

Omnichannel Enables Because To Meet Customers Where They Are

Because Meets Customer Demand Head-On After Implementing Replicant's Omnichannel Solution

Background

Because initially implemented Replicant within their voice channel to handle tier-1 calls that had long handle times and created long wait times for customers calling in. While Replicant was focused on their voice channel, Because was using another vendor for their text channel, but weren't getting the results they wanted. Most days, their backlog of texts from customers needing a response was upwards of 400 and response times could be as long as 12 hours from the initial inquiry from the customer. They needed a solution that would mirror the efficiency they already had within their voice channel.

Implementation Strategy

Based on our discovery our strategy began with automating their most repetitive calls which included:

- ◆ Order inquiries
- ◆ Account and subscription changes
- ◆ Cancellation and trial retention
- ◆ Cross-sell

Transformational Impact

- ◆ Texts waiting in the queue at the end of each day have gone from an average of 400 to 0
- ◆ Increased SLA attainment from 10% to 82%
- ◆ 4.74 / 5 SMS CSAT
- ◆ 88% flow level success from week 1
- ◆ Decreased initial response time from 12 hours to seconds

Why It Worked



Consistent Customer Experience: Powering voice and messaging channels with the same conversation engine provides a consistent omnichannel customer experience.



Natural Language Competency: Replicant's ability to understand natural language rather than key words or phrases increases containment and minimizes the need for agent involvement



Time to Value: Reusing technology and best practices from the voice channel made for a fast deployment, with 90% expected business outcome from week 1.



"Consistency within the customer experience is an extremely high priority for us at Because. We decided to double down on Replicant across channels because we know that by leveraging their technology, our customers will always receive the same excellent level of service, regardless of which channel they prefer."

Kelsey Holshouser
VP of Customer Experience at Because



Learn more about Replicant's Contact Center Automation solution at replicant.ai