

Empowering a non-technical team to scale powerful automated customer experience that drives results

CHALLENGE

As a customer engagement provider, C3i Solutions (C3i) manages customer support strategy and execution for some of the world's most trusted brands.

Enterprise businesses rely on C3i to introduce new technology that improve agent productivity, cost efficiency, and essentially, the customer experience.

With their strategic focus of bringing innovation to iconic brands, C3i identified that one of their most active, enterprise CPG customers would greatly benefit from a self-serve solution.

Relying solely on C3i's call centre and email ticketing meant live agents were spending time responding to even the most mundane questions, resulting in lost productivity and long wait times.

C3i knew AI-powered assistance was the answer. But more importantly, they knew they needed a strategic automation partner and not a limited 'chatbot' point solution that would require developers to build and support long term.

C3i's client needed a solution that would empower teams with no coding skills to quickly launch and manage engaging automated experiences.

In only weeks after automating with Ada, we were seeing powerful results that were dramatically changing the experience for not only our customers, but our agents too.

DIRECTOR OF CUSTOMER EXPERIENCE

SOLUTION

After conducting an in-depth competitive analysis, C3i selected Ada for a three month pilot, introducing automation to deflect the repetitive, mundane email requests filling their agents' inboxes.

Led by Ada's Automated Customer Experience (ACX) Consultants, members of C3i's existing support team used Ada's platform to automate X% of questions, content, and inquiries. The chatbot was launched across the brand's website, providing customers with an opportunity to self-serve before being escalated to live agent support, if required.

Significantly, Ada's platform also empowers non-technical customer support staff -- those who know the business best -- to evolve and strengthen the automated experience by building new answers and refining messages in real time, based on changing business and customer needs.

The pilot surpassed C3i's goals, and the team will continue building automated conversations with Ada focused on introducing new levels of personalization. In addition, the rapid ROI in just three months has inspired C3i to introduce the benefits of Ada's automation to more of its consumer-facing brands.



BEFORE ADA

- Single email channel available for customer support
- Monthly email tickets overwhelming agents
- Inability to accommodate surge of seasonal inquiries
- 28 hour customer wait time
- Support hours limited to 9 a.m. to 6 p.m. EST

AFTER ADA

- Multi-channel customer support
- 20% reduction in email tickets
- Unlimited inquiries solved instantly
- X% reduction in average wait time
- 24/7 instant assistance to global customers

BUILDING A CUSTOMIZED CHATBOT

Ada's easy-to-use platform enabled C3i to create automated assistance that reflects the high-quality experiences customers expect from the well-known consumer brand. In less than six weeks, the team created automated experiences with rich content including links, images, videos, GIFs, and personalized copy consistent with their brand look and tone.

BOOSTING AGENT PRODUCTIVITY

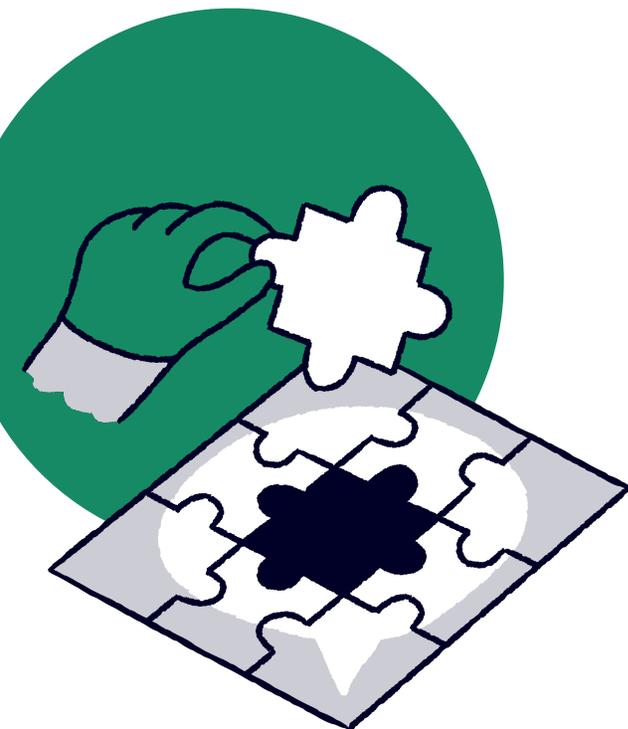
By deflecting the low-value, basic inquiries that once filled agents' inboxes, agents are freed to handle more complex requests that require more time and attention. When a customer asks the instant chat to speak with a human, the agent is provided with a chat transcript with the right context to help immediately.

OPTIMIZING EVERY ENGAGEMENT:

With fast access to chatbot analytics, C3i is now provided with daily statistics that identify trends and escalations in customer inquiries, interests, and behaviours. Using these insights, C3i has been able to not only strengthen the quality and breadth of their automated content, but all of the assets available to support both customers and agents.

TRANSFORMING THE CUSTOMER EXPERIENCE:

Now with a self-serve solution, customers are provided with the instant engagement they had been looking for. By cutting wait times by almost X, Ada has made it easier for C3i to deliver the innovative customer experience that is core to the value they bring to their clients and their customers.



As the market leader in Automated Customer Service (ACX), Ada is the only chatbot platform purpose-built to support an automation-first customer service strategy.

By diminishing dependence on IT and uncovering new opportunities for revenue, Ada's automation is designed to transform the support model from a cost center to profit center. Headquartered in Toronto, Ada enables clients around the world, like TELUS, AirAsia, and UpWork, to put automation and AI at the front end of their customer service strategy, thereby freeing live support agents to have greater impact.

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