

World-leading athletic brand uses Interactions IVA to deliver a premium customer experience.

PROBLEM

With customer experience as the #1 priority, a world-leading athletic brand stepped up their game by launching an Intelligent Virtual Assistant (IVA) with Interactions in 2021. The shoe and apparel giant traded in their simple IVR for a digital agent whose quality and persona embodies that of their brand. Starting with one country and one line of business, unparalleled success led them to expanding across 28 countries, 6 languages, and 4 lines of business. They now deliver a unified customer experience across the globe that provides premium savings for their agents and bottom line.

SOLUTION

Interactions designed an intelligent system to handle all of the business's top contact drivers. APIs and agent training books were used to create automated workflows to handle four major services, eliminating the need for a live agent most of the time. As for the services that require the human touch, streamlined intent recognition and routing was set up to ensure quick service, only requiring callers to authenticate themselves in the IVA prior to reaching an agent.

After the system proved successful in North America, the groundwork was laid for further expansion. The application was translated into additional languages, taking into consideration cultural and business-related differences, delivering an IVA for their customers in the Europe, Middle East, Africa, Asia Pacific, and Latin America markets.

RESULTS

In the last year*, Interactions IVA has provided top-notch results:

>7M agent minutes saved

83% self-service success rate

79% of transferred calls are fully authenticated

48% containment rate for callers who receive an SMS with their order tracking link**

26% of calls are fully automated

*Client's FY23

**Preliminary statistic from a new feature added in client's FY24