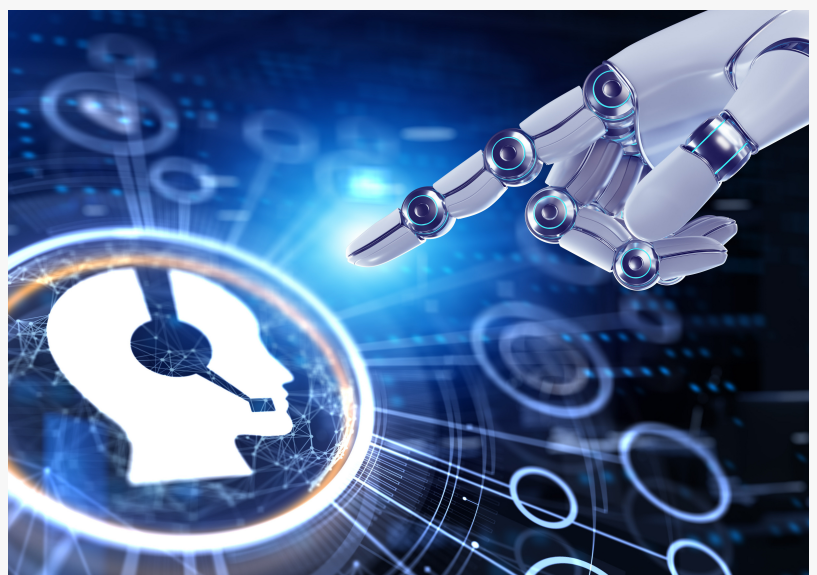


# Small Business Riding AI Wave in Customer Service

*As customer trust in technology grows, businesses are finding more ways to use AI to save time and money while boosting satisfaction.*

HOUSTON, TEXAS, UNITED STATES OF AMERICA, August 20, 2024

/EINPresswire.com/ -- Leading invoice funding company Charter Capital says more small businesses are embracing artificial intelligence (AI) to boost operational efficiency while improving the customer experience overall. Additional details are available in "[10 Smart Ways to Leverage AI in Customer Service](#)," which can be accessed at [charcap.com](http://charcap.com).



10 Smart Ways to Leverage AI in Customer Service

The report notes that more than half of all businesses are leveraging AI in some capacity, with customer service leading the pack in terms of use cases. Meanwhile, consumers have adapted to the new technology. Nearly three-quarters say they're comfortable conversing with an AI chatbot, even about sensitive issues such as finances and medical concerns.

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With consumer acceptance at a record high, it makes sense for smaller businesses to start weaving AI into their customer service strategies”

*Gregory Brown*

“With consumer acceptance at a record high, it makes sense for smaller businesses to start weaving AI into their customer service strategies,” explains Gregory Brown, Co-founder and Executive Manager at Charter Capital. “The technology has gone mainstream and is integrated into a variety of platforms, which makes it more accessible for

small businesses, too.”

Brown notes that chatbots are a key example but contends that businesses should explore multiple uses for AI in customer service. For instance, brands can cut response and resolution

times dramatically by leveraging AI to solve common customer issues or even provide multilingual service. These things improve the customer experience while reducing the load on human service agents.

“Businesses can also use AI to spot trouble in their service workflows,” Brown adds. “From identifying bottlenecks to spotting lengthy waits or picking up on sentiment, the technology is empowering small businesses to do more with less.”

Despite the fact that these benefits typically come with cost savings, small businesses sometimes struggle to raise enough working capital to integrate them. For situations like this, Brown says [invoice factoring](#) can be helpful, as it unlocks the working capital tied up in unpaid invoices, allowing the business to cover expenses without taking on debt.

Those interested in learning more about invoice factoring or who would like to request a complimentary quote may do so by calling 1-877-960-1818 or [visiting charcap.com](https://www.charcap.com).

#### About Charter Capital

Headquartered in Houston, Texas, Charter Capital has been a leading provider of flexible funding solutions for the B2B sector for more than 20 years. Competitive rates, a fast approval process, and same-day funding help businesses across various industries secure the working capital necessary to manage daily needs and grow. To learn more, visit [charcap.com](https://www.charcap.com) or call 1-877-960-1818.

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