



## Case Study

# Rapid Ramp Strategy and Agent AI Combine to Cut Costs and Boost Sales

## Food Delivery Service Yields Bottom-Line Benefits from Covid-19 Disruption

### The Client

When Covid-19 spread around the globe in 2020, it brought unforeseen challenges to businesses in every industry. For one ResultsCX client, a U.S. home delivery food service company, the upshot was a sudden and dramatic increase in customer inquiries.

### The Challenge

Our partnership with this highly reputable grocery supplier was four years underway and encompassed sales, service, order inquiry, and rewards support. With customer call volume increased by 300% in mid-March 2020, ResultsCX wasted no time developing a solution that would uphold the high standard customer care our client was known for while maximizing the benefit of surging sales opportunities.

### The Initiative

Recognizing that staffing levels and call volume were critically out of sync, we first focused on ramping up the agent team. We drafted an expedited recruitment and onboarding plan to get qualified new agents through the hiring process and into training.

While bringing on additional agent talent was necessarily the first order of business, we had to look at the big picture. Hiring alone wasn't going to maximize revenue growth in the face of such a rapid, likely long-term increase in sales potential. Our greatest challenge would be developing a large team of high performers while expediting speed to proficiency. This challenge called for integration of our SupportPredict artificial intelligence (AI) agent tools.

Through close collaboration between our SupportPredict and Learning teams, a custom build of our self-learning Agent AI platform with Bots was integrated into the sales training program. Agent AI's effortless navigability and Bots' step-by-step virtual assistance simplified the most complex and time-consuming order-placement scenarios, ultimately condensing training time significantly.

The benefits of Agent AI with bot-assisted flows wouldn't end with training. With a goal to increase upsell rates, ResultsCX rolled out the SupportPredict build to production. As SupportPredict collected and analyzed customer profile data to prepare "just for you" recommendations to agents, supervisors monitored performance analytics and directed coaching support to any agents not suggesting recommended products.


Within a two-week timeframe, we had deployed a layered solution to the sudden challenges thrust upon our client by the pandemic. A total of 150 new agents joined the team, amounting to a 75% staff increase against a 300% jump in call volume.

## The Outcomes

The continuum of our quick-ramp approach through condensed sales training made possible by SupportPredict Agent AI with Bots reduced new-hire training time by 80%. In total, the ramp and training initiative alone saved our client \$96,000 in training costs.

Growing the agent team by 75% yielded a 200% increase in call handling capacity. Not only were we able to support the influx of new inquiries without allowing customer satisfaction to drop; we simultaneously drove a consistent six-week average handle time reduction of 12% for inbound sales calls.

75%↑ Growing the agent team by 75%  
 200%↑ yielded a 200% increase in call handling capacity.

 Sales went up while customer satisfaction remained steady.

At the same time, sales outcomes were significant. Thanks to SupportPredict’s “just for you” upsell prompts and flows, we increased average cart value by 7%. We also surpassed the initial goal of maintaining our sales conversion rate; overall sales jumped 16% before hitting an all-time record.

	<b>12%</b> AHT Reduction		<b>7%</b> Increase in Cart Value		<b>16%</b> Jump in Sales
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*“Without your quick thinking, we would have lost sales and we would not have been able to deliver on our commitment to our customers.”*

~ Client VP, Customer Experience & Operations



## Conclusion

In a time marked by uncertainty, our trusted partnership with this four-year client mobilized an action plan that exceeded its initial purpose of right-sizing staff to volume.

Our client credited ResultsCX’s combined ramp strategy and Agent AI implementation for harnessing new sales opportunities and helping uphold the brand’s commitment to customers.

We were able to meet the challenged presented with full confidence and peace of mind that we had the talent, tools, and processes to continue delivering an incredible customer experience on behalf of our client.