



AN AMERICAN
FAST FASHION RETAILER
HEADQUARTERED IN LOS
ANGELES, CALIFORNIA



CASE STUDY

Challenges

- To reduce the burden on customer care executives for the basic queries like -order status, shipment status, replacement labels and other policy information.
- To retrieve the information from various independent systems in orderly fashion.
- To integrate the newly developed solution in salesforce for basic query to existing website.
- To re-route the end customer to the customer executive for chat based on customer query and executive skills.

Our Solution

Solution

- For reducing the burden of customer care executive:
 - Using the Salesforce Einstein bot and custom development, we created a bot and embedded it in customers' existing website.
- Bot was built in such a way that the customer can request information related to his order with easily clickable options (status, shipping status etc), by just entering the order no.

• SALESFORCE • STAFFING • CALL CENTER

-User identification was done through one time password for the operations that required the user's consent.

-For the customers, bot was designed to cancel order in single click by just entering order no. and clicking on the cancel option.

- To retrieve the information from various independent system in orderly fashion
 - Used MuleSoft tool to fetch data from various systems based on pre-requisite data required for it, like - account record must be present before creating opportunity.
 - Batches were scheduled in timely fashion to retrieve the latest data from different sources.
 - Data that was present in the system before the solution was implemented in salesforce, was synced to salesforce using MuleSoft tool to provide history for customer to executive.
- To integrate the newly developed solution in salesforce for basic query to existing website.
 - Visual force page was created to embed Einstein bot which was placed on customer website
- To reroute the end customer-to- customer executive for chat based on customer query and executive skills.
 - Case re-routing was configured based on skills.

Benefits

- Customer calls to enquire about basic queries were reduced significantly.
- Reporting for orders based on their status, was improved.
- Analysis of request received through bot as case was created for query. It helped customer to understand the issue in delivery and work upon it to make the end customer experience better.
- Re-routing based on skill helped the customer to get a better experience as chat was not passed on to the other executive.
- It also improved executive efficiency.