



SUCCESS STORY

SUMMARY

RETAIL & E-COMMERCE | EMEA | [24]7 AIVA FOR IVR

Reimagining IVR as AI-powered Speech

A global e-commerce company's largest markets in EMEA are the UK and Germany handling over 500k calls per month. They chose to partner with [24]7.ai to deploy a digital transformation solution that would optimize their IVR and efficiently resolve their customers' queries.

Call Containment
Per Month

10K+

Improved Call Routing

6.5%

Customer Support Cost Savings

11%

Authentication Rate

~70%

CHALLENGE

Legacy IVR Slowing Down Commerce

This global e-commerce company is on an exciting growth trajectory in the UK and Germany and prides itself on providing expedient on-demand service to its customers. Call volume was on the rise and the legacy IVR system forced callers to walk through complicated phone trees that in some cases led them to the wrong department. Having to spend time trying to resolve operational queries negatively impacts callers' perceptions of the platform and limits their time available to focus on revenue generating activities. This global e-commerce company needed an enterprise-ready digital IVR solution that could be deployed quickly and seamlessly. The company also needed a partner that had experience in the ecommerce industry and would align with its overall customer experience strategy.

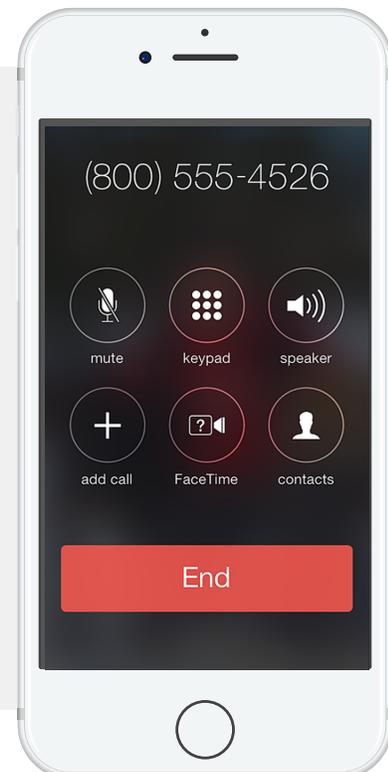
How [24]7 AIVA for IVR Works

-  Customer reaches the IVR
-  **IVR** queries the [24]7.ai intent Platform & complete an **account lookup**

 I've looked up your number and verified your account, can you please provide your one-time password
My password is 12345
-  **[24]7 Platform** predicts the caller's intent based on profile and past account behaviour

 Thanks. Are you calling about an item being reported not received?
Yes. I need to know the status.
-  **IVR** routes the caller to the correct voice agent based on their intent

 OK. Let me connect you with a live agent.





SOLUTION

AI-powered Conversational IVR

The global e-commerce company partnered with [24]7.ai to digitize its IVR. Leveraging the latest in AI and predictive analytics technology, the company's core goal was to improve call routing and enhance its customers' experience. [24]7 AIVA for IVR is an AI-powered chatbot for the voice channel. Natural language processing (NLP) and Deep Neural Networks (DNN) speech recognition software are the underpinnings of [24]7 AIVA for IVR. It enables customers to call into IVR and state the purpose of their call in their own terms—the days of, “Press one for...” and then, “Press two for...” are gone for good.

[24]7 AIVA for IVR also significantly reduces the time customers spend in the queue by proactively identifying the caller and applying the e-commerce company's protocols to authenticate callers before they're transferred to an agent. Call routing to the correct department has also improved. NLP and DNN coupled with the knowledge base powering [24]7 AIVA for IVR gives the chatbot a heightened ability to disambiguate the caller's intent and transfer them to the correct department the first time, greatly reducing the e-commerce company's inter-agent transfer rate. [24]7 AIVA for IVR draws from a platform based on a combination of over 300 retail intents previously mapped by [24]7.ai, the customer's unique profile, and the e-commerce company's knowledgebase.

Why this Global E-commerce Company Chose

[24]7.ai as its Digital Transformation Partner

- Established expertise in applying AI to improve call routing
- Single platform that works across digital and IVR channels
- Future-proof—easily add on emerging channels
- System operates in over 30 languages – German particularly important
- Guaranteed success with outcome-based pricing

RESULTS

Looking to the Future to Enhance Customer Experience

The e-commerce company has successfully deployed a digital customer engagement solution that seamlessly integrates with its overall customer experience strategy: a commitment to putting the customer first and delivering excellent experiences in the moments that matter most across all customer interactions. [24]7 AIVA for IVR has decreased inter-agent transfers by 6.5% which translates to 11% in customer support cost savings for the e-commerce company. [24]7 AIVA for IVR successfully authenticates on average over 70% of the more than 500k calls per month to the e-commerce company. This significantly decreases the time voice agents must spend with base level security protocols, allowing them to focus on its customers needs instead.

The e-commerce company is impressed with [24]7 AIVA for IVR and is now actively implementing the chatbot's self-service capabilities. Two of its top caller intents are being used as a test case to automate additional caller journeys. To date the e-commerce company has experienced self-service rates of 2% in the UK and 3% in Germany. Over 10K calls per month in both countries are being completely contained, meaning customers are interacting solely with [24]7 AIVA for IVR with no need to be transferred to a voice agent. [24]7.ai is confident that the e-commerce company will see a marked increase in its self-service and containment rates as the system continues to learn and is expanded to additional caller intents.

Partnering with [24]7.ai has enabled this global e-commerce company to modernize its IVR system, improve call routing, and enhance its customers' experience. Understanding intents and increasing digital engagement has helped the e-commerce company lower its customer service costs while delivering an excellent experience, opening the door to a more engaging future.

Let [24]7.ai help your organization achieve extraordinary results. Contact us today.

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About [24]7.ai

[24]7.ai is redefining customer acquisition and engagement by making consumer intent the cornerstone of digital transformation. With intent-driven engagement, companies anticipate and act on consumer intent across any channel, collapsing the time to deliver successful outcomes in the moments that matter most.

For more information visit: <http://www.247.ai>