

# Multi-Channel Merchant Reduces Agent-to-Agent Transfers by 40% and Saves More Than \$6 Million

## Situation

This long-time Verascape client is a multi-channel merchant that receives more than 16 million calls annually into their contact center. The call types they receive are diverse and include:

- ▶ place an order
- ▶ order status
- ▶ returns
- ▶ backorders
- ▶ account management
- ▶ make a payment
- ▶ and others

Their contact center is cloud-based with many sophisticated self-service options, but still utilizing an outdated IVR menu.

## Client Challenge

This client was experiencing two issues they wanted to address. The first challenge was "leakage", or when callers are routed to the wrong place within the contact center because of an outdated IVR menu. This is costly and very frustrating for customers. The second issue was excessive talk times by customer service agents. The client wanted to decrease talk times by either verifying existing customers or ensuring that the caller was a new customer before they reached a live agent.



## The Solution

To address these challenges, Verascape developed and implemented an Intelligent Virtual Agent (IVA) to replace the old IVR menu. All calls would be answered by Conversational AI that would greet customers like, "Thank you for calling. How can I help you?" and perform the following:

- ▶ Identify the caller's intent
- ▶ Verify the caller's information
- ▶ Apply the client's sophisticated business rules
- ▶ Either route the call to a live agent with a screen pop and the customer's detailed data, or...
- ▶ Fully resolve the call within the IVA



The IVA is pre-trained specifically for this client and their customers’ nuances. Verascape fully integrated the IVA with the customer’s data systems, allowing us to retrieve and post data as necessary. The IVA can then handle the client’s detailed business rules regarding financing and purchasing in real time. It also enhances the routing of outsourced processes by notifying the agent about available data in the screen pop or letting them know what additional data needs to be collected.

## The Results

### Key Achievements and Cost Saving Metrics

- ✓ 93% success rate for identifying caller intents
- ✓ 3-minute reduction on average in agent talk time for sales calls — resulting in **more than \$6 million in annual cost savings**
- ✓ 80% average self-service success rate of fully resolving payments and service caller intents — resulting in **more than \$4 million in annual cost savings**
- ✓ 40% reduction in agent-to-agent transfers — resulting in significant improvement in customer satisfaction

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