Global Sportswear Brand Saves $1.3M Annually with [24]7. ai's Digital CX Solutions

[24]7.ai

About The Client

- 86 year old American company, a leader in outdoor gear for adventurers worldwide
- Caters to individuals who enjoy hiking, camping, skiing, fishing, and other outdoor activities

Highlights

- Intent discovery boosted cross-selling and in-session conversions by analyzing sales origins and customer behavior.
- Optimized staffing and cost savings: Our ACE framework and expert agents cut the peak workforce by 17%, maintaining efficiency with 62 agents.
- [24]7 Chat agents manage 95% of the chat volume, surpassing the client's other partners.
- Geo- diversification strategies to save cost and offer bilingual support.

Business Objectives

- Resolve routine and basic queries at the bot level, freeing up agents to focus and handle complex queries
- Reduce operational costs by strategically integrating technology and agent services
- Improve overall Customer Experience (CX)

[24]7.ai Products and Services

[24]7 Engagement Cloud with [24]7 Answers, [24]7 Conversations, [24]7 Assist and Reporting

[24]7 Chat Agents

A Globally Renowned Outdoor Enthusiast

Our client is a globally renowned leader in outdoor apparel and footwear, offering a comprehensive range of top-quality products tailored for outdoor enthusiasts. Their unwavering dedication to innovative product design and development has birthed novel, functional gear that resonates with outdoor enthusiasts. Furthermore, they prioritize customer feedback, using it to continually refine and adapt their products, exemplifying their dedication to enhancing the overall customer experience.

Revolutionizing Customer Experiences

In the pursuit of offering unparalleled customer experiences, our client embarked on a quest for transformative solutions. Their vision? Elevating customer satisfaction, boosting agent productivity, and automating conversations. In 2018, a partnership of innovation and collaboration was forged with [24]7.ai, a trailblazer in Contact Center as a Service (CCaaS) through their remarkable "[24]7 Engagement Cloud" platform.

The partnership aimed to support and empower their customer service agents, who grappled with the demands of managing inventory, warranty claims, promotions, guiding customers through purchases, handling order status inquiries, and streamlining returns.

Navigating Challenges

To streamline operational costs, our client leveraged the power of [24]7. ai's Digital Chat solutions, by resolving customer queries at the bot level itself. They aimed to reduce response times and empower customers with self-service capabilities, enhancing the overall customer journey. This proactive approach would not only enhance customer satisfaction but also free up their human agents to tackle more complex issues concurrently, further elevating the overall agent and customer experience.

As a company expands, so does its need for staff. Our client was no exception to this rule. The growth called for more customer service agents, but expanding the staff within their US offices would be a substantial financial burden. Furthermore, they were confronted with high staff turnover within their US-based contact centers, compounding their challenges.

Given the trust developed through our existing relationship, our client was confident that our geo diversification and geo balancing strategies would help them save costs, staff efficiently, and offer bilingual support to their customers. Additionally, our culture, processes, and cutting-edge solutions were well-aligned with their objectives. Together, we ventured into the world of digital chat agents, opening new doors to customer service excellence.

Solutions

- Digital bots to resolve common inquiries pertinent to the e-commerce industry
- Intuitive agent console to answer chat interactions.
- Cutting-edge reporting and dashboards to monitor and analyze contact center performance.
- Bilingual Digital Chat Agents.
- Intent discovery to identify customer needs and achieve in-session conversions.

Enhancing Customer Service through Digital Solutions

To improve customer service through digital solutions, we implemented [24]7 Answers to handle frequently asked questions, policies, product information, and provide an interactive customer experience; and [24]7 Conversations across web and messaging channels to meet customers at their preferred touchpoints to understand customer intent and anticipate and resolve customer issues quickly and efficiently.
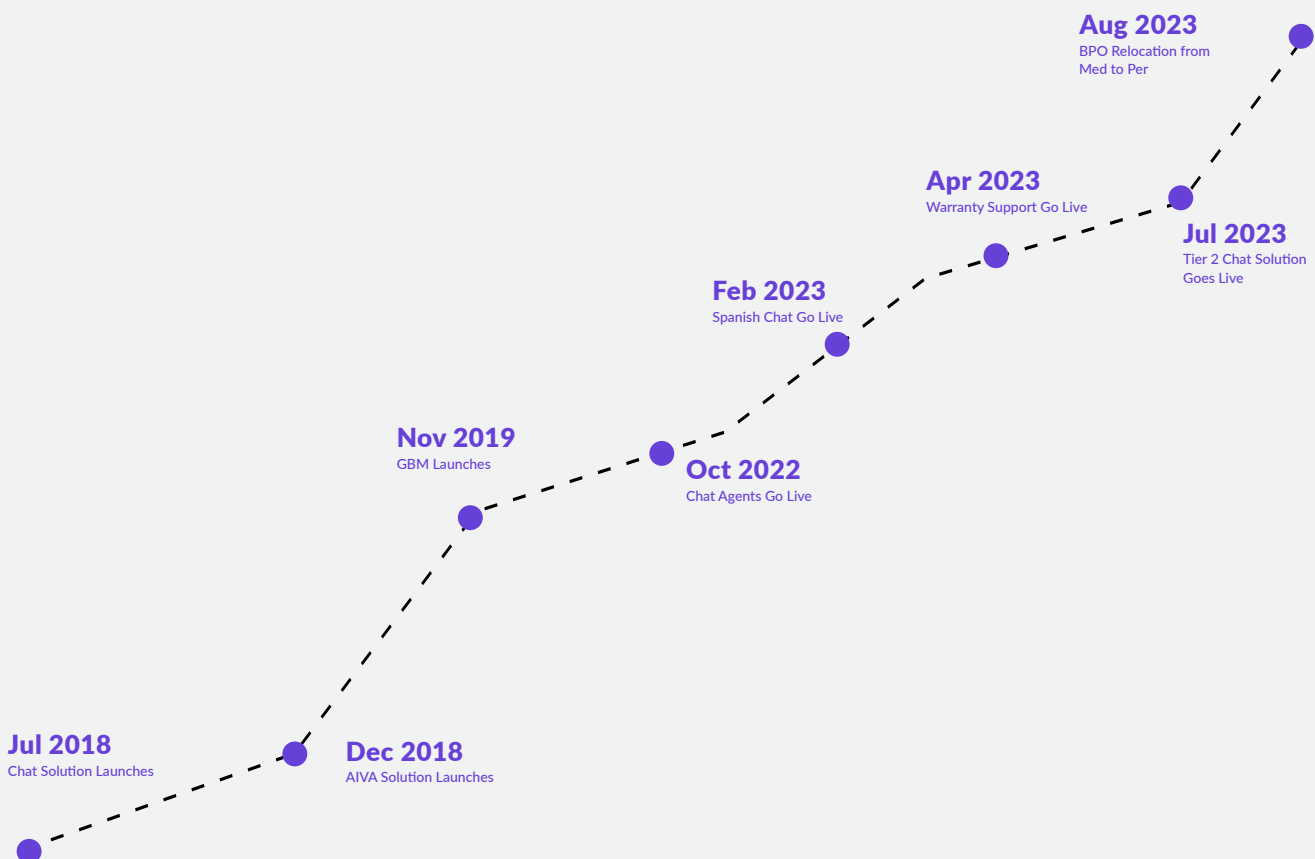
By mapping various customer intents to relevant utterances, our client was able to resolve common customer inquiries such as gift card queries, price matching, rewards sign-ups, shipping queries, and tent care quickly. Additionally, async and sync messaging modules were employed for specific queries related to discounts, warranty, inventory, order status, returns, and customer feedback. Using [24]7.ai's powerful intent discovery, the client gained insights to cross-sell and achieve in-session conversions – by identifying sales origins, analyzing intents and customer behavior. They also used this method to predict the customers' needs to speak with an expert and escalate the conversation by identifying customer sentiment.

The Agents utilized the [24]7 Assist console for answering chats. We also provided custom reporting tailored to the client's unique requirements. Our optimization services focused on identifying areas for enhancement and provided comprehensive insights via the Engagement Cloud dashboards. The ability to customize reports and views within the platform empowered the client with unparalleled data slicing, aiding quick decision-making and optimizing customer service strategies. This robust solution facilitated rapid A/B testing and quick adjustments to optimize customer engagement strategies.

Empowering Brand Excellence: The Role of [24]7 Chat Agent

Our client has harnessed the power of Chat Agents to transform the way they engage with their customers. These agents play a pivotal role in Sync & Async Messaging, spanning three key areas of the retailer's business: sales, after-sale service and customer support offerings. They are the driving force behind the management of approximately 95% of the chat volume, tackling a diverse array of customer intents, including shopping queries, returns, warranty claims, inventory inquiries, exchanges, and more.

What sets agents apart is their mastery of AI-enabled technology, which equips them to personalize interactions and resolve customer inquiries with unmatched speed and precision. With their expertise and dedication, your brand is not only well-represented but also thrives in the digital realm, ensuring your customers receive the outstanding support they deserve. Chat Agents are not just representatives; they are your brand's champions, committed to elevating your customer service to new heights.

Aug 2023
BPO Relocation from Med to Per

Apr 2023
Warranty Support Go Live

Jul 2023
Tier 2 Chat Solution Goes Live

Feb 2023
Spanish Chat Go Live

Nov 2019
GBM Launches

Oct 2022
Chat Agents Go Live

Jul 2018
Chat Solution Launches

Dec 2018
AIVA Solution Launches

Quantifiable Success

By Implementing [24]7.ai's conversational AI solutions and with continuous optimization, our client empowered their customers to self-serve resulting in a 35% containment rate and 8.9% bot conversion rate.

Chat Agents played a pivotal role, managing 95% of chat volume, enhancing brand representation, and ensuring exceptional customer support. Shifting customer support from onshore sites to [24]7's nearshore sites delivered annual savings of $1.3 million. Smart agent optimization further reduced costs by $300,000, maximizing efficiency and financial benefits for our client.

35%	**8.9%**	**7%**
Containment Rate	Bot Conversion Rate	Agent Conversion Rate

86.94%	**57.58**	**$1.3M**
Combined CSAT	NPS	Cost Savings annually by moving from their US site to [24]7 sites

Contact us

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

About [24]7.ai

[24]7.ai is a global leader of Customer Experience (CX) solutions and services and a trusted partner to the world's leading brands for over two decades. Always at the forefront of CX innovation, [24]7.ai transforms Customer and Employee experiences through its world-class AI-powered Contact Center products. Leveraging deep operational expertise and advanced AI capabilities, [24]7.ai bridges the CX gap, enabling businesses to deliver consistent, proactive, and hyper-personalized experiences to every customer, every time.