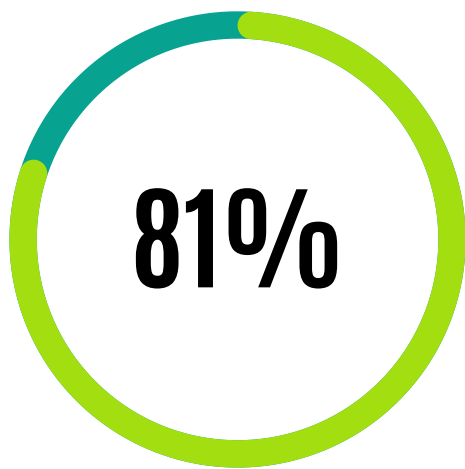
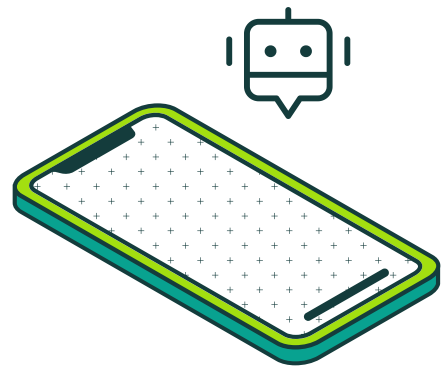


# 2022 Digital Trends in AI Self-Service

What does the future of customer service look like? With the introduction of AI self-service, a new wave of automated conversations is turning complex processes into effortless experiences for customers.



**81% of customers try self-service before reaching out to speak to someone.**

Customers can connect with a business, get answers to basic questions, and leave satisfied without having to talk to someone if they don't want to.

## Top 3 AI Self-Service Trends

According to NLX.ai

- 1. Taking A Step Toward Automation**  
Service requests such as resolving password issues, scheduling an appointment, upgrading your reservation, and checking your account balance can now be automated.
- 2. Embracing Personalization**  
Personalizing your self-service conversations can help increase customer satisfaction and trust, as well as automation efficiency.
- 3. A Love For Multimodal Conversational AI**  
Powering multimodal (two or more simultaneous methods of communication) conversation types will be a new way of creating a compelling customer experience.