[24]7.ai

Adobe
SUCCESS STORY

SUMMARY

TECHNOLOGY | NORTH AMERICA | [24]7 DIGITAL CHAT AGENT

Adobe Systems Incorporated, one of the largest and most diversified software companies in the world, uses [24]7 Digital Chat Agents in multiple lines of business. As a strategic partner of Adobe, [24]7 identifies and analyzes chat interactions to continuously improve performance across several critical metrics.

Improvement in First Contact Resolution (FCR)	Decrease in login related chat contacts	Improvement in CSAT	Reduction in average resolution time
6%	**15%**	**20%**	**83%**

CHALLENGE

Adobe looks for every opportunity to differentiate customer engagement in the digital space. As a strategic partner, [24]7.ai regularly analyzes and identifies improvement opportunities for Adobe's chat program. Once opportunities are identified, [24]7's and Adobe's teams work collaboratively to institute changes to both processes and technologies to lift performance across several critical KPI's.

SOLUTION

Root cause analysis revealed the two specific practices which were leading to negative customer satisfaction and driving repeat and unnecessary contacts: (1) Escalation to agents in the password reset flow and (2) Verification of proof of purchase.

Password reset journeys were handled via email where response times were poor. These delays resulted in a large number of customers contacting customer care via chat for more immediate assistance.

The proof of purchase verification process required the customers to leave the chat channel to submit required documents on the website. This complicated the customer's journey and increased customer effort adversely affecting CSAT scores.

Based on these insights, [24]7.ai suggested changes to simplify the resolution process of these issues.

RESULTS

Based on [24]7.ai's suggestion, SMS based verification was added to password reset process to improve response times over that of email. This helped increase self-service resolution for password reset journeys and significantly decreased the amount of interactions where customers would seek live agents for help. This resulted in 15% decrease in login related issues and 6% increase in FCR.

In the proof of purchase verification process, a form was created to collect documents from the customer in the chat experience. This helped simplify the experience and reduce the average resolution time from 12 days to 2 days and improved CSAT by 20%.

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

www.247.ai
queries@247.ai
+1.650.385.2247