



How Can Generative AI Be Used to Improve Customer Service and Support?

Generative AI-driven customer service yields lucrative results—from improved agent productivity to smarter self-service solutions. But how do you identify relevant use cases that drive maximum business value?

Access this exclusive report from Gartner® for tips on using generative AI in customer service and learn:

- How AI-driven automation can reduce average handle times (AHT) and improve the quality of customer interactions
- Three large language model (LLM) based approaches to determine generative AI usage areas in enterprise support
- Generative AI-driven customer service use cases that deliver near-term business value