

AI Integrated Chat Bot to enhance customer experience



An e-commerce company that houses everything you can possibly imagine, from trending electronics like laptops, tablets, smartphones, and mobile accessories to in-vogue fashion staples like shoes, clothing, and lifestyle accessories; from modern furniture to appliances that make life easy; from home furnishings to toys and musical instruments, they've got it all covered.

The Challenges

The Client use to pass the customer queries related to various categories through the agent to resolve the issues. It was a time consuming and not a cost-effective solution as the agent operational cost was ~ \$1 per call. Moreover, they were also facing challenges like

- Data duplicacy and error in reporting.
- Issue in analysis of data reporting related to customer support behavior.
- Turn around time was more than 48 -56 hrs.

Quarks Solution

Quarks provided them with the data analysis solutions using tools like Anaconda VMWare, MLP to perform the product analysis, data analysis and take data driven decisions in a better way.

- Working of Chat Bot (Effective Help Center), IVR and Voice Bot - LO metrics are EHC Effectiveness and Voice channel self-serve.
- Tracking of Agent Performance and customer handling - LO metrics are Resolution Rate, IPU and CTU.
- Identifying potential customer journeys that might result in incidents/contacts, in an attempt to mitigate them - LO metrics are IJS and CJS.
- For fetching the data using a tool like SQL/Hive.
- Updating the dashboard using Gsheet and Power BI to present the data as per business need for better visualization of the data.
- Use python for data analysis, AB Testing and model building.

The Benefits

We are providing reports based on all 4 above charters.

- The chatbot solution helps management to reduce the agent operational cost by 65%.

- Reduce the dependency on agents by 47%.
- Analyze the customer behavior and help to enhance the solution in a better way by enhancing the chatbot solution.
- More than 60% of customer issues are resolved through chat bot.
- Reduce the turnaround time of 35% tickets to 30 mins.