



# Navigating the Future: 2025 Customer Support Trends

## Trend 1: Proactive Support with Predictive Analytics

### What's new?

Predictive models analyze data to anticipate and resolve issues before they escalate

### Impact

- Faster issue resolution
- Increased customer loyalty
- Lower operational costs

Agent Helper automates issue resolution, deflects tickets, and boosts customer satisfaction

## Trend 2: AI-Powered Self-Service Revolution

### What's new?

AI self-service solutions empower customers to solve issues on their own, 24/7

### Impact

- Reduced dependency on agents
- Lower costs
- Higher customer satisfaction

Cognitive search and SUVA enable seamless self-service to resolve issues independently

## Trend 3: Omnichannel Support Integration

### What's new?

Seamless support across channels for a consistent, unified customer experience

### Impact

- Consistent customer experience
- Reduced friction
- Improved operational efficiency

SearchUnify Virtual Assistant (SUVA) ensures a consistent, seamless experience across all channels

## Trend 4: Agility and Empowered Agents

### What's new?

Agile support systems empower agents to deliver swift, personalized solutions

### Impact

- Faster response times
- Enhanced problem-solving
- Higher agent satisfaction

Agent Helper enhances agility with AI-driven tools that help agents provide timely, personalized support

## Trend 5: Enhanced AI Governance and Risk Management

### What's new?

Effective AI governance is vital to manage risks and uphold ethical and regulatory standards

### Impact

- Risk mitigation
- Accuracy in AI decision-making
- Enhanced customer trust

Built-in AI governance ensures compliance, security, and trust in SearchUnify AI-driven solutions