

Case Study

Black Friday Chatbot Via Google Dialogflow

Regional Leader In The E-Commerce Industry

Call Center Studio Case Studies

Unearth the secret to how we help businesses around the world deliver supreme CX while driving growth



Introduction



1. Problem
2. Our Solution
3. Implementation and Technical Approach
4. Client Benefits

Contact us at partner@callcenterstudio.com to learn more about this case study.



The Problem

Our client is one of the regional leaders within the e-commerce industry and wanted to remain anonymous for this case study. Despite having an expanded call center team, they were challenged to manage their increasing traffic during Black Friday. Increasing the number of agents was just insufficient, costly, and not sustainable.

To better manage the increasing call volume, reduce agents' stress and decrease customer complaints in the most efficient and effective way, the client needed a chatbot that would understand customer requests and provide solution.

Our Solution

Our client asked for a chatbot to increase customer touchpoints and better handle all the traffic. We also implemented a complementary IVR tree to help assist and better navigate call traffic. This gave the agents more free time to focus on tasks that required human interaction and resolution skills—putting their knowledge and creative problem-solving expertise into use.

1.Chatbot

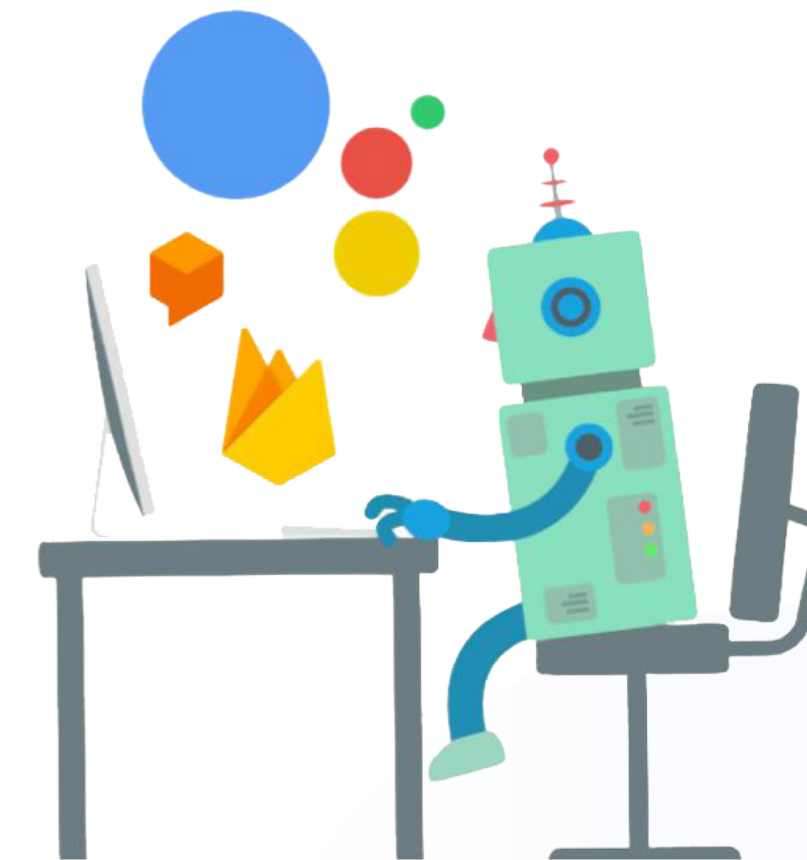
- Greet the contacts
- Understand their queries
- Categorize them
- Answer them simultaneously based on previously defined cases and data

2.Order tracking IVR

A chatbot is typically a channel customers use to reach out to call centers for repetitive queries. In this case, customers were calling to track their orders, leading to increased call traffic.

Call Center Studio advised the client to utilize Google's Dialogflow technology which leverages AI and machine learning to create text and voice-based interactions with the customers.

Combining the capabilities of our chatbot and IVR, our client got to make the most of Black Friday (a cumulative 102% increase in efficiency) with a more productive and equipped team.

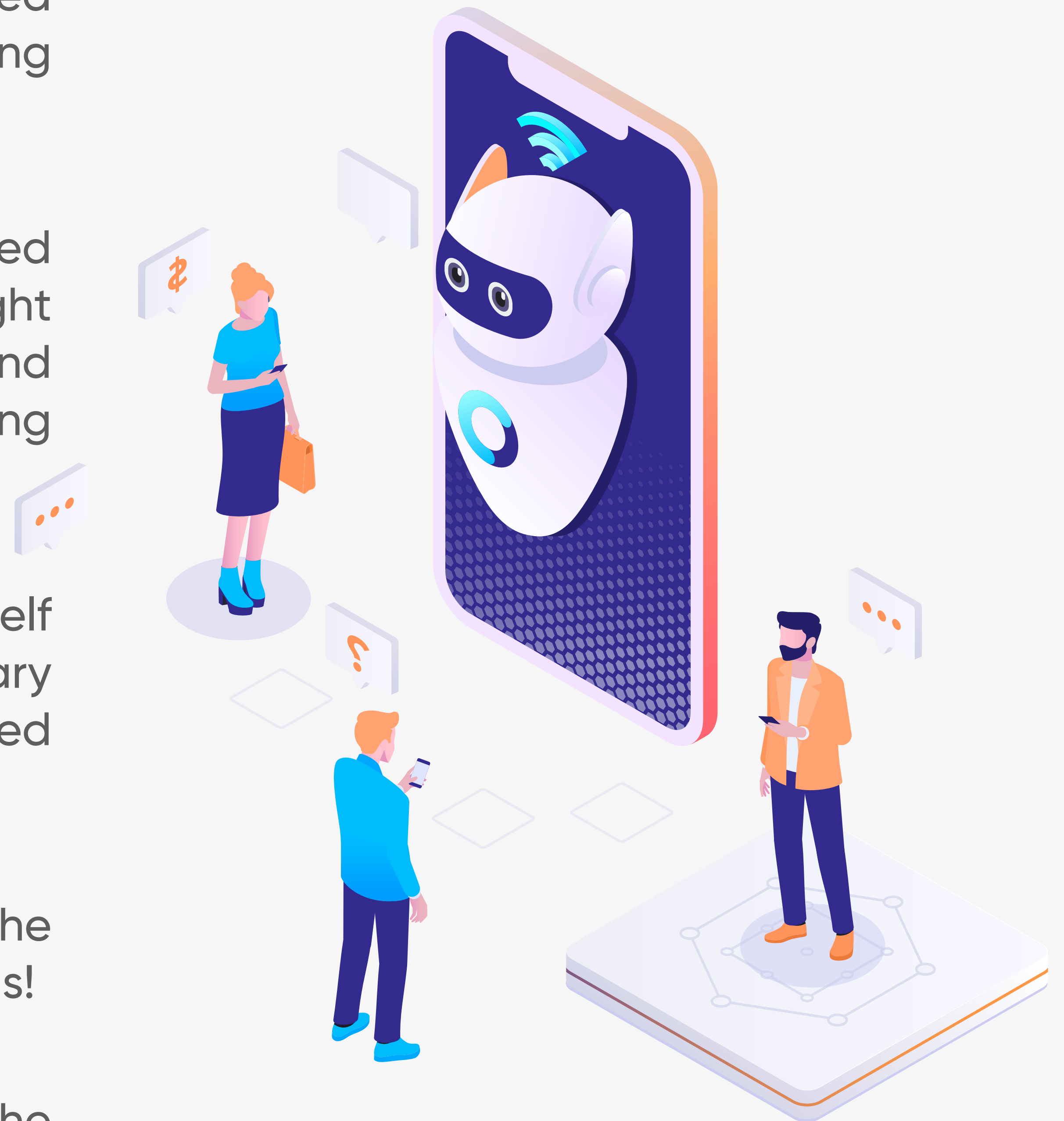


Implementation and Technical Approach

Chatbot

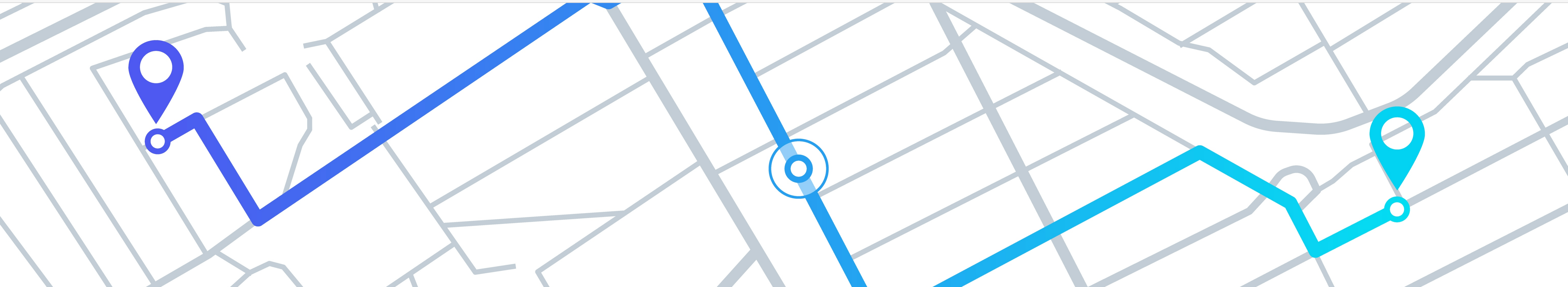
1. As the first step in creating and customizing a chatbot in Google Dialogflow, we created the chatbot's persona. It had to reflect the client's brand perspective—young, lively and innovative. Thus, the designed chatbot used a more friendly, solution-oriented and energetic language, avoiding using formal language.
2. Via Google Dialogflow, we designed and implemented a humanized conversation flow where the chatbot is programmed to ask the right questions while correctly responding to possible customer questions and responses. To do so, we utilized machine learning, one by one introducing key phrases and questions with their corresponding results.
3. We leveraged AI to ensure that the chatbot will continuously improve itself by learning new popular responses and adding them to the library predefined by our Dialogflow team. With this learning cycle, we ensured continuous success, growth and improvement.

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7. The web service returns with the order status which is displayed to the customer on the chat screen. The whole process is complete within seconds!
8. As a result of this implementation, our client's problem was solved and the call center efficiency rate increased by **60%**.



Order Tracking IVR

1. In order to further increase operational efficiency, the web service used for the chatbot was also implemented to the inbound operations.
2. The caller's phone number is automatically sent to the web service. If there is a pending order in place, the caller is automatically informed of its status.
3. This basic IVR implementation saves the customer from the hassle of waiting in a queue while the agents get to work more efficiently as basic tasks are already taken care of.
4. This minor improvement helped our client experience a **42% increase** in inbound operations.



Client Benefits

Our innovative approach equipped our client with high-tech capabilities, alongside the following benefits:

Improved Call Management

Our client was able to **better manage increased call volume** throughout Black Friday and every other high season

Increased CX

With more touchpoints to address customer queries and shorter queues for them to wait, the service levels have increased from **60%** to **85%**.

Operational Efficiency

Implementation of the chatbot resulted in a **60%** increase in efficiency, followed by a **42%** increase resulting from the complementary Order Tracking IVR.

Agent Efficiency

As repetitive tasks were accomplished by our tools, agents got to **focus on value-added processes** and tasks that actually require human involvement.

Cost Efficiency

Our client got to address more customers with fewer agents which helped maintain cost efficiency by **68%**.

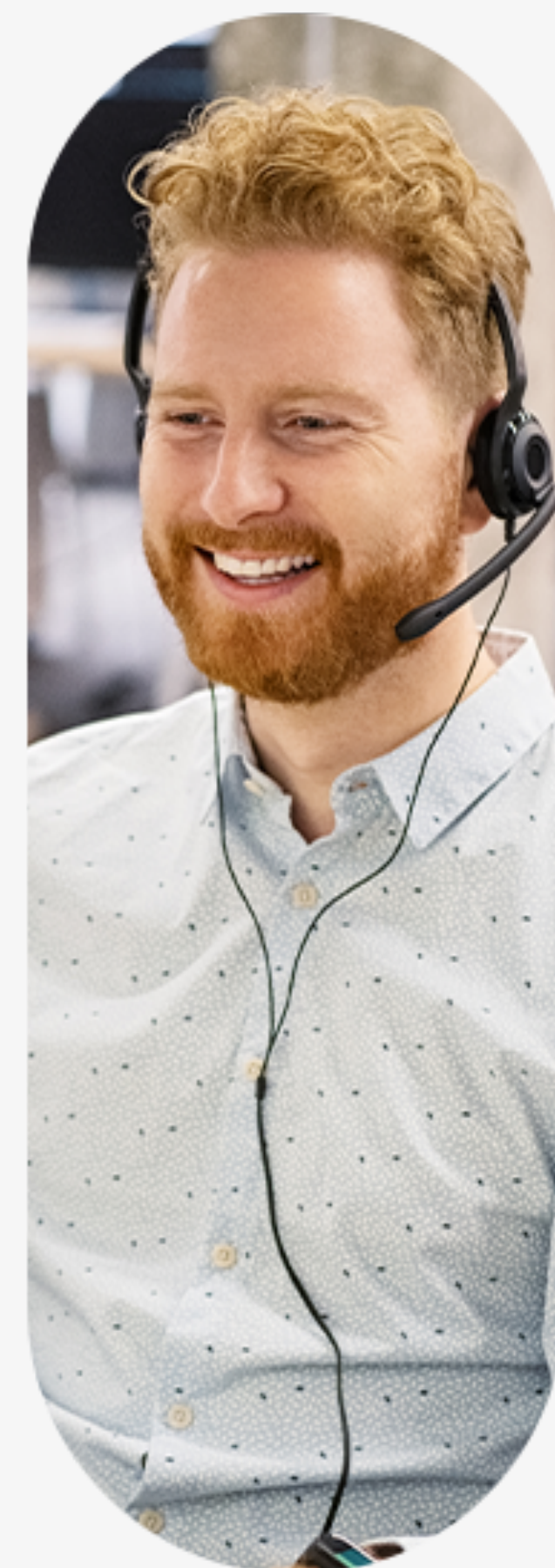
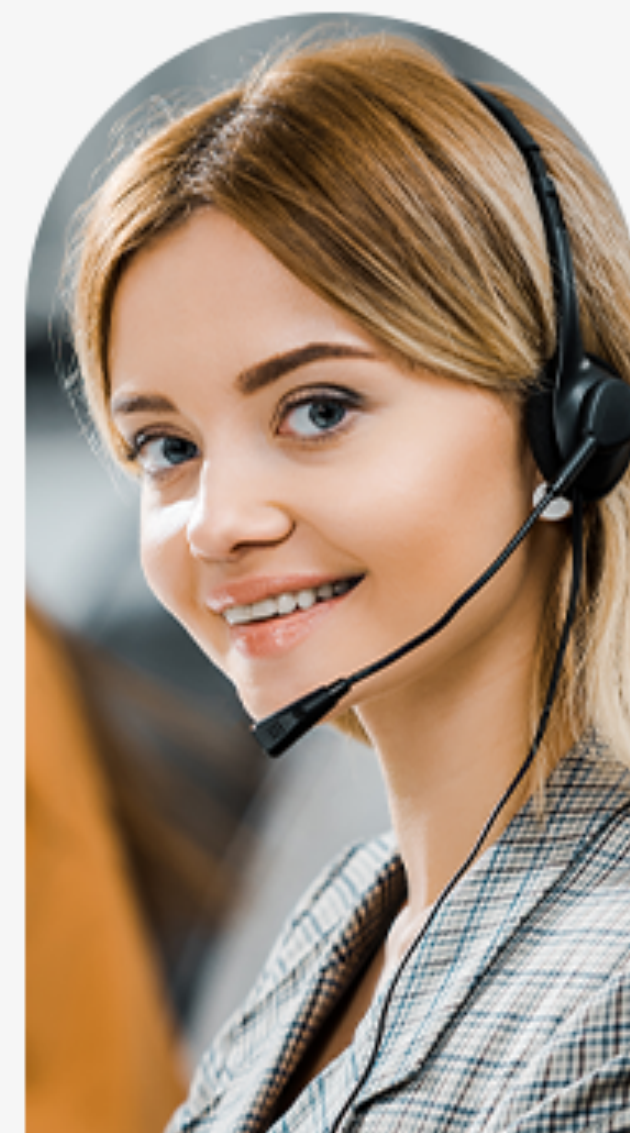
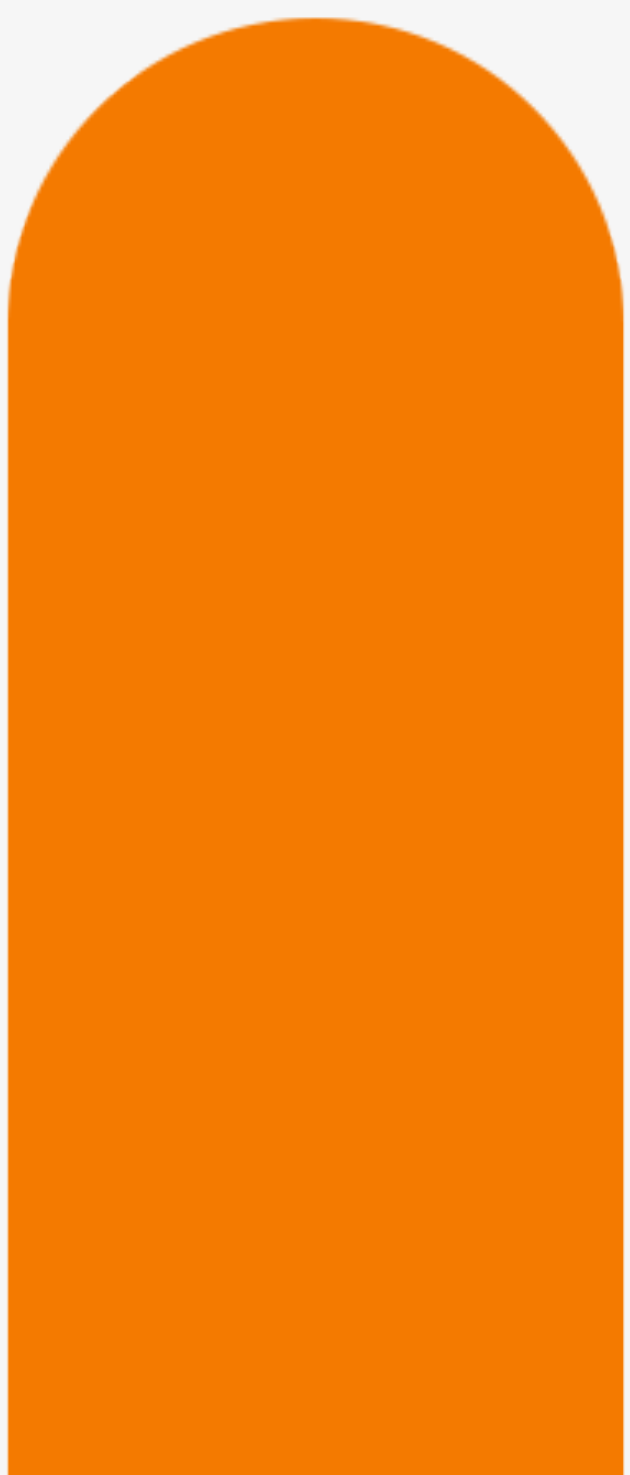
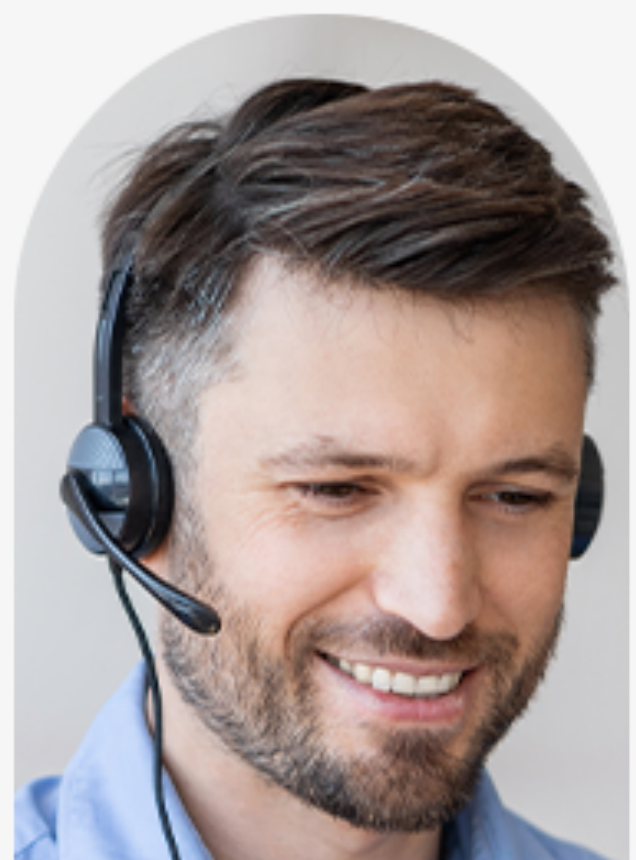
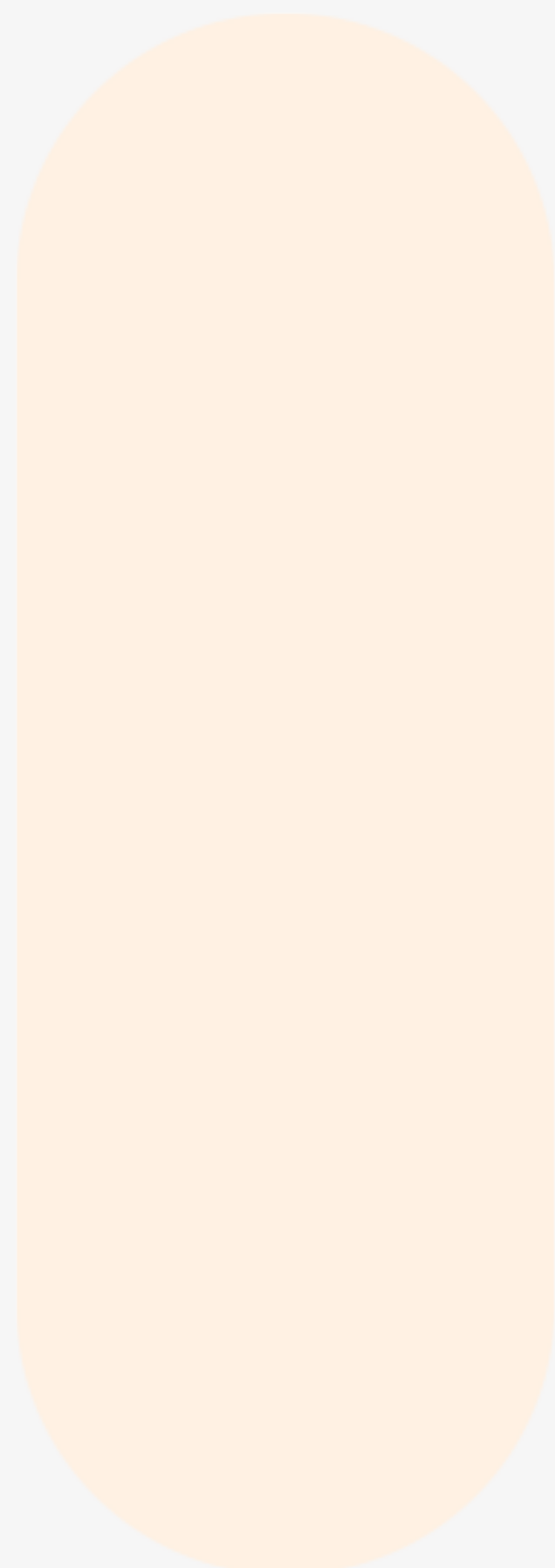


Looking for a call center solution that will:

- Have your back throughout high seasons,
- Give you the ability to scale up and down according to your business needs,
- Ensure cost efficiency and drive operational efficiency, and
- Improve CX across all channels?

[Contact us](#) and let's discuss what we can do for you.





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 explicitly designed to increase your company's efficiency.



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