1 billion people use our products every month.

We also contribute directly to WordPress, the open source project that powers over 40% of the internet.



Augmented, not artificial, intelligence

1

Scary

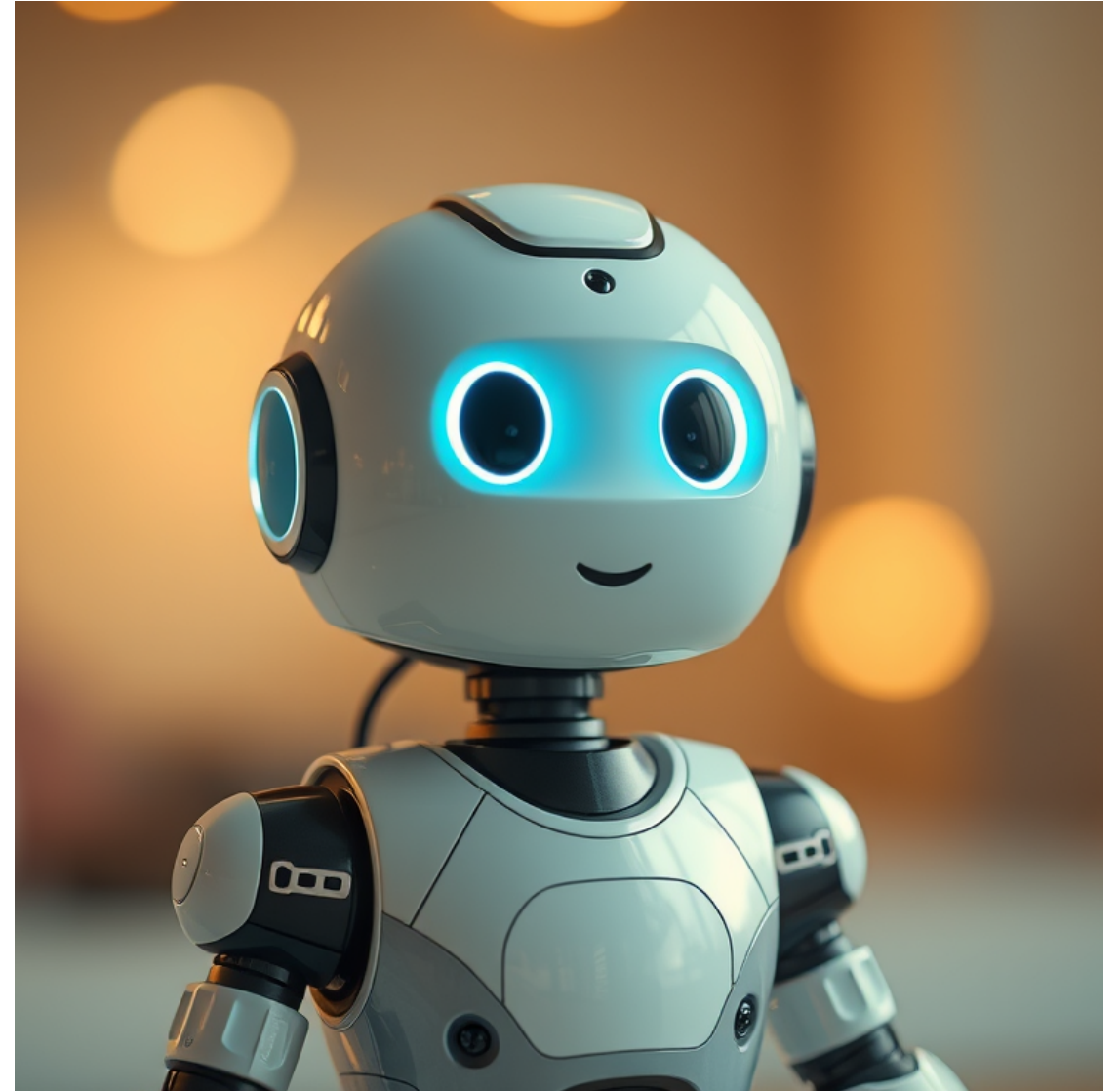
- Will I be replaced by AI?
- Was that article written by a human or a machine?
- Is it cheating for students to use Chat GPT to help with homework, or for me to use it in my own work?
- I'm weirded out that intelligence can be manufactured.
- Will computers take on human qualities and become sentient?



Helpful

When we shift to a mindset of AI as Augmented Intelligence rather than Artificial, suddenly we can do more with the same or smaller workforce.

- English-speaking agents can do multilingual support.
- Agents can summarize case notes quickly.
- Agents can surface customer insights to product teams.
- As subject matter experts, agents can become chatbots' trainers and managers.



About You!

- Raise your hand if you use AI.

About You!

- Raise your hand if you use AI.
- How do you personally use it?

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- Raise your hand if you use AI.
- How do you personally use it?
- How do you use it in your support operations?

About You!




- Raise your hand if you use AI.
- How do you personally use it?
- How do you use it in your support operations?
- What was the first thing you used AI for in your organization?

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First forays into AI

2


Rudimentary co-pilot

 GPT  

The customer wants to know how to set a blog icon on their WordPress.com site. What can I tell them?

To set a blog icon (also known as a favicon or site icon) on a WordPress.com site, you can guide the customer through the following steps:

1. Log in to their WordPress.com account and go to the dashboard of their site.
2. On the left-hand menu, click on "Appearance" to expand the options, then click on "Customize." This will open the Theme Customizer.
3. Inside the Theme Customizer, look for the

You can ask GPT here and submit using the sparkles button 

More advanced co-pilot



Happy Bot Internal

7 minutes ago

[Assign](#)

The reply below was generated by Odie, our internal AI bot. Please feel free to copy-paste and edit its suggestion. You can also [rate its reply](#).

Hi, thanks for reaching out to WordPress.com Support!

To add a language switcher button on your website that can change the website's language, you can use the Google Translate Widget. This widget allows viewers to click on a "Select Language" dropdown menu to choose a language for translation. Once a language is selected, the site's content will be translated into that language.

You can enable the Google Translate Widget on your site by following these steps:

1. Go to your WordPress.com dashboard.
2. Navigate to the Widgets section.
3. Add the Google Translate Widget to your desired location on your website.
4. Save the changes.

Once the Google Translate Widget is added to your site, visitors can click on the dropdown menu to select a language for translation. The translated content will be displayed on the site.

I hope that helps! If you have any additional questions or my answer wasn't helpful, please respond to this email.

The following URLs were used to generate this answer and can be used for further help.

- [Google Translate Widget](#)
- [Set Up a Multilingual Site](#)
- [Multilingual Site Tutorial Using Blocks \(No Plugins\)](#)
- [AI Assistant Block](#)

Results?

Reduced cognitive load for agents, but efficiency gains unclear.

Discussion

- Have you tried AI case summaries or co-pilots? What were the results?
- What have you tried that has not worked?

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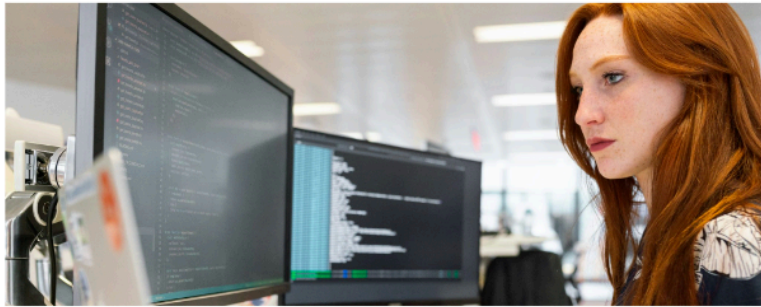
Multilingual support

3

Multilingual evolution



Multilingual agents

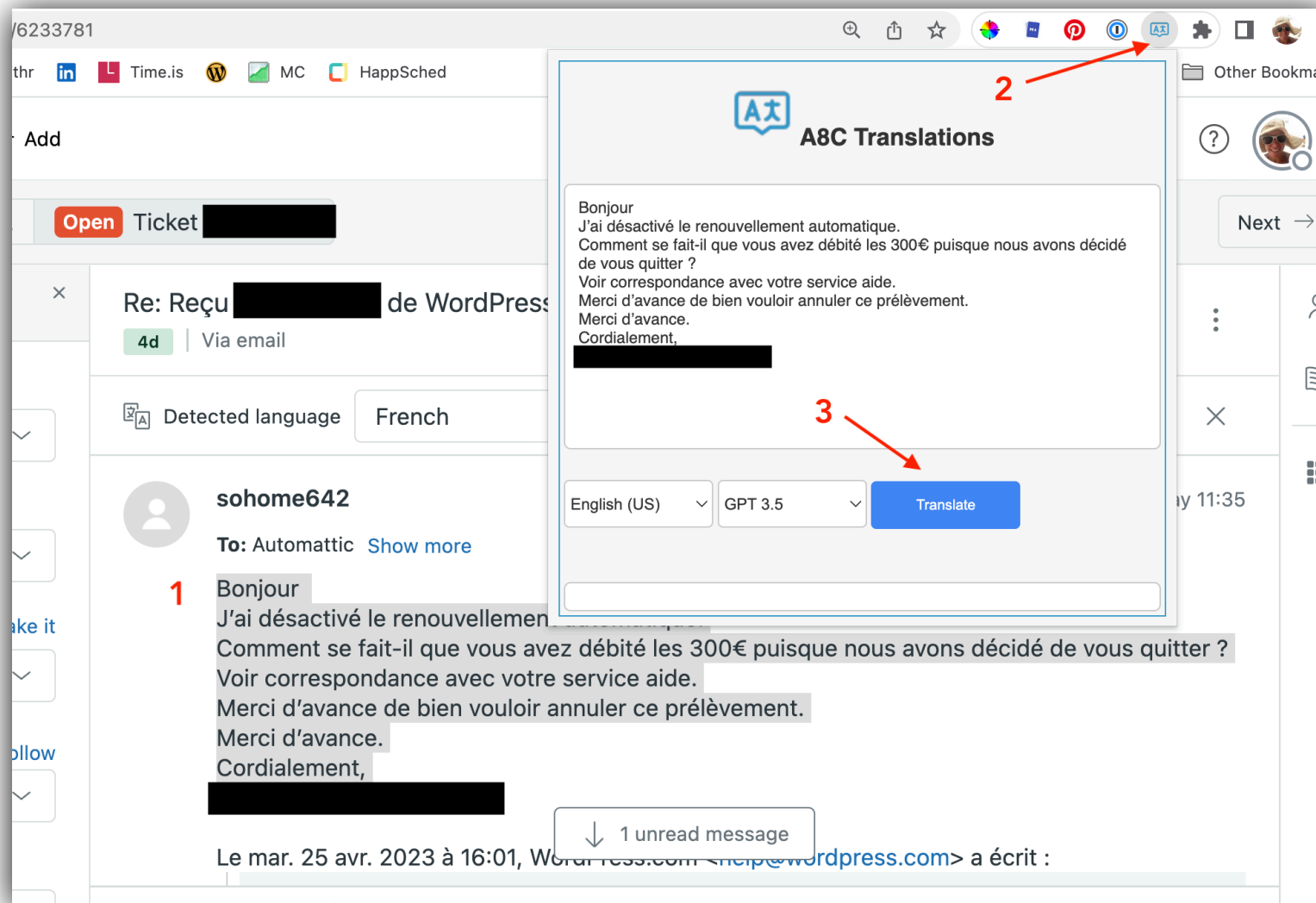


Multilingual agents and
human-edited machine
translation for escalations



Natural language translation for
all multilingual support

Inbound translation using browser extension




Outbound translation

Detected language

French

Translate



Andrea B.

Assign

39 minutes ago

To: dominique

Show more

GPT Translation

Bonjour Xochi,

Merci d'avoir listé vos sites. L'adresse e-mail depuis laquelle vous écrivez n'est pas associée au compte qui possède les abonnements sur ces sites.

Pour accéder à l'administration de ces sites, veuillez vous connecter au compte WordPress.com qui possède ces mises à niveau. Une fois connecté, vous pourrez gérer les abonnements ici :

<https://wordpress.com/me/purchases>

translation disclaimer

Ce qui précède a été automatiquement traduit de ce qui suit:

English reply

*Hello Xochi,

Thank you for listing your sites. The email address you are writing from is not associated with the account that owns the subscriptions on those sites.

To access the admin for those sites, please log into the WordPress.com account that owns those upgrades. Once logged in, you will be able to manage subscriptions here:

<https://wordpress.com/me/purchases>*

Thank you,
Andrea

AI multilingual email support



Discussion

- What successes have you had with AI?
- Is anyone using AI for multilingual voice support?

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Amplifying excellent agents

4

Who's watching the bots?



First six months of chatbots

8.6%

Percentage of inbound
volume handled by AI

We gained efficiency

	May 2023	December 2023
Number of agents	178	162 (9% reduction)
Responsiveness	74%	88%

But... is it good?



AI Squads

- Review chatbot interactions
- Improve documentation
- Expand AI expertise
- Make bots better



MESSAGE ID	ROLE	CONTENT	DEBUG	FEEDBACK	CREATED AT
1850960	user	I was recently charged 331 PLN to renew my wordpress site. However, the subscription charge is 19\$ a year, according to the billing information on my profile. Why was I charged much more than this?		0	2024-09-21 11:58:30
1850961	bot	<p>Sources:</p> <p>👎 👍 1. Troubleshooting Payment Errors § Duplicate Payment Detected</p> <p>Content:</p> <p>If you accidentally renewed your plan or domain twice (for two years) when you only intended to renew it once (for one year), we may send you an email to alert you of the possible duplicate charge. You can take the following steps to rectify the situation:</p> <p>1. Visit your Purchases page to check the new expiry date of your subscription. 2. Depending on the new expiry date, you can: * Do nothing if you are happy to keep the subscription for the extra year. * Contact us to discuss your refund options for the unintentional charge.</p> <p>👎 👍 2. Subscribing to Payments § How Do Recurring Payments Work?</p> <p>Content:</p> <p>When you start a recurring payment, you're automatically charged at regularly recurring intervals. You will be charged once a year or once a month until you cancel the subscription.</p> <p>The interval, whether it's a month or a year, is called a renewal period. Your subscription automatically renews for the same amount at the end of each renewal period. For example, if you buy a \$5/month subscription on January 17, you'll be charged \$5 on the 17th of every month until you cancel.</p> <p>The site owner determines the renewal period, so different sites will offer subscriptions of various lengths and frequencies. The amount you pay and the renewal period are displayed prominently during the subscription process, so you know what you're spending and how frequently you'll be charged.</p>	mlflow	0	2024-09-21 11:58:36 5,579 ms

Rate bot reply

Bot Answer

It sounds like there might have been a discrepancy in the amount you were charged for your WordPress.com subscription renewal. Let's try to figure this out together!

Here are some steps you can take to investigate the issue:

1. Check Your Billing History:

- Visit your [Purchases page](#) to review the details of the recent charge. This will show you the breakdown of the charges and the items included in the transaction.

2. Verify the Renewal Period:

- Confirm the renewal period for your subscription. The amount you pay and the renewal period are displayed prominently during the subscription process. Make sure you are aware of the renewal frequency.

3. Contact Support for Clarification:

- If you feel that the charge was in error or if you need further clarification on the billing discrepancy, you can [contact our support team](#) for assistance. They will be able to review your account details and provide you with more information.

Remember, our goal is to ensure that you have a clear understanding of your charges and that any issues are resolved promptly. Let me know if you need any more help or if you'd like me to connect you to a human for further assistance!

Response Quality

 **Misleading / Harmful**

 **Barely Helpful**

 **Mostly Accurate**

 **Addresses User's Concern**

 **Perfect**

Improvements

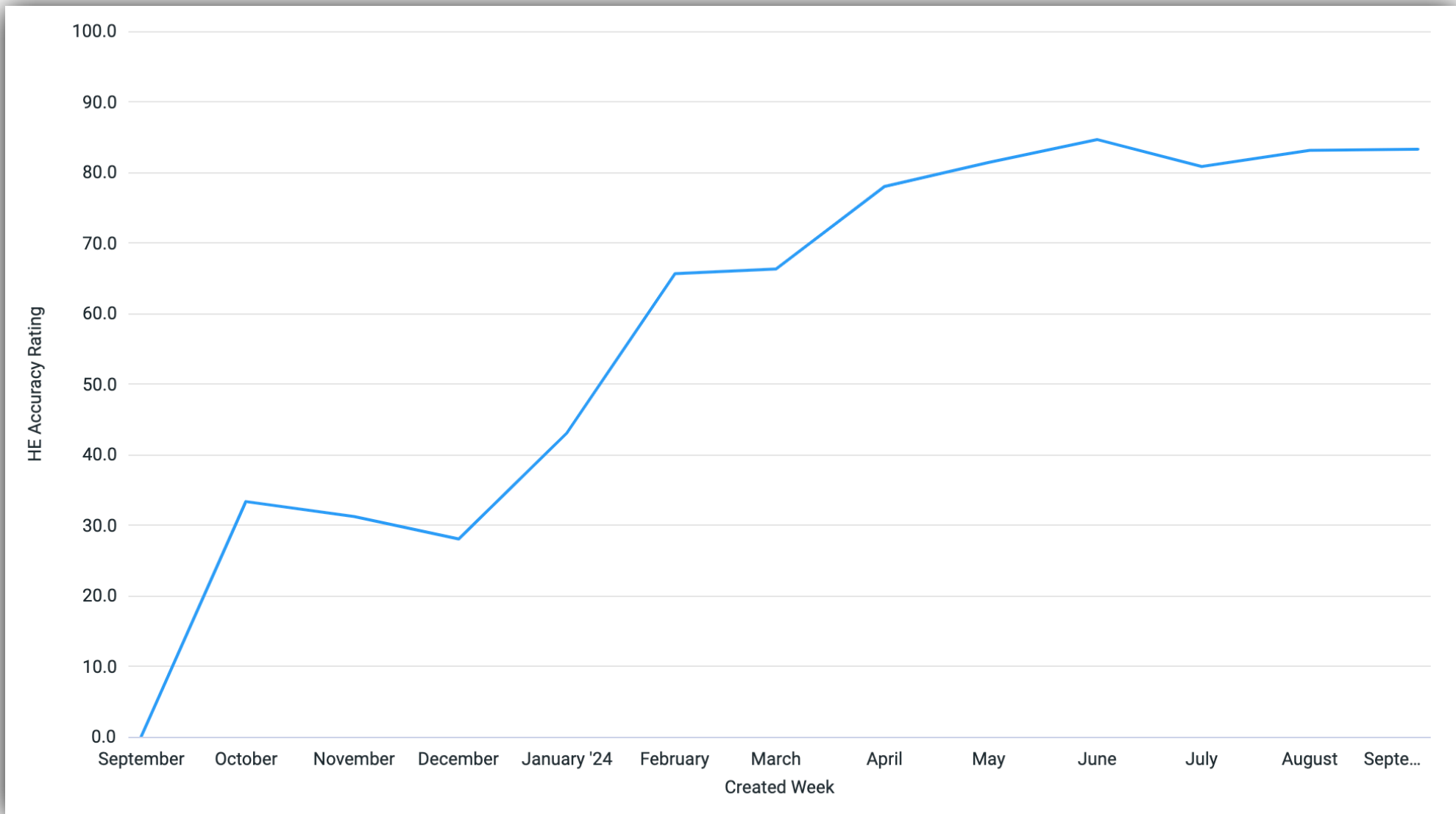
161

Documents updated

108

Product needs reported

AI Accuracy Improvement



Now

First Six Months

38%

Percentage of inbound
volume handled by AI

8.6%

Percentage of inbound
volume handled by AI

Discussion

- How are you assessing the quality of your chatbots?
- How are you amplifying your excellent agents through AI?

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Things we're trying

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Triage bots

1. AI classifies inbound cases.
2. Triggers route the case based on classification tags.

Ticket > Tags

Contains at least one of the following

cl_feature_domain ×

cl_feature_domains ×

cl_domains_and_email ×

Actions

Actions that will occur if global conditions are satisfied

Ticket > Add tags

wpcom_tier2 ×

Ticket > Remove tags

wpcom_tier3 ×

wpcom_tier1 ×

Ticket > Support Tier

Tier 2

Ticket > Priority

Normal

Demand analysis

Category	Count
issues and inquiries related to stats including commercial/non-commercial site status and license	23 (9%)
issues connecting a site	23 (9%)
user requests support, no issue/question is specified	21 (8%)
issues and inquiries related to backups	17 (7%)
Other	17 (7%)
payment and billing issues	12 (5%)
user reporting error message	12 (5%)
issues with registration/license keys	11 (4%)

Discussion

- What are you all thinking of next for AI in your organizations?

As artificial intelligence evolves, we must remember that its power lies not in replacing human intelligence, but in augmenting it. The true potential of AI lies in its ability to amplify human creativity and ingenuity.

Ginni Rometty
Executive Chairman at IBM, 2022

Any questions?

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Thank you!

[linkedin.com/in/andreabadgley](https://www.linkedin.com/in/andreabadgley)