AI ASSISTANT BEST PRACTICES

Insight into enhancing user experiences with an AI Assistant.

DESIGN FOR MOBILE-FIRST USERS

64% of all Internet traffic comes from mobile devices (1). Design a UX that thrives on mobile — whether it's an app, web embed, or messaging platform.

SUPPORT A GLOBAL AUDIENCE

75% of consumers prefer brands that speak their language (2). Offer multilingual support so users can engage in their native language. Scale globally without duplicating support teams.

START SMALL - SCALE SMART

You don't need to boil the ocean - start with existing content. Let users' questions guide your roadmap.

COMBINE GENERATIVE & DETERMINISTIC AI

Deterministic AI = Structured, rules-based (for accuracy & compliance). Generative AI = Flexible, conversational, creative. The smartest assistants use both.

EMBED MULTIMEDIA

Enhance solutions with videos, images, and gifs for a richer end user experience. AI assistants with visual support improve user understanding by up to 82% (3).

CREATE PERSONALIZED EXPERIENCES

Connect to your CRM. Use past purchases, preferences, and customer data. Result: Smarter, more relevant answers = better CX.

GENERATE SALES NATURALLY

Recommend products that make sense to solve a user's problem or improve their situation. One client added $10K in monthly sales via smart upsells in support chats.

PROMOTE IT OR LOSE IT

AI can't help if no one uses it. Promote via: Email, IVR, newsletters QR codes & NFCs, social media posts, footers, help pages, smart speakers, etc.

MEASURE WHAT MATTERS

Track KPIs like: escalation rate, answer accuracy, visitor volume. Allow custom reporting, not just helpfulness votes. Businesses using behavior analytics see 3× better results.

PARTNER WITH AN EXPERIENCED AI TEAM

Specialized teams understand NLP, tuning, customization, compliance, etc. Leveraging an AI expert speeds up deployment.

PRIORITIZE SECURITY & COMPLIANCE

Ensure your vendor meets SOC2, HIPAA, PCI standards. SOC2 builds trust and eases vendor due diligence. This ensures end user privacy and safety while using AI.

THINK OMNICHANNEL + INTEGRATIONS

Deploy across: web, mobile apps, social, email, voice, partner sites, etc. Integrate with: CRM, payments, EHRs, ticketing systems, subscriptions, and more.

PREEMPT SUPPORT CHANNELS

Position your AI Assistant before live chat, IT help desk, or call center. One client deflected 37% of emails after adding AI Assistant autoresponder.

ALWAYS OFFER ESCALATION

Never trap users. Make it easy to reach a human. "Gatekeeper aversion" kills trust. Fast handoff = higher adoption + better satisfaction.

ADDRESS THE MULTIVENDOR SUPPORT DILEMMA

Improve cross-platform support & customer experience. Link assistants across vendors. Create recurrent revenue. Join the NOHOLD AI Alliance™.

References:
1. Source: Digital Silk - URL: https://www.digitalsilk.com/statistics/mobile-vs-desktop-usage/
2. Source: CSA Research, 2020 - URL:
    https://csa-research.com/Blogs-Events/CSA-in-the-Media/ArticleID/114
3. Source: Nielsen Norman Group, "The Impact of Visuals on User Experience", 2023. - URL:
    https://www.nngroup.com/articles/visuals-user-experience/

Connect with NOHOLD if you would like to learn more. Visit nohold.com.