

Omnichannel Retailer Tapped [24]7.ai™ for Comprehensive CX Modernization

[24]7.ai Managed Customer Engagement™ accelerated containment and improved CSAT

OVERVIEW

This 50-year old omnichannel retailer sells a wide assortment of merchandise for the home, wellness, beauty, and baby markets.

[24]7.ai PRODUCTS & SERVICES

[24]7.ai Managed Customer Engagement including the [24]7.ai Engagement Cloud™ platform with [24]7 Conversations™, [24]7 Answers™, [24]7 Agent Services™, [24]7 Assist™, and messaging channels

CX ENVIRONMENT

- Customer service interactions had been limited to voice and email
- 170 [24]7.ai digital agents hired and trained for 90-day launch
- 1M+ monthly online customer contacts

CHALLENGES

- Online traffic had exploded
- Long customer service wait times, with 41% abandon rate was damaging brand reputation
- Need to shift high-cost voice and email volumes to lower cost chat and asynchronous messaging channels
- No virtual agents (chatbots) or automation

RESULTS

- Digital share of customer contacts increased to 32% within first 60 days
- FAQ bot resolved issues immediately with an 86% answer rate
- Automated bots grew containment to 36% in 90 days
- [24]7.ai agents and AI tools handled digital volumes 188% higher than projected
- 4.2/5 CSAT rating; a 15% improvement

Woefully Behind in Digital Channels

This company has stores operating globally under several different brands offering home, wellness, beauty, and baby merchandise. In mid-2020, the retail chain announced the sell-off of one brand and the closure of 200 stores, and had suffered a 49% sales decline when the pandemic hit. This company desperately needed to cut costs and win back customers to avoid bankruptcy.

Unlike its retail peers, the company had neglected to provide a good digital experience for customers – a critical success factor, especially in the pandemic era. It sought help from [24]7.ai because we have a solid track record partnering with well-known retailers, 20+ years' of operational experience in customer support, and mastery in digital chat and asynchronous messaging techniques.

We signed up for an aggressive 90-day launch strategy.

Where to Start?

The first step was to determine where to get the biggest bang for the buck. Decreasing service costs was at the top of the list, but this retailer could not afford to lose any more customers; keeping current ones happy was a close second.

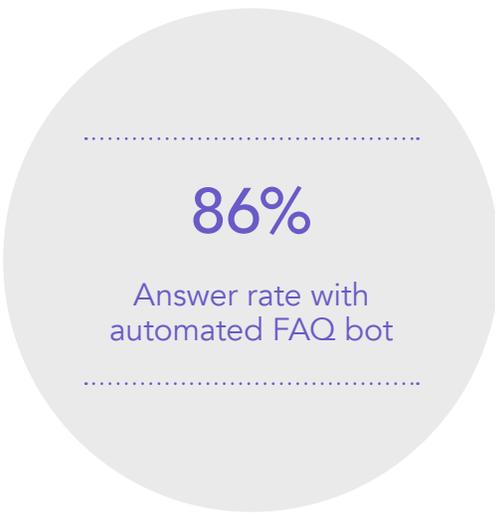
The [24]7.ai team organized quickly to support multiple lines of business in each of the company's three brands. Just as quickly, we figured out that automation was an essential initial focus for upgrading this brand's customer experience (CX).

We're big believers in letting customers self-help—because that's what they prefer, and as it happens, it's cost-efficient. The company was handling all customer service inquiries through phone calls and emails; both of these channels are expensive and time-consuming. Service wait times were too long. Average handle time (AHT) was 14 minutes and email responses had a 72-hour delay. Dial-in customers abandoned at a 41 percent rate.

The brand was suffering as a result.

The Complete Package—Ready in Just 3 Weeks

The proposed [24]7.ai Managed Customer Engagement package provided a holistic, data-driven approach to addressing this company's CX challenges. The bundle included our integrated chatbot and conversational AI technology, combined with live agents.



86%

Answer rate with
automated FAQ bot

“While proving that automation quickly delivers a better customer experience, we also verified that combining AI tools with our talented agents is a winning combination.”

—RAMESH KUMAR, SVP Managed Services, [24]7.ai

We assembled a team of transformation, design, and strategic industry experts to review the client’s resources and provide feedback on articles and process improvements. Utilizing [24]7.ai Engagement Cloud tools we analyzed the company’s data and prioritized the top customer intents to automate first.

The program launch was a whirlwind: 11 new initiatives for multiple brands and lines of business in the first 30 calendar days of the project.

Our first deployed tactic was an FAQ bot with 125 questions that aided immediate resolution with an 86 percent answer rate. Five weeks into launch, customers were offered web chat and, as predicted, 32 percent of customer interactions switched to digital—up from zero the month before.

Containment Quickly Increased to 36% and Rising

The [24]7.ai operations team plotted out a month-by-month plan to increase customer satisfaction by aiding customers’ ability to self-help quickly. We set containment goals to increase steadily as we continually optimized operations.

At the initial deployment, [24]7 Answers on its own immediately contained 23 percent of inquiries. By week nine, continual optimization of over 50 intents enabled the automated bot to deliver 36 percent containment.

The system thoroughly analyzed top customer questions throughout the first 90 days, enabling the conversational design team to tweak automated responses related to order tracking, damages and defects, missing items, returns processing, order cancellations, and curbside and store pickup. Every bot optimization inched containment rates higher.

“The rapid rise in automation was a true testament to what can be achieved; we partnered to drive optimization and increased successful self-help in a very short time,” states Celene Osiecka, Sr. Director Conversation Design at [24]7.ai.

Agent Expertise Contributed to the Bottom Line

As the [24]7.ai technology team worked behind the scenes, 170+ agents were on the front lines taking over where the bots and FAQs left off. We continually monitored systems to make sure website visitors were being routed to the best channel based on their intent. Issues could always be escalated to the appropriate agents following a [Team of Experts](#) model.

[24]7.ai technology gave agents a view of a customer’s journey, so they didn’t need to probe with redundant questions. And the [24]7 Assist console provided agents ready answers to typical customer questions which sped up resolutions. All this behind-the-scenes technology, utilizing AI, aided our agents’ productivity and, more important, their effectiveness. Digital chats completely handled customer inquiries 95 percent of the time.

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15% CSAT

improvement
in 90 days

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As Always, Above and Beyond

Working in a new environment is never without its obstacles. The dedicated [24]7.ai support team quickly learned that the actual volume of customer inquiries was well-beyond the projected volume. Yet even with digital volumes regularly running at 140 percent of forecast, the automated bot handled the extra load. At peak points, volume reached 188 percent of plan, and the [24]7.ai agent teams worked overtime shifts to ensure coverage.

[24]7.ai technology is adaptable to accommodate unexpected volume shifts. For example, when the company’s warehouses had a major processing issue and customer inquiries leapt up temporarily, our technology optimization team revised the bots to address the issue—and increased containment by 11 points. Just like that, the power of automation made a huge difference.

As the first quarter launch closed, this retailer’s CSAT score had risen to 4.2 (out of 5) —a 15 percent improvement from the time we started the program.

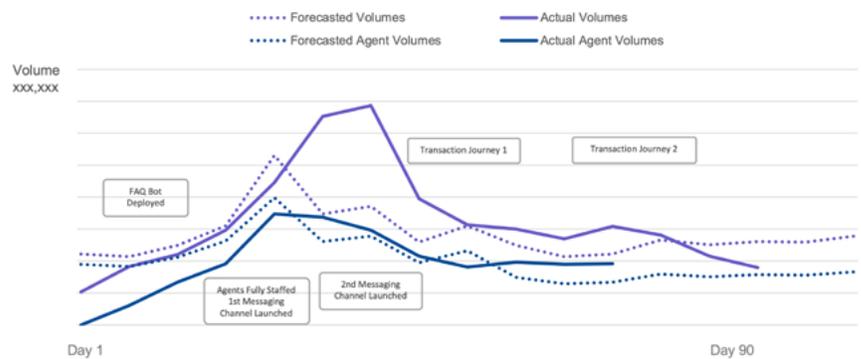
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“It was gratifying to bring such impressive results to our client in such a short timeframe.”

—RIENZI RAMIREZ, Chief Delivery Officer, Philippines, [24]7.ai

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Rapid Ramp to Automation



Actual (vs. forecasted) volumes successfully handled during the first 90 days of launch

Contact us

www.247.ai
info@247.ai
 United States +1-855-692-9247
 Canada +1-866-273-1195
 United Kingdom +44 0 207 836 9203
 Australia +61 2 90025780

About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world’s largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: www.247.ai