





# C3 Generative AI for Customer Service

## Unified Knowledge Source to Enhance Customer Service

C3 Generative AI for Customer Service is a unified knowledge source that enables customer service teams to rapidly locate, retrieve, and act on enterprise data and insights through an intuitive search and chat interface.

 <h3>Rapid Access</h3> <p>to relevant, critical, and high-value insights across disparate datastores, applications, and information systems</p>	 <h3>Domain Specific</h3> <p>models combining industry and customer service expertise to help enterprises achieve critical business outcomes</p>	 <h3>Enterprise Grade</h3> <p>data security, access controls and flexible deployment allow enterprises to meet strict security and privacy requirements</p>	 <h3>Future Proof</h3> <p>investments with a LLM-agnostic architecture and ability to integrate and leverage existing data and software investments</p>
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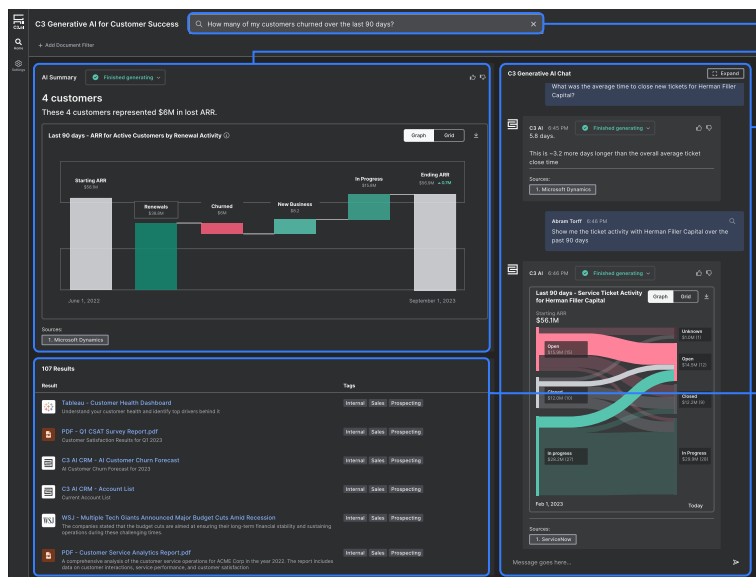
Today's customer success and services organizations face a growing challenge of managing cost and employee efficiency without compromising the customer experience. Customer service teams find it increasingly complex and time-consuming to navigate large volumes of data across internal and external information systems and locate relevant insights.

C3 Generative AI for Customer Service enhances productivity and improves customer satisfaction with accelerated time to insight. Users can ask questions in natural language and receive accurate answers ranging across customer and product information, service levels, customer satisfaction, service inquiries, training documents, and standard operating procedures (SOPs).

C3 Generative AI for Customer Service is an enterprise-ready solution with support for structured and unstructured data, a LLM-agnostic architecture, deterministic responses with source references, and granular enterprise access controls. C3 Generative AI for Customer Service offers rapid configurability with customer service domain models and provides prebuilt connectors to common CRMs and service clouds.

### Use Cases

- **Quickly access insights** from anywhere in your enterprise stack, including your CRM, customer service data, training collateral, inside sales activity, and other siloed data sources
- **View customer specific information in one place** related to past interactions, key contacts, product usage, open service tickets, and customer satisfaction
- **Find relevant material to promote knowledge sharing and maximize productivity** through sharing of best practices, prior similar cases, and commonly asked questions
- **View customer trends** such as churn, customer satisfaction, buying history, product adoption and CSAT across key customer segments
- **Maximize team productivity** by helping customer service teams focus on the right customers, information, and pain points
- **Optimize team operations** by providing business insights to leaders on items such as average ticket times, number of escalations, and customer satisfaction



The screenshot shows the C3 Generative AI for Customer Service interface. At the top, a search bar contains the query "How many of my customers churned over the last 90 days?". Below the search bar, the interface is divided into two main sections. On the left, there is a "4 customers" summary card with a bar chart titled "Last 90 days - ARR for Active Customers by Business Activity". The chart shows four bars: Starting ARR, Revenue, Churned, and New Business. Below the chart is a "107 Results" list with columns for "Result" and "Type". On the right, there is a "C3 Generative AI Chat" interface with a chat history and a "Message your team" button. Blue callout boxes point to the search bar, the top result for the search query, the interactive chat for follow-up questions, and the ranked list of results.

Figure 1. C3 Generative AI for Customer Service accelerates time to insight for customer service professionals with a natural language search and chat interface.

Ready to Deploy Today, Results in 12 Weeks or Less

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