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# The Future of Customer Service

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Calling a customer service line could become less frustrating, thanks to artificial intelligence. According to a recent Engadget story, some tech-savvy call centers are implementing AI to help direct callers to representatives who have helped customers with similar issues. A company called Afiniti International Holdings has created the technology that allows call centers to profile callers by pulling up their purchase information, call history and any public information available on social media sites. Based on the information gathered, callers are matched with representatives who can best assist them. **GP**