

INDUSTRY

Retail

SOLUTION

Technology

PRODUCTS

Humanify™

CLIENT STORY

3,000 New Associates in 36 Hours:

Conversation Engine Saves Cyber Monday Sales

Our client, one of the biggest technology retailers in the world, was gearing up for Cyber Monday – the start of the single heaviest sales week for online businesses. We already supported this big-box retailer with around 4,000 full-time associates. Another outsourcing provider was contracted by the client to add approximately 3,000 additional staff to handle the increase to holiday traffic. When Cyber Monday arrived, the other provider experienced a critical dive in systems connectivity and call quality. For some customers, calls were lost completely. For others, the experience was profoundly negative, with complaints of “alien voices” and unintelligible communications. The potential for lost revenue was magnified many times over – not just because of the season, but also because our competitor’s system provider was estimating three weeks to resolve the issue. We responded immediately with a solution. Our **Conversation Engine (CE)** technology was ready to stand up **3,000 associates in 36 hours**.

CE is our scalable, multichannel, cloud-based platform for customer engagement. More than just technology, CE is a powerhouse of customer knowledge and interaction for contact center associates. Our decades of experience in analytics and customer engagement culminate in a solution that intelligently routes a customer’s history and communication preferences into the hands of the associate best able to address the issue. CE’s architecture allows a contact center to respond faster to changes in volume, and

facilitates a better experience by providing more information to the employees who interact directly with customers.

We deployed CE for the other company’s employees to use temporarily, so they could continue assisting our client’s customers. We helped the other provider restore their own systems so that they could resume operations for our client. Employees of the other company who were using CE were eventually returned to their former interface. Immediately, there were numerous requests to return to the Conversation Engine’s informative desktop. That’s probably the best compliment we could ask for.

RESULTS

CE was ready to deploy
3,000 associates in 36 hours

We assisted competitor in
resolving issues

Competitor’s employees
asked to return to CE interface