Case Study

Retailer to Gamers Adopts Digital CX Strategy in Time for Holiday Rush

SupportPredict Agent AI Reduces Cost of Transaction and Raises Net Promoter Scores

The Client

A global video game, pop culture collectibles, and consumer electronics retailer joined forces with ResultsCX in 2015. We provide inbound customer service, social media monitoring, email and back-office support on their behalf.

The Challenge

Our vision is to be the most trusted partner delivering incredible customer experiences, services, and solutions for our clients. This means being able to align with this retailer's goal of cost-efficient customer support.

Preparing for the holiday retail rush customarily calls for steep staffing ramps in the contact center. This year, we recognized an opportunity to achieve per-transaction cost savings through a balance of hiring and SupportPredict digital CX tools.

The Initiative

Our digital strategy is designed to reduce cost per transaction without compromising the customer experience by incorporating SupportPredict Agent AI with Bots into our agent support model.

Agent AI is a powerful, intuitive assistant that puts our constantly growing SupportPredict knowledgebase at an agent's fingertips. It presents automated support paths, and proactive dialog prompts that equip agents to quickly and completely resolve complex customer needs. Built-in machine learning algorithms make Agent AI smarter with every interaction. The integration of Bots adds step-by-step call flow navigation.

Based on typical Agent AI outcomes, we set a second goal for the initiative: boost the client's Net Promoter Score (NPS). Knowing that the largest driver for NPS is First Call Resolution (FCR), we understood the critical need for agents to excel at identifying and solving even unforeseen issues that affect the customer experience.

With our client's focus on efficiency, in mind, we also set out to uncover the smartest use of our toolkit for accelerating new agent speed to proficiency. We launched a multi-phase initiative centered on our SupportPredict digital platform to meet these objectives.

Implementation began with SupportPredict Agent AI, which empowers agents with a self-learning AI platform leveraging usage data from over 100 million users to maximize the first-call resolution. Through collaboration with our training team, the client's knowledgebase team, and SupportPredict engineers, we built out a user-friendly agent knowledgebase for providing timely, correct resolution to customer inquiries. SupportPredict bot-assisted flows were added to guide agents through top call drivers.

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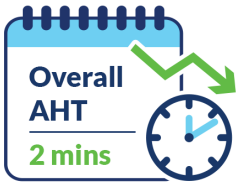
The Outcomes



Our first site to launch the SupportPredict solution saw an overall average handle time (AHT) improvement of **two minutes over a nine-week timeframe,** even with eight new hire classes. **Speed to proficiency improvements** exceeded expectations as new hires achieved AHT reductions of three minutes in a matter of weeks, many surpassing tenured agent performance.

The second site to launch SupportPredict produced similar performance improvement outcomes. Overall, **AHT decreased by two minutes within six weeks** while new hire waves managed to match tenured performance by their fourth week in production.

Our third site launch, a Philippines location, exceeded all previous deployments with AHT improvements. These teams hit production with the **lowest AHT trends** yet, with several new waves outperforming tenured agent bands.

With the ResultsCX teams in holiday ramp cycles, it was vital for us to measure voice of the customer impacts against the same period last year. Overall, significant improvements in Net Promoter Score (NPS) were achieved. **Our better-equipped agents were able to produce NPS scores outpacing those of the previous year by 28 to 30% for three months running.**

Following the SupportPredict rollout in September 2020, we delivered customer satisfaction (CSAT) improvements of 17% across eight weeks compared to the same period in 2019. During this same timeframe, Overall Satisfaction (interaction with the agent)scores have improved by 15%.

17% ↑ CSAT Improvement Delivered

15% ↑ Improved Overall Satisfaction

Conclusion

We lowered the cost per transaction and added value to guests by improving issue resolution time and establishing consistent service processes, leading to a frictionless environment. As this project unfolds and builds momentum, we have scoped an additional bot, and a full library of knowledgebase articles is due to be complete within four weeks. With significant reductions of repeat callers and further AHT improvements anticipated, **ResultsCX projects that our client will save approximately $442,000 in 2021 with a total ROI of $352,000.**

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