



# HOW GENERATIVE AI WILL DISRUPT THE AFTERSALES BUSINESS



# INTRODUCTION



In today's aftersales environment, complexity increases daily due to global expansion, a surge of new competitors, and rising customer expectations. Staying ahead in this rapidly evolving landscape requires reinventing our approach continuously.

Enter generative AI: a transformative technology that's not just keeping us in the game but setting the pace.

It's your key to predicting and meeting demand more efficiently than ever before, making it an essential tool for navigating the complexities of modern aftersales and securing a competitive edge

**\$18.1**

Billion Generative AI Market Size<sup>1</sup>

**20%**

ROI increase when investing in AI<sup>2</sup>

**91%**

Of UK executives have used or will adopt generative AI in the next 18 months<sup>3</sup>

**52%**

Of customers will leave a company after one negative experience<sup>4</sup>

*In this guide, we'll explore how generative AI addresses these shifting market dynamics and sets businesses apart in the aftersales sector.*

*Get ready to discover how this transformative technology can become the cornerstone of your long-term success.*

# GENERATIVE AI:

Generative AI marks a leap forward in artificial intelligence. These sophisticated algorithms don't just analyze data – they create. From crafting text and images to building predictive models, generative AI unlocks unprecedented possibilities.

At its core are technologies like Generative Pre-trained Transformer (GPT) models and DALL-E, which produce content and visuals astonishingly close to human-generated output.



## DEFINITION + CAPABILITIES



### Content Creation

AI models that emulate human writing, effectively generating articles, reports, and responses.



### Predictive Analysis

Generative AI can sift through vast datasets to anticipate outcomes, enabling proactive decision-making and resource optimization.



### Complex Problem Solving

These models can tackle complex challenges, generating innovative solutions based on the knowledge they've absorbed.

# CURRENT APPLICATIONS

## Machine Documentation Assistant

Imagine a world where finding the right machine information is as simple as asking a question. No more digging through manuals or endless online searches.

This tool understands your questions and delivers the answers you need in seconds. It's your key to faster resolutions, happier customers, and streamlined technician workflows.

## Smart Pricing Strategy

Say goodbye to generic pricing. With a smart AI-powered pricing strategy, you can target every customer with the perfect price point.

It analyzes a tidal wave of data – online prices, individual buying habits – to create tailored offers that boost conversions by an average of 20%<sup>6</sup>, maximizing profits.

## AI-Enhanced Customer Support

Think of your support line as a team of tireless experts, ready to answer any question at any time.

An AI-enhanced assistant taps into your knowledge and past interactions, delivering accurate answers instantly - resolving up to 90% of common inquiries without human intervention<sup>5</sup>.

For customers, it's like having a 24/7 support superstar at their fingertips.

Traditionally, aftersales has always been about reacting to problems. But generative AI flips the script, empowering you to anticipate and act.

Envision a world where customers get what they need before they even ask – where predictive maintenance becomes your standard, demand forecasting is razor-sharp, and 100% SLAs are the rule, not the exception.

This is the future of aftersales, driven by AI. The key is unlocking its full potential with the right strategy, implementing this opportunity correctly and with purpose and understanding.

## Data-Driven Sales Insights

Forget one-size-fits-all strategies. This tool unlocks the secrets of local markets, analyzing global sales data to pinpoint what makes customers tick in every corner of the world.

On average, it identifies 50% more sales ready leads at 33% less costs than traditional analysis<sup>7</sup>, all through mapping buying trends, predicting customer preferences, and illuminating paths to higher sales and untapped markets.

# THE IMPACT ON AFTERSALES BUSINESS

## Customer & Technician Support During Incidents

Imagine a world where machine breakdowns no longer mean hours wasted poring over complex manuals. Generative AI is your troubleshooting superpower, able to analyze vast amounts of technical documentation and pinpoint the exact solution in seconds.

Technicians can interact with AI-powered assistants that offer step-by-step guidance tailored to the problem – drastically reducing downtime and ensuring jobs get done right first time around. This isn't just about speed; it's about accuracy. AI-driven support systems improve issue resolution times by up to 70%<sup>8</sup>!

But even the smartest AI needs the human touch. That's why integrating AI tools with your support team is essential. AI can handle routine queries or summarize lengthy manuals, freeing up your agents for complex issues.

You can also train AI chatbots with technical documentations or FAQs on your specific tone and voice, making those interactions feel more personal and satisfying for end-customers.

The key to success lies in finding the right balance. Here's where AI shines:

- **Rapid Response:** Get customers and technicians the answers they need, instantly.
- **Reduced Downtime:** Solve problems faster, keeping your customers' operations running smoothly.
- **Manual Mastery:** Turn mountains of technical data into clear, actionable insights.

### Chatbots

**90%**

of customers prefer assistance from a human, rather than a chatbot<sup>9</sup>

### Time Savings

**2.5 Billion**

hours saved for customer support reps every year thanks to AI chatbots<sup>10</sup>

### The Future

**95%**

of customer service interactions will be facilitated by AI by 2025<sup>11</sup>

# THE IMPACT ON AFTERSALES BUSINESS

## Inventory Management

Businesses are unlocking new levels of efficiency with generative AI's remarkable ability to predict and shape inventory demand. In aftersales, this means faster fulfillment, a smoother service experience, and fewer disruptions caused by stockouts. It's a win for both customers and your bottom line.

By analyzing vast amounts of data – historical sales, real-time IoT signals from warehouses and stores, and external factors like weather patterns and competitor promotions – AI models can:

- **Demand Sensing:** Accurately predict what customers will need and when, including seasonal trends and even the impact of local events.
- **Demand Shaping:** Proactively influence demand through targeted promotions and pricing strategies optimized for specific products and regions.
- **Stock Optimization:** Intelligently determine the perfect inventory levels to minimize the financial burden of overstocks and the lost sales of stockouts. AI can factor in lead times from suppliers and regional safety stock requirements.

The impact is tangible: Companies and supply chains harnessing AI in this way see average improvements of **15% to logistics costs, 35% better inventory management, and improved service levels by up to 65%**<sup>12</sup>.

This translates to significant cost savings, improved customer satisfaction, and the ability to capitalize on emerging market opportunities faster than the competition.

### Cost Savings

**20%**

Total cost savings when using AI-driven inventory management solutions<sup>13</sup>

### Stock Outs

**50%**

Reduced stockouts when using AI inventory management solutions<sup>13</sup>

### Service Levels

**65%**

Improved service levels compared to slow-moving competitors when using AI<sup>13</sup>

# THE IMPACT ON AFTERSALES BUSINESS

## Service and Technical Management

Generative AI transforms aftersales through predictive maintenance. Here's how:

- **Big data insights:** Generative AI mines massive datasets from equipment sensors, service history, and R&D findings. This analysis pinpoints subtle patterns and anomalies that signal impending failures, allowing for timely maintenance interventions.
- **Proactive virtual assistants:** AI-powered assistants translate insights derived from machine data into specific needs for replacement parts and maintenance services. Not necessarily only for spare part replacement, but also for frequent wear part replacement and their proactive go to market. This proactive approach streamlines inventory management and technician scheduling, improving efficiency and preventing costly downtime.
- **AI-driven warranty management:** Generative AI analyzes warranty claims alongside equipment performance data. This helps identify genuine issues, potential fraudulent claims, and recurring design weaknesses. By refining warranty terms and targeting product improvements, manufacturers can reduce costs and boost customer confidence.

### *The impact?*

Predictive maintenance enabled by generative AI reduces reactive troubleshooting and promotes proactive solutions.

Customers benefit from increased uptime, minimized disruptions, and improved product reliability. Manufacturers gain significant cost savings, enhance operational efficiency, and protect their reputation for quality.

#### Self Service

**63%**

of businesses use AI customer self-service solutions of some kind<sup>14</sup>

#### Reduce Costs

**30%**

Customer service cost savings for companies using chatbot services throughout their aftersales process<sup>15</sup>

#### Fraud Detection

**93%**

of those surveyed plan to invest in AI for fraud detection in the next 2-5 years<sup>16</sup>

# THE IMPACT ON AFTERSALES BUSINESS

## Product Development and Upgrades

Leveraging aftersales data, generative AI can uncover trends and guide the development of new product features or enhancements, creating a powerful feedback loop. Here's how it works:

- **Data-Driven Insights:** AI analyzes warranty claims, customer support queries, and repair logs, identifying pain points, common issues, and desired functionalities. This turns aftersales data into actionable intelligence.
- **Faster Time to Market:** AI analytics can decrease mockup and prototyping times from four to 12 weeks down to just one to four weeks. This allows for rapid iteration and the ability to seamlessly address customer needs, saving time and money in the process.
- **Customer-Centric Innovation:** By understanding real-world usage patterns and issues, businesses can prioritize product improvements that resonate with customers, leading to increased satisfaction and loyalty.
- **Competitive Advantage:** The speed and accuracy of AI-driven product development allow companies to stay ahead of the curve, delivering market-leading solutions that anticipate and exceed customer expectations.

Ultimately, generative AI transforms aftersales into a strategic innovation engine, ensuring products continuously evolve to meet market demands and provide an exceptional customer experience.

### Finance Companies

**30%**

of finance companies currently use AI in product development<sup>17</sup>

### In Retail

**63%**

of retail organizations use AI to improve customer interactions across the board<sup>18</sup>

### Advantage

**97%**

of business owners believe ChatGPT will help their business in some way.<sup>19</sup>



# CHALLENGES + CONSIDERATIONS

While the potential of generative AI in aftersales is immense, like all transformative technologies, it comes with its own set of challenges and considerations. Understanding these is crucial for a seamless and successful integration into business processes.

- **Data Security is Key:** Protect customer data with encryption, anonymization, and strict GDPR compliance. Stay vigilant with regular audits and updates.
- **Integration is Key :** Any AI use case requires lots of data. It's essential to have a scalable connector technology bringing together all the different data sets from the various different systems out there.
- **Invest in Skill Development:** Empower your workforce with continuous training in AI capabilities. Frame AI as an opportunity for skill enhancement and human-AI collaboration.
- **Watch Out for Bias:** Prevent discriminatory practices by monitoring AI outputs, identifying potential biases, and taking immediate corrective action.

# STRATEGY CONSIDERATIONS FOR OEMS + DEALERS



## Choose the right partners

Seek partners with aftersales AI expertise, but also data integration know-how. These elements are key for maximizing data value along your supply chain.



## Start small, scale fast

Agile pilot projects allow for learning and refinement before a large-scale rollout.



## Set clear metrics

Define KPIs upfront to measure the success of your generative AI initiatives.



## Cost-Benefit Analysis

Weigh potential investment against potential gains for informed decisions.

# CASE STUDIES

The aftersales experience is undergoing a customer-centric revolution, powered by the capabilities of generative AI. Companies are leveraging AI to elevate customer satisfaction, streamline processes, and stay ahead in a dynamic marketplace.

This trend is undeniable – a recent HubSpot study found that **79% of customer service professionals** view AI and automation as critical to their success.

- **PolyAi**, a company from Cambridge University, created a LLM trained on millions of the conversation samples to be used as a voice assistant for customer service teams, aiming to resolve **more than 50% of customer calls** for companies worldwide.<sup>20</sup>
- **Bentley Systems**, the PA-based construction industry software designer, is using generative AI to speed up parts of the process, including the generation of site plans and optimizing designs on factors like better climate resiliency.<sup>21</sup>
- **Sprinklr** is using basic, off-the-shelf generative AI solutions to help one of their clients reduce call handling times by 50% and improved their CSAT score by 25%.<sup>22</sup>
- **Mass General Brigham**, a Boston healthcare system partnered with Harvard Medical School, is using generative AI models to help create patient profiles, helping doctors to treat similar case patients quickly and efficiently. Data used includes diagnostic information, medical records, data from discussions with patients, and both genetic and genomic data.<sup>21</sup>
- **Schneider Electric**, one of the world's leading electronic and automation manufacturers in the world, is using lower-cost and more energy-efficient models (GPT 3.5) to run its chatbots and help its customers compute and analyze their carbon emissions as well as track their energy data in an easy way.<sup>21</sup>

While case studies highlight the potential of generative AI to revolutionize customer service and operations, a significant **40% of businesses** remain in the experimental phase.<sup>23</sup>

The true impact is still unfolding, especially with new AI models emerging rapidly, their capabilities increasing exponentially. It raises the question: *is there even a limit to how profoundly LLMs can reshape the way businesses interact with their customers?*

# CONCLUSION

Generative AI is undeniably powerful for the aftersales sector, boosting efficiency, delighting customers, and fueling innovation. It's moved beyond theory – businesses are reaping tangible benefits right now.

The future holds even more promise. AI will evolve from predicting issues to prescribing the best solutions, all while tailoring interactions to each customer.

Companies that grasp this potential will transform their aftersales success, turning problems into wins and customers into loyal fans.

*Ready to lead this aftersales revolution?*

ClearOps is your go-to partner. We combine cutting-edge AI with expert guidance to unlock the full potential of aftersales transformation.

TLDR: We're specialists in harnessing the power of generative AI to create exceptional aftersales experiences.

**See the difference in action – schedule your demo today:**

**<https://clearops.com/demo/>**



**“We keep the world of machinery moving**

by ensuring every supply chain speaks a language of innovation and progress – creating an everlasting world.”

**CEO, WILLIAM BARKAWI**

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