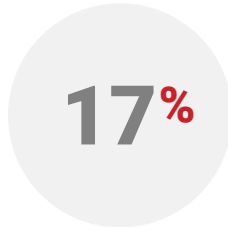


Purchasing Power Achieves 17% Improvement in NPS with AI-Powered Virtual Agent

RETAIL INDUSTRY

Success by the Numbers

Purchasing Power partnered with SmartAction to create an AI-powered Virtual Agent to provide additional self-service capabilities for their customers while reducing their cost to serve the customer – resulting in a 17% lift in Net Promoter Score (NPS).



Improvement
in NPS



Reduction in
Live Agent Calls



Return on
Investment

Challenges

- Lower cost to serve the customer
- Activate new self-service channels and capabilities
- Introduce AI without sacrificing Customer Experience

Solutions

- Authentication solution to identify and route customers
- Complex transactions such as managing orders and updating account information

Results

- Achieved ROI in 3 months
- Lifted Net Promoter Score by 17%
- Reduced live agent call volume by 25%

Purchasing Power is one of the fastest-growing voluntary benefit companies in the industry, offering a leading employee purchase program for consumer products and services.

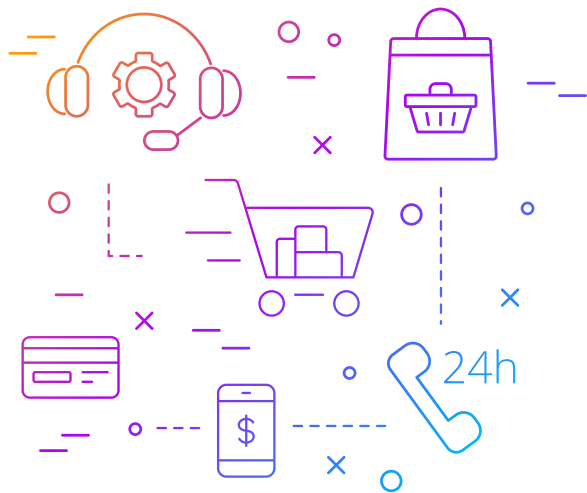
As an eCommerce retailer with a set of advanced financial tools, Purchasing Power has the immense task of handling customer care requests that range from providing information on financial assistance programs to lending a hand to shoppers looking for the right product. As they scaled their operations, Purchasing Power's contact center was pressured to do more with less, while prioritizing an exceptional customer experience.

Challenge

Purchasing Power aimed to automate several complex agent tasks to free up their agents to spend more time truly helping customers and not get distracted with call types like order management and password resets. Initially hesitant to hand off their customer experience to Conversational AI, Purchasing Power sought a partner that would ensure that the solution would maintain the highest quality while requiring the least amount of effort to implement and support.

Solution

Purchasing Power partnered with SmartAction to develop an AI-Powered Virtual Agent to engage customers with an easy and efficient conversation. When a customer calls in, they are greeted conversationally to capture intent in natural language instead of sitting through a lengthy phone tree menu. The SmartAction Virtual Agent authenticates the customer and then either self-serves the request or transfers the customer to a live agent. The Virtual Agent is capable of fully automating several requests within order management and account management.



“I think everyone is beginning to learn that building a bot is easy, but building a good one is hard. And that’s especially true when it comes to the voice channel.”

Tiffany Anderson

Director, CX Process/Initiatives
Purchasing Power

Results

In only 3 months, Purchasing Power had already recognized a return on their initial investment. By revamping their caller experience with an AI-Powered Virtual Agent, Purchasing Power reduced their agent call volume by over 25%, representing hundreds of thousands of savings on a yearly basis. Most importantly, by providing their customers with a better care experience, their Net Promoter Score improved by 17%!



Tiffany Anderson
Director, CX Process/Initiatives

“We knew we needed experts for Conversational AI, which is why we partnered with SmartAction. Not only did we drive significant cost savings by automating one quarter of our call volume, but we also saw a dramatic rise in our Net Promoter Score.”