

US Warehouse Club Operator Drives CX Transformation with [24]7.ai

Customer Landscape:

- A wide customer base (5.5 million members), with the average member age being 55
- Diverse contact channel mix including voice, email, and chat
- Mobile vs. Landline mix: 33:67

Objectives:

- Deliver high-quality agent services across diverse channels
- Automate customer journeys with self-serve options
- Drive digital transformation to handle high volumes of customer inquiries

[24]7.ai Products and Services:

[24]7 Managed Customer Engagement (MCE), including Optimization and Professional Services and the [24]7 Engagement Cloud™ platform with [24]7 Conversations™, [24]7 Assist™, [24]7 Voices™ and [24]7 Agent Services™

Solutions:

- [24]7 MCE model: For end-to-end contact center management & operation
- High quality voice support, self-serve ability through IVR, accurate routing, convenient chat channel, seamless IVR-to-messaging transition

A Multifaceted Customer Base

A leading club retailer in the United States, with several clubs and gas stations, provides its customers with an annual membership to purchase products at special prices. To build long-lasting customer relationships, attract new member subscriptions, and increase retention, the retailer sought to automate its customer service operations.

From managing varied contact types to efficiently handling escalations via calls, chat and social interactions, they sought a single partner capable of managing their operations end-to-end, encompassing both technology and agent services. They wanted a holistic solution that automated their contact center operations and provided prompt, efficient, and accurate responses from agents on a variety of topics across multiple channels.

Innovating a Transformation Model

In 2021, the client partnered with [24]7.ai to manage their tech and agent services for customer support. To achieve this [24]7.ai used the Managed Customer Engagement (MCE) model which included:

- Contact automation with conversational bots, without the need for a human agent
- AI-enabled personalized intent prediction, to direct customers to the right resources
- Agent empowerment through training and productivity tools
- Aligning CX Cost to the client's Revenue

The joint objective of the client and [24]7.ai was clear: to prioritize automation and deflection initiatives – leading to lower costs and increased customer satisfaction.

The Power of Synergy: [24]7.ai Solutions in Action

Laying the foundation with collaboration and data analysis

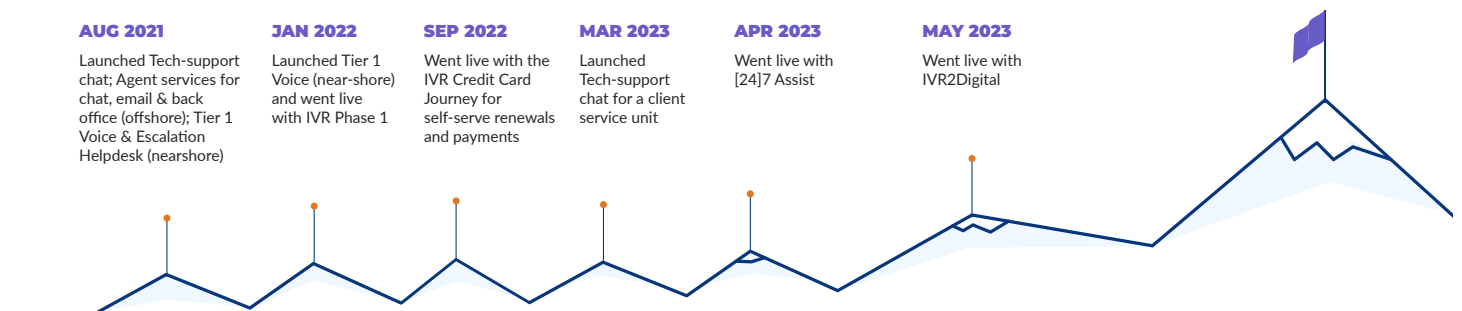


Fig: [24]7.ai's solutions manifested through a series of successful launches, each contributing to the club retailer's growth and operational efficiency.

Continued Evolution and Excellence

With the launch of [24]7 Assist, a real-time contact center management platform for automatic call distribution, the client was able to quickly adjust to market changes. We made rapid customizations to the platform in two weeks to fine-tune it to the client's specific needs. The platform's real-time dashboards gave supervisors the visibility to adjust agent skilling strategies as needed. The [24]7 Engagement Cloud platform gave them visibility into the end-to-end customer journey, thereby improving CX.

The IVR2Digital capability enabled callers to text with agents on their mobile devices leading to a personalized experience, and reduced call abandonment. This ultimately boosted the client's financial efficiency and allowed them to invest more in CX transformation. Today, as their business evolves, [24]7.ai is continuously adapting to meet the client's customer demands especially during peak season. In line with this, [24]7.ai is also expanding its operational footprint at a new site in Manila. All these steps have delivered continuous CX optimization and improved agent productivity for our client.

Results From a Data-driven Approach and Innovative Solutions

By using AI-enabled technology, vertical expertise, and optimized staffing models, [24]7.ai helped the client to deflect calls from IVR and voice to digital and messaging channels, which reduced the workload on live agents and improved customer satisfaction. With an improvement in containment rate, reduced AHT, and increased customer resolution rate, the client was able to improve their cost savings by 22%.

32%

Containment rate

84%

CSAT

2.4%

Abandonment rate

13.4 → 9.6 minutesAverage Handling
Time**22%**MCE billing model
cost savings

Crafting the Future Through Hyperintelligence

Looking to the future, [24]7.ai's cutting-edge AI technology and solutions will continue to empower agents with accurate recommendations, providing quick query resolution to customers. Thanks to our continuously improving self-serve IVR capabilities, customers will be able to independently manage transactions, such as checking order status, and requesting refunds, without having to speak to an agent. Customers will also enjoy uninterrupted conversations with async messaging, while co-view and co-browse capabilities will improve agent productivity by allowing them to push interactive digital content directly to the caller's device.

By ushering in the age of hyper-intelligence, [24]7.ai's industry-leading AI technology aims at powering the client with contact center products, enabling intent prediction, enhanced personalization, and state-of-the-art conversational AI. Through these transformative initiatives, the client is well-positioned to elevate their customer satisfaction significantly and to achieve better operational efficiency. Their continuous commitment to customer-centricity and investment in digital adoption techniques has set the stage for their continued success in the future.

Contact us

To know more visit: www.247.aiReach out to us at: info@247.ai

©2023 [24]7.ai, Inc. All rights reserved.

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.

All the logos, names, trademarks are property of their respective owners