

The client: a leader in e-commerce logistics / innovative mail solutions

AI to increase customer satisfaction across 19 markets and drive down costs



Business Challenges

- Improve the net promoter score.
- Expand the digital footprint via chat.
- Lower the cost per contact.

Business Requirement

- Set up an effortless channel and reform the recruitment, training, and operational key performance indicator process.



Solution Delivered

The Chatbot solution was implemented, helping the business reduce the number of chats waiting and give customers a relief from the long call wait queues.

BEST method was developed to ensure that the bot can handle customer queries and reduce customer effort to solve the queries.

Tone of chat was developed to represent the brand's image, including guidelines such as conversational speech.

Unique features: The tool can be easily integrated on webpages. The bot platform is on another process application, and ease of use comes in the form of a customizable platform, real-time chat monitoring, and reporting. Heat map and zone analysis help identify peak intervals.

Quality Monitoring assesses the users to monitor chats in real time and develop the Bot using natural-language-processing-based customer emotion.



Benefits Delivered

- **65% reduction in chat volumes**
- **30% increase in net promoter score**
- **€52,708 cost savings annually**

