# The Because Market introduces a new way to speak to its customers thanks to Replicant

## MISSION

Created on the foundation to find a better way to serve and support families, The Because Market is changing the way we order and receive intimate products for men and women. The Because Market cares deeply about its customers which means not only curating the highest quality products, but also delivering them efficiently with the best customer service.

## PROBLEM

The Because Market came to Replicant with an interesting problem. They wanted to find a new way to deliver exceptional customer service that is modern, efficient, and fits the needs of their customers while exceeding expectations on operational efficiency and scale.

## Replicant provides a new way for The Because Market to connect with its customers

Replicant Voice is an out-of-the box solution that fully resolves tier-1 customer service issues over the phone using the power of voice AI. Customers can speak to Replicant's "Thinking Machine" to troubleshoot their most common issues like changing their order date, updating their shipping address, or changing their order quantity in half the time with natural conversations that feel just like speaking to a human agent.

Before Replicant, basic support calls took 10+ minutes and customers waited on hold for 7+ minutes. The call center was becoming an operational bottleneck for The Because Market as hiring more agents to meet customer service demands wasn't sustainable or cost efficient. The Because Market wanted to find a fast, user-friendly customer service solution that was scalable.

## Replicant delivered on this promise in a matter of weeks by providing:

◆ Access to conversational self-service with seamless agent handoff for complex issues

◆ Elastic scale to manage agent growth and unpredictable fluctuations in call volume

◆ Insights into customer call metrics with easy to use reporting dashboards

**50%** reduction in average handle time

**70%** reduction in hold time for higher customer satisfaction

**50%** reduction in call escalations for repetitive calls

Most important to **Connor Shepherd,** Founding Partner of The Because Market, was finding a solution that didn't compromise on customer satisfaction. As Connor explains,

> Our mission is to deliver something high quality and unique for older adults and we want to innovate within our customer service as well. We wanted our customer service to feel seamless and personal without the typical burdens of automated calls like customers repeating themselves, having to wait on hold, or getting stuck in IVR menus.

Replicant was the perfect solution for The Because Market as it boosts call center productivity and gives customers delightful service that's fast, accurate, and contextual without the restrictions of an IVR menu.

## What once was a cost-center is now becoming a revenue opportunity with Replicant

The Because Market is taking the power of Replicant's platform a step further and using it to not only resolve customer issues, but also educate customers on new products and promotions to create cross-sell opportunities. Traditionally, agents have been trained to resolve customer service issues while sales teams are responsible for generating revenue. With Replicant, The Because Market is creating a merged opportunity between sales and service by driving awareness of promotional offers at the end of service calls after a customer's issue has been resolved. This new model doesn't require agent training and can be targeted to the right customers to deliver optimal service that doesn't feel intrusive.

## The Because Market is gaining trust with voice AI thanks to Replicant's enterprise-ready solution

Since Replicant's out-of-the-box integrations work with existing call center software, CRMs, and internal order management systems, The Because Market can augment its existing workflows to automatically log tickets, capture call summaries, and resolve tickets without human intervention or training. The Because Market can also get insights into important call drivers as Replicant transcribes and automatically tags call data by disposition. Insights into call data are leading to new found efficiencies for The Because Market that are driving higher agent productivity and customer satisfaction.

## Machines and humans are collaborating together to deliver a new type of customer service experience

The Because Market was thrilled to find out that their customers enjoy speaking to the "Thinking Machine". Stacey, a long time customer explained, "At first I was a little surprised. I thought I was speaking to a human agent and then I realized it was a machine. It only took a few minutes to update my order and I didn't have to wait on hold". Similarly, The Because Market's customer service agents are seeing higher job satisfaction as they don't have to train for or handle as many repetitive calls. Agent's jobs are becoming more strategic and call spikes are easier to manage thanks to Replicant.

How will you envision the future of customer service with AI?