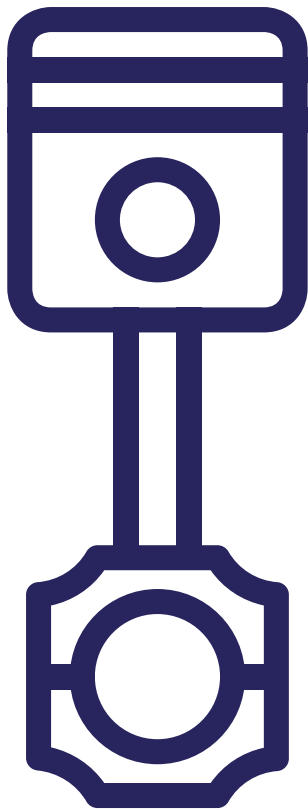


CASE STUDY

SKRUVAT INCREASES EFFICIENCIES AND SALES BY EMBEDDING NLI INTO WEBSITE

THE NORDIC'S BIGGEST ONLINE CAR PARTS RETAILER SKRUVAT, IS USING THE TENEО PLATFORM TO GAIN A GREATER UNDERSTANDING OF ITS CUSTOMERS' REQUIREMENTS, IMPROVE HOW INFORMATION IS DELIVERED ON ITS WEBSITE AND ULTIMATELY REDUCE THE NUMBER OF INBOUND ENQUIRIES TO ITS CONTACT CENTER.



Founded in Sweden six years ago, Skruvat has expanded rapidly as consumers throughout Europe appreciate its combination of discounted prices with great customer service. For the casual purchaser, buying automotive parts online can be a daunting prospect and customers frequently contact Skruvat's live chat agents to confirm their choice, even after it's been placed in the online shopping basket.

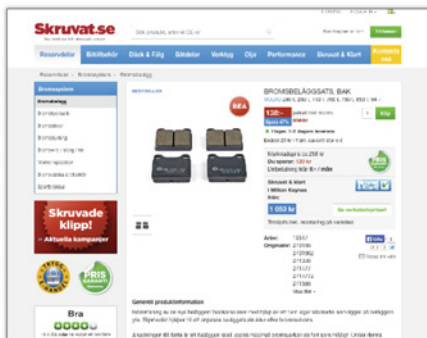
In order to enhance both the customer experience and decrease the number of calls or live chat requests into its contact centre, Skruvat decided to look for a solution that would intelligently solve common customer queries via its website and increase sales conversion rates.

"Giving customers the confidence to purchase, while reducing the number of queries we handle manually was our key objective," says Magnus Possman, Head of Customer Service at Skruvat. "In addition, whilst we were looking to improve the Swedish .se website, we also wanted a solution that could easily be expanded to include other languages."

To achieve its goal, Skruvat is following a new trend in virtual assistants. One that no longer positions them as an avatar focal point that pops-up when you start to interact, but instead embeds them into the entire website itself as an intelligent automated assistant that listens in and provides informed answers. All the customer sees is a website that interacts with them in a natural, intelligent manner.



Giving customers the confidence to purchase was our key objective



To the organization, embedding NLI provides essential information on the customer and what they are looking for that can be immediately used to increase efficiencies and sales.

The Skruvat project initially focused on deflecting calls away from the contact centre. A free form text box was introduced to the “contact us” area of the website. While acting in a similar manner to a virtual assistant or digital employee, there is no traditional avatar. The customer simply asks what they want to know in their own words and the automated assistant answers and takes the appropriate action (for example navigating to a relevant webpage) using the contact form as the user interface.

The Teneo based assistant from Artificial Solutions doesn't just answer queries, it is also the gatekeeper to other customer communication channels. Using a series of handover thresholds such as how many questions a customer asks or the availability of live agents, the customer is then provided with the opportunity to chat with a live agent. When this occurs the Teneo assistant provides not just a note of questions asked, but also the details of the Skruvat web pages the customer has already visited. This gives the live agent a wealth of background information with which to help the customer faster. Teneo also continues to listen in so that its knowledge can be improved for the next time the question is asked.

Finally if no live chat agents are available and the call centre is open, Teneo offers the customer the option to telephone or email if the call centre is closed. The entire system is presented to the customer in a series of tabs on an advanced “contact us” web interface which lights up when available. “From the start of the project to the day it was launched was very quick,” says Magnus.

“The nature of our business will always mean that we have a high interaction rate, but to halve it in a relatively short time is impressive.” In addition, while the number of interactions went down, the customer satisfaction statistics didn't drop. The customer was fine about not being able to call and having their query answered automatically online instead.” Analysis of the data that Teneo collected was also used to make improvements to the website. For example, part of the data revealed that many of the customer inputs revolved around “how to” type queries around the purchase process. Therefore a series of step-by-step guidelines were created using screen shots to explain the process and simplify the experience for the user.

Six months after NLI had been embedded into the website, 54% of queries are now being handled automatically by Teneo. A significant over-achievement on the original target of 20%. Also, after a number of adjustments made to the website based on feedback from Teneo, the number of queries from customers using all channels available dropped 10% during the same period - despite an increase in sales.



We saw immediate benefits within only a few days. Today the number of interactions required per order has dropped from 1.1 to 0.5

With calls deflected away from the contact centre, manpower resources were now available to focus on the next stage of the project to increase the visitor to sales conversion rate. At strategic points in the Skruvat website, customers are offered live chat to help them with their purchasing decisions.

For example if the customer has something placed in the shopping cart, but not yet purchased, proactive chat is offered. The questions asked at this point typically involve very specific product queries that are better suited for a human agent to answer such as the difference between steering column switches offered for a 2004 Renault Traffic. However, Teneo still enables the agent to view what pages the customer has visited so that the question can be answered as efficiently as possible.

In addition, it is also possible for Teneo to interact proactively with the customer offering an incentive such as free delivery if the customer still seems to be hesitant. These parameters can be set depending on the circumstances such session length, keywords or repeated visits to pages in a certain product category.

“In the future we hope to expand to include additional languages too,” says Magnus.



The initial system was first built in Swedish and we have since added Norwegian, which was a simple process and required a minimal amount of work

“Artificial Solutions and the Teneo Platform have enabled us to improve the service we provide customers via the website, reduce the number of inbound queries and enabled saved resources to be used elsewhere. At the same time, we have detailed analytics about what our customers are searching for that we can use to develop our business and capitalize on future market trends.”

Get in touch with us for more information.
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