Customer

Office Supply Retailer

Industry

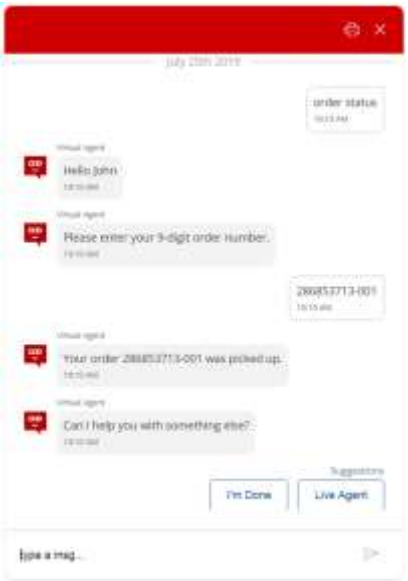
Retail

Fishbowl Products and Services

Oracle Digital Assistant Design and Development Services

Oracle Products

Oracle Digital Assistant



Customer Service Digital Assistant: Track Order Chat Dialogue

Office Supply Retailer Saves $250,000 Annually on Customer Support Costs by Deflecting 30% of Support Interactions to a Chatbot Built using the Oracle Digital Assistant

This American office supply retailing company is headquartered in Florida, United States. The company has combined annual sales of approximately $11 billion, and employs about 38,000 associates across the world. The company operates 1,400 retail stores, 4 ecommerce sites and a business-to-business sales organization. They are a long-time Oracle client using E-Business Suite and PeopleSoft and three years ago started a move to the cloud with SaaS being first with Human Capital Management and Supply Chain Management. They also decided to move to Oracle Service Cloud, and they were looking for a digital (virtual) assistant to use with Service Cloud to assist their call center with:

- Providing customer support 24 hours a day, 7 days a week, 365 days a year
- Ensuring customers a better experience logging in and tracking their packages
- Deflecting routine calls from live agents to the digital assistant
- The ability to inject a sales opportunity into the call process - offer similar products, promotions, etc.

CHALLENGES OVERCOME

- Ensure chatbot used for most common/routine questions
- Ability to track orders dependent on customer knowing order number

APPROACH

- **Plan** – Customer click stream analysis determined drop-down menu for help. Help topics serviced by chatbot go immediately into chat dialogue.
- **Build** – Customers need to input order numbers which are used to query company's order management system. If they cannot provide this number, a hand over to a live agent using Oracle Service Cloud is done.
- **Test** – Chatbot released to subset of users to validate password reset and order tracking flows.
- **Deploy** – Chatbot can be accessed from company's public website.

RESULTS

This company's digital assistant for external customer service is currently handling service requests regarding password recovery and order tracking. These two processes made up a large portion of the interactions live agents were having with customers, and the company wanted to deflect such simple interactions to the digital assistant. The company has over 1,600 live agents that handle around 1.6 million chats per year, and with the digital assistant handling these more simple and common requests, live agents have been able to focus on more value-add interactions that have the potential for upsell and cross-sell opportunities.

BENEFITS

- **30% Deflection of Live Agent Interactions**
  - Net annual savings of $250,589
- **Consistent and Effective Customer Support across Channels**
  - Expedited process to reset a password and track orders on their public website helps customers get answers to questions faster
- **More Time for Customer Service Staff to Upsell and Add Value to Interactions**
  - Staff can focus on interactions that lead to more business for the company

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