



SUCCESS STORY

SUMMARY

RETAIL & E-COMMERCE | NA | [24]7 DIGITAL CHAT AGENT

Overstock.com is a technology-based retail company offering customers a wide variety of high-quality products, at great value, with superior customer service. Overstock.com uses [24]7 Digital Chat Agents to offer sales and services support to its customers via chat.

Increase in NPS

18%

Decrease in average handle time (AHT)

28%

CHALLENGE

Overstock is a leading US online retailer that sells a broad range of products including furniture, rugs, bedding, electronics, clothing, and jewelry. [24]7.ai provides live chat support for sales and services to Overstock's customers. Though Overstock was happy with the current performance, it wanted to explore opportunities for further improvement in the quality and effectiveness of the chat channel.

SOLUTION

[24]7.ai applied advanced text mining and analytics to 100% of chat transcripts to find factors impacting NPS and AHT. The insights gleaned from this analysis provided a foundation from which [24]7.ai was able to create a curriculum that would optimize agent performance and help boost NPS.

To improve the performance of bottom quartile agents, [24]7.ai created personalized training programs based their past performance lacunas.

In addition, changes were made to customer service processes to accelerate resolution of their intents.

RESULTS

The two-pronged approach resulted in a significant improvement in the performance of the chat program.

Closed-loop bottom quartile management coupled with daily reviews by operations managers and team leads helped vastly improve the performance of underperforming agents. And changes in business processes configured to the customer's intent and needs helped boost NPS.

Within three months of implementation, the new approach improved NPS by 18%. The changes also helped agents service customers faster, as shown by 28% reduction in average handle time (AHT).



"No improvement needed. He was pleasant, went out of his way to resolve the issue, very patient. He made the chat experience awesome!"

"Anytime I have had a problem with an order here, your representatives have been very helpful and have solved my problems to my satisfaction."

— Overstock customer feedback after chat

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

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