



## Case Study

# AI-Powered Digital CX Strategy Optimizes Retail Support for Holiday Rush

**SupportPredict Agent AI Reduces Cost of Transaction, Improves Customer Satisfaction, and Raises Net Promoter Scores**

## The Client

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

## The Challenge

Preparing for the holiday retail rush customarily calls for steep staffing ramps to serve this client. With the season approaching, we recognized an opportunity to achieve per-transaction cost savings through a balance of hiring and SupportPredict digital CX tools.

## The Initiative

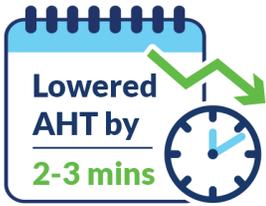
Our digital strategy for this client is designed to reduce cost per transaction without compromising the customer experience, by incorporating SupportPredict Agent AI with Bots into our agent support model.

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

Based on typical Agent AI outcomes, we set a second goal for the initiative—to boost the client's Net Promoter Score (NPS). Knowing that the largest driver for NPS is First Call Resolution (FCR), we help agents to excel at identifying and solving even unforeseen issues that can 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. A multi-phase initiative using our SupportPredict digital platform was instrumental in meeting these objectives.

Implementation began with SupportPredict Agent AI, a self-learning AI platform leveraging usage data from over 100 million users to maximize 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.



## 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 exceeded all previous deployments with AHT improvements. These teams achieved with the lowest AHT trends yet, with several new waves outperforming tenured agents.

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, we delivered customer satisfaction (CSAT) improvements of 17% across eight weeks compared to the same period a year earlier.



**Improved Overall  
Customer Satisfaction  
by 17%**



## Conclusion

We lowered the cost per transaction and added value for this client by shortening 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. Initial projections of the impact of significant reductions of repeat callers and further AHT improvements **were estimated to save approximately \$442,000 during the next year with a total ROI of \$352,000.** During this same timeframe, Overall Satisfaction (interaction with the agent) scores have improved by 15%.