



# Digital Instructor

Digital Instructor provides interactive guides designed to simulate digital products, services, or tasks, giving customers step-by-step instructions. Instead of reading or watching videos, Digital Instructor helps customers gain first-hand experience by walking them through each step of a process or feature, at their own speed, using helpful visual cues.

Using Digital Instructor, businesses can create libraries of helpful how-to content, improving self-service and product knowledge, and reducing in-bound customer service calls.



*The creation of the Digital Instructors allows us to empower our clients and give them the ability to perform key tasks independently*

**Philippe Rincon**, VP, Digital Banking, National Bank

**80%** of customers using Digital Instructor did not call the contact center

**45 second** reduction in call service time using Digital Instructor

**\$2.4M+** cost avoidance in contact centers (large institutions)

Reduce call times and improve the customer experience

Easy step-by-step demos guide customer onboarding

Provide 24/7, instant customer product self-serve support

Increase software and technology ROI business outcomes

Enhance frontline product knowledge of all your product features

# Available on Inbenta's Complete CX Platform

## Digital Instructor



### Key Benefits & Features

#### **Boost Product Confidence**

With Digital Instructor, customers can try online features before using them live, so even the least tech-savvy customers can learn how to use your products or services

#### **Enable Voice, Autoplay and Download (New Features)**

Enhance Digital Instructor by enabling fully customizable AI-generated voice instructions; enable autoplay for easier consumption; and allow consumers to download a PDF of instructions

#### **Accelerate Adoption**

Use Digital Instructor when releasing new features to accelerate adoption; educate your customers and employees using step-by-step instructions

#### **Upsells & Cross-sells**

For customers that are especially engaged with your product, use Digital Instructor to promote relevant upsell or cross-sell opportunities

#### **On Call Support**

Frontline employees can use Digital Instructor to support product-related conversations with customers as well as share Digital Instructor demos directly with customers (via email, chat or text)

#### **Enhance Employee Training**

Leverage Digital Instructor in trainings and learning management systems to teach employees and help them become fluent with all of your capabilities

#### **Support Marketing and Sales**

Digital Instructor is regularly used on corporate websites, in mobile apps, on product pages and in personalized email campaigns to customers

#### **Track Results**

Experience a boost in digital KPIs while tracking all Digital Instructor activity

#### **Tailored Look and Feel**

Personalize the appearance of your Digital Instructor to match your brand guidelines and website style; develop Digital Instructor demos yourself or work with Inbenta's team to develop

### Sample Digital Instructor Integrations

*Additional integrations available*

#### **Inbenta Chatbot Integration**

Digital Instructor can easily be integrated into your Inbenta Chatbot providing step-by-step visual product knowledge

#### **Inbenta Knowledge Integration**

Include Digital Instructor and optimize your company's content with Inbenta Knowledge, an AI enabled knowledge management tool

#### **Inbenta Search Integration**

Include Digital Instructor in Inbenta's Search module, to incorporate a user-friendly search functionality that makes it easy for customers and employees to find the right answer