

# Leading Gift-Giving Retailer Delivers Unmatched Customer Experience Using Interactions' Intelligent Virtual Assistant

A leading gift-giving and floral retailer is devoted to delivering a highly personalized and frictionless customer experience (CX). The company is at the forefront of streamlining and optimizing the digital CX across its growing family of brands.

A commitment to high-touch CX led the online retailer to Interactions for a transformational solution. In 2019, they launched a partnership with Interactions to deliver customers fast and easy access to pressing questions and common order concerns--and laid the foundation for future scalability across its 10+ brands. Today, millions of loyal customers receive a welcoming digital "front door" customer-support experience featuring human-like conversations and efficient CX interactions.

## CHALLENGES

- Customer gift orders spike three times each year—Valentine's Day, Mother's Day and during November/December holidays—and surging call volumes created an outsized number of consumers waiting to ask routine questions.
- With multiple brands requiring high-brand integrity, the company needed resources that would relieve the load on live agents while supporting personalized customer experiences that "wow."
- Recent brand acquisitions and expectations for continued growth created demand for digital CX solutions with high-quality automation that can scale quickly at a reasonable cost.

## SOLUTION

Interactions Intelligent Virtual Assistant (IVA) is at the heart of transforming the retailer into an indispensable gifting resource. Busy customers have a growing interest in self-service options, and Interactions offers a robust “human in the loop” AI solution that covers the full gamut of customer-service needs.



“Our brands were outperforming customer service expectations as consumers embraced digital self-service. Brand loyalty is already strong and engaging in human-like conversations with Interactions IVA reinforces that connection.”

— SVP of Customer Service Operations

Interactions IVA quickly provides order status updates, order modification, cancellation, FAQs, partial credits, and receipts—as well as these additional benefits:



Reinvention of customer service for highly efficient, hyper-personalized interactions across multiple brands.



Intent-based routing and robust FAQ flows help customers get what they need, keeping call times and transfers to a minimum.



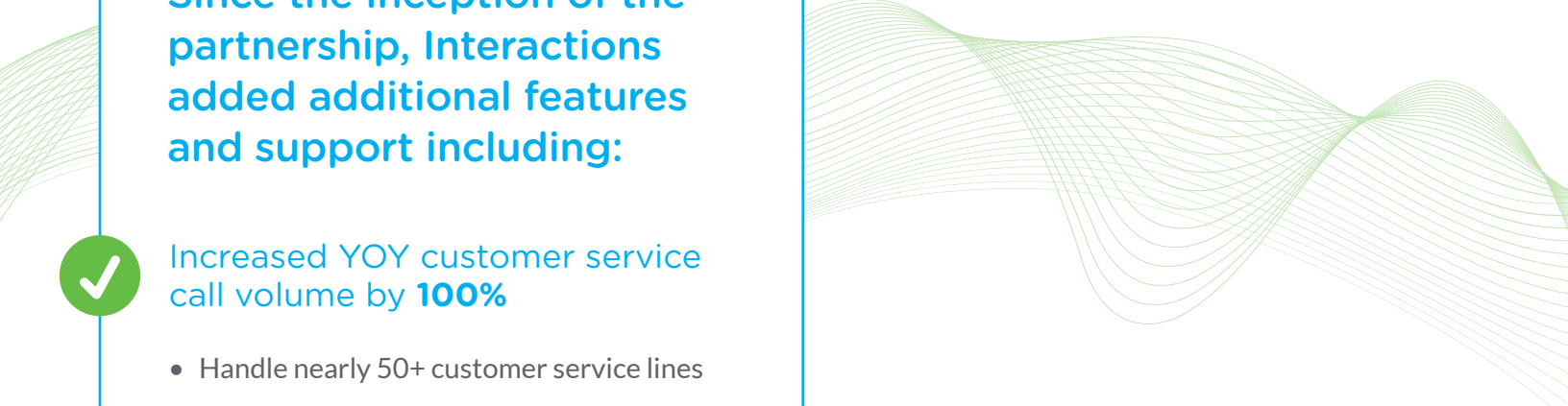
Due to well-defined and efficient customer workflows, self-service times have been dramatically reduced.



Specialized greetings and workflows for the most loyal customers that strengthens engagement customer relationships.



Prioritization of live agents to assist those with complicated or sensitive questions and retain customers.



Since the inception of the partnership, Interactions added additional features and support including:



Increased YOY customer service call volume by **100%**

- Handle nearly 50+ customer service lines
- Added services to manage call volume ramp of 100% year-over-year as new brands came online

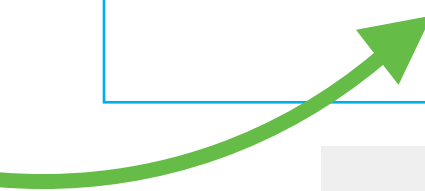


**Self-service additions and expansions**

- Specialized brand offerings for order status, FAQ, order modification, and receipt flows




**Client portal for improved control over business-critical parts of application**

- Easy adjustment to important delivery times, hours of operation, banner messages
  - Flexibility to implement changes with flip of a switch
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“We don’t want to automate highly emotional or sensitive transactions that require empathy and specialized problem-solving skills. We’re always going to see that the most complex service issues still require live agent assistance to help our customers. The efficiency and the interplay between the digital agent and live agent systems becomes the innovation that delivers best-in-class customer experience as we move forward.”

— *Senior Director, CX and Operations*



“Customer expectations and patience levels have changed dramatically, and customers are really driving business requirements now. To remain relevant and competitive, we need to give customers the ability to contact us whenever they want, in whatever channel they want--whether they call us, chat with us, or post on social media. Interactions helps us do that.”

—SENIOR DIRECTOR, CX & OPERATIONS

#### RESULTS

Interactions IVA saves approximately **10 minutes per automated call**, and cumulatively several million agent minutes per year. This delivers significant OpEx savings and enables the company to optimize and reprioritize its agent workforce.

74%

success self-service rate

7.9M

agent minutes removed in one year

25%

improvement in automation rate since implementation

#### ABOUT INTERACTIONS

Interactions provides Intelligent Virtual Assistants that seamlessly assimilate Conversational AI and human understanding to enable businesses to engage with their customers in highly productive and satisfying conversations. With flexible products and solutions designed to meet the growing demand for unified, omnichannel customer care, Interactions is delivering unprecedented improvements in the customer experience and significant cost savings for some of the largest brands in the world. Founded in 2004, Interactions is headquartered in Franklin, Massachusetts with additional offices worldwide.

For more information, please visit [www.interactions.com](http://www.interactions.com)