



AI-Powered Customer Support Transformation for e-Commerce Client

CASE STUDY

conectys

www.conectys.com

About the Client

Conectys' Client is a well-known e-commerce enterprise specialising in consumer electronics, recognised for its high-quality products and commitment to customer satisfaction. Every day, the company endeavours to deliver exceptional experiences characterised by prompt, high-quality assistance that exceeds buyer expectations.



The Challenge

However, despite its past success in ensuring service excellence, the Client's business faced a significant challenge due to the rapid growth of its customer base and brand portfolio, **which generated more requests and concerns that needed to be promptly and professionally addressed.**

Unfortunately, previous resources and tools were no longer sufficient to meet the escalating demands, leading to inefficiencies in handling many incoming inquiries. This posed a serious threat that customers, facing delays or inadequate responses, may turn to competitors who offer more efficient and satisfactory services.

Key Hurdles

Among the most critical obstacles the Client confronted in resourcefully navigating assistance on a much larger scale were such hurdles such as:

- **Efficiency and Scalability Threats:** Existing CX processes struggled to keep pace in the new circumstances, resulting in inefficiencies and bottlenecks that hindered scalability.
- **A Need for the New Support Tickets Standardisation:** The absence of updated standardised procedures and guidelines for maintaining consistency across various support tickets posed challenges in prioritising tasks and allocating resources effectively.
- **Increasing Ticket Volume:** Dealing with a surge in arriving buyer tickets made it overwhelming for the contact centre team to handle the increased workload appropriately and promptly.
- **Growing Response Time:** The average time needed to manage an issue grew significantly, impacting customer satisfaction. It became apparent that facilitating operations and enhancing reactivity is imperative.
- **Decreasing Agent's Productivity:** Managing numerous time-intensive inquiries impacted the support team's productivity, resulting in slower issue resolution and potential delays in addressing other, more complex customer needs. This introduced poor performance results, leading to a decline in motivation, frustration, and diminished morale among team members.

—○ Problem-solving

In response to the Client's needs, Conectys conducted a comprehensive analysis, determining the weaknesses and identifying areas for improvement. The suggested strategy was based on carefully balancing human expertise and technological empowerment, aiming to streamline workflow, enhance operational efficiency, increase contact centre employees' well-being and productivity, and ultimately restore consumer trust and satisfaction.

The project's cornerstone was a modern multi-channel Customer Relationship Management (CRM) platform with next-generation AI algorithms. The solution revolutionised the Client's buyer support efforts and became a powerful management centre for customer operations.



The system offered innovative features like:

- Multi-channel communication
- AI-driven ticketing covering automated data entry, ticket routing, basic issue resolution
- Intelligent inquiries categorisation
- Tailored assistance through personalisation
- Robust analytics and comprehensive reporting in real-time
- Knowledge base with up-to-date information related to customers

—○ The Benefits Attained:

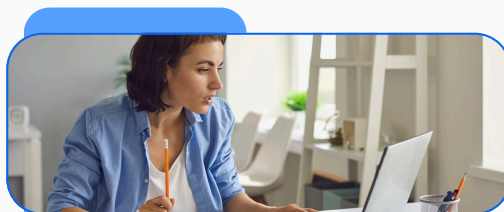
- **Increased Efficiency:** Agents have been liberated from mundane tasks as automation handles common repetitive duties. The existing team empowered with technology can serve more customers at the same time. While common tasks are automated, skilled employees provide empathetic assistance for more complex and nuanced requests, when necessary. This helps cultivate satisfaction and loyalty of buyers.
- **Greater Accuracy:** Through sophisticated AI algorithms, inquiries are intelligently processed, categorised, and personalised, facilitating informed decision-making and ensuring swift responses tailored to each customer's needs, growing their attachment and securing future purchases.
- **Consistent Messaging Across Channels:** Using the omnichannel tool ensures uniformity in messaging and assistance across all communication channels, delivering a seamless and cohesive experience that encourages conversion and customer retention.
- **Barrier Removal:** By overcoming geographical limitations and resource constraints, the new approach enables significant growth of the e-commerce business, paving the way for enhanced customer satisfaction and business success.

Operational Advancements: Three Key Gains



45%

improvement in
ticket deflection rate.



30%

decrease in time spent
handling inquiries.



45%

enhancement
in efficiency.

Implementing Digital CX with Conectys

For over twenty years, we have supported many global brands in successfully navigating demanding customer support needs through smart outsourcing. Our assets are a multilingual and skilled talent pool on five continents, domain specialisations, and close partnerships based on trust, care, and consultancy. It is all backed by outstanding technological infrastructure and capabilities in which we constantly invest and develop.

Our digitally driven CX solutions suite encompasses cutting-edge innovations consolidated into one customer support platform that uses AI algorithms, machine learning, natural language processing, advanced automation, and predictive analytics, among other enablers. This unique platform together with a global talent pool enables our clients to expand, grow, and thrive in the dynamic virtual landscape.



The key elements of Conectys Digital CX platform are:



AI-powered Omnichannel CRM: The ultimate solution for streamlined processes and instant buyer assistance that provides access to real-time customer insights and enables consistent and personalised interaction management across multiple touchpoints.



AI-assisted Ticketing: Intelligent analysis, classification, and routing of incoming messages, ensuring their relevance and efficient handling.



Smart Self-services: Customised next generation chatbots that facilitate engaging, human-like conversations with consumers, empowering first-line customer support.



AI-driven Support Tools for Agents: Revolutionary efficiency capabilities such as agent-automated assistance in understanding ticket context and crafting responses swiftly and adequately.



Service Optimisation Tools: These include Workflow Automation for creating triggers, Templated Responses for quickly addressing frequently asked questions or issues, and a Unified Knowledge Base for comprehensive access to internal and external knowledge resources, ensuring enhanced support delivery.



Custom Software and AI Solutions: depending on the Client's request we can extend and enforce the functionality of our CX technological platform. Our team of engineers and analysts is at your disposal to fit each custom case of your customer journey.



CONTACT US!

Would love to connect with you to discuss how our team at Conectys can help enhance your Trust & Safety and Customer Experience services.



Let's talk!



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