CallCenter STUDIO

Call Center Studio Case Studies

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Fashion E-commerce Portal

Text-to-Speech IVR

Case Study

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Introduction

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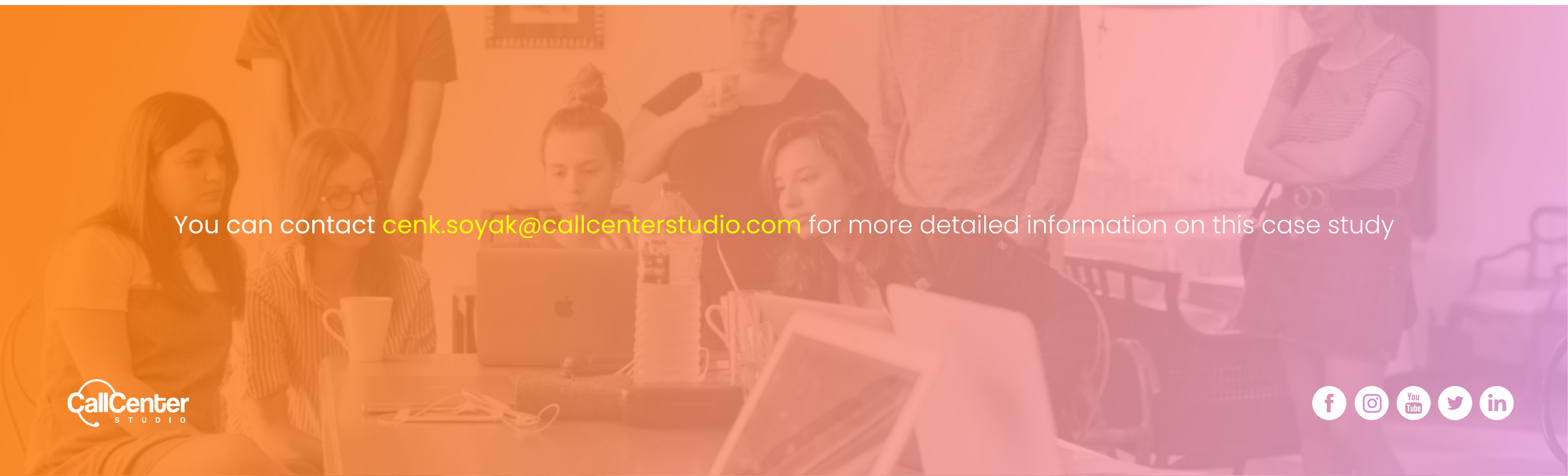


The Problem

The customer is a major e-commerce site on fashion, decoration, cosmetics and accessories offering discount campaigns. 80% of the incoming traffic on the call center consisted of requests on order status, return and refund, resulting of poor SL (Service Level).

The management was concerned about the budget needed in order to increase SL as more agents were required. Instead, they wanted to utilize the agents for running campaigns and sales.

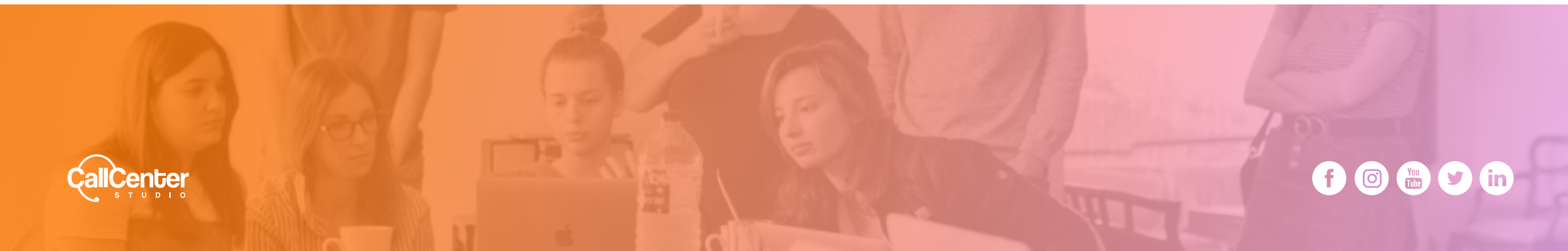
Our Solution

After the initial mapping of the customer processes, the Call Center Studio team advised the customer of an integrated self service solution and successfully implemented this in no time.

The first step was to integrate with the existing CRM system via Call Center Studio's open API. If the caller ID of the customers calling the call center is in the CRM system and there is a pending order for that customer, the integrated TTS (Text to Speech) step of the IVR reads the whereabouts of that order to the customer.

If the caller ID is not on the CRM system, the call is transferred to the main menu where one of the IVR steps is "order inquiry". Here, the customer is asked to dial in their registered phone number or inquiry number so the same automated TTS answer can be read to the customer returned by the web service.

This way, without any need to connect to a live agent, 80% of such requests have started to be handled by this automated order enquiry IVR.



Implementation and Technical Approach

The following components have been used for this implementation.

1. Two articles from the Call Center Studio's Public API library has been used. Order status can be gathered either by the order ID or the registered phone number. For order inquiry, address renewal, return and refund; GET method is used, where the response returns in JSON format. Afterward, the IVR step is forwarded to the integrated TTS system and read to the customer by the integrated speech engine.

2. Embedded open CTI adapter in the CRM system running on webRTC which enables the customer information popup screen when a call is received.

3. The total IVR consists of 97 steps and was completed within the same day.

4. An SMS confirmation step at the end of the transaction has been added.

Customer Benefits

This innovative IVR approach, which is described above, is equipped with various high techfunctionalities and has the following benefits

1. They no longer need to increase their staff budget. In fact, their SL has improved from 68% to over 96%.

2. Compared to the competitors, they now have a more modern and hi-tech perception by their customers, enhancing the corporate image.

3. Financial benefits were calculated around $12.000/month (excluding the indirect benefits) largely due to the increase in customer satisfaction.

This case study was created by Call Center Studio, named "Best Saas Cloud Service Provider" by Eurocloud and the Cloud Innovation Worldcup winner in New York. Used by some of the world's top brands (FedEx, eBay, Dominos, Deloitte, PepsiCo, KPMG, Little Caesars, Dyson, ESRI, Teleperformance, Xerox and more), Call Center Studio is revolutionizing the call center software industry. We encourage you to work with a call center software that is designed specifically to increase your company's efficiency.

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