

One of UK's largest retailers transforms digital customer engagement with Nuance Virtual Assistant.

Customers get fast solutions to common problems, and agents get more time to spend on unique cases.

A leading UK retailer enhanced its customer experience to support increased contact volumes and free up agents' time. Using Nuance Virtual Assistant, customers receive automated website support for common problems. Using the data from previous engagements, the virtual assistant provides accurate solutions, allowing agents to focus on complex cases.

Customer | A large UK retailer

Challenge | Solve common customer issues without the need for a live agent, and adapt its customer services model to accommodate rising call volumes.

Solution | Using Nuance Virtual Assistant (VA), the retailer can provide customers with automated support for common problems.

Results | Agents no longer need to spend time answering simple questions, and customers get quick solutions to their problems.

"We treat the virtual assistant just like an agent. We train it, manage its performance, and it works as one of the team. We're starting to see a lot of value from that."

Business Solutions Manager for Retail, large UK retailer

▼ Key metrics



58%
of cases are resolved by the virtual assistant alone



250,000+
customer interactions with the virtual assistant in less than two years



£2m
saved in online sales due to virtual assistant interactions

Challenge

A call for automation

As one of the UK's largest retailers, this company gets thousands of visitors to its online store every day. With an existing webchat in place, customers were able to speak to live agents about any issues they were having during their shopping experience.

But as contact volumes continued to rise, the digital team noticed that many customers were experiencing similar problems—including incorrect promotional code entries, returns and refund issues, and loyalty card difficulties. As issues kept repeating, agents were spending most of their time responding to the same scenarios with stock answers.

The retailer knew it had an opportunity to save its agents time, while still providing customers with solutions to their problems. After making the decision to adopt a virtual assistant, the retailer began the search for a partner that could effectively automate its existing webchat service.

Solution

Meet Nuance Virtual Assistant, the new contact agent

After choosing Nuance Virtual Assistant, the retailer was ready to embed the virtual assistant into its webchat almost immediately.

Working closely with Nuance, the digital team identified the key questions customers were asking. Based on data using existing transcripts from the retailer's live

chat deployment, decision trees were created for certain scenarios.

Now, when a customer experiences a promotional code issue, a chat window automatically appears and a conversation with the virtual assistant starts. If the VA can't solve the customer's problem, it can seamlessly transfer them to a live agent.

Results

Automated assistance

Since the retailer integrated the VA into its website in September 2017, it has had more than 250,000 interactions—and 70% of issues have been resolved without the need for human involvement. Agents now spend less time answering frequently asked questions and have more time to handle complex cases.

The service is currently live across five customer journeys. It's triggered when a customer experiences issues with promotional codes, returns and refunds, and the retailer's loyalty scheme, or visits the contact page and the "where is my order" page. And it's proving successful across the website. The company has saved £2m of online sales that they may otherwise have lost.

Following the success of the virtual assistant, the retailer plans to extend it even further across the website, and to introduce the VA as a selectable feature on the main contact page. The retailer even plans to expand the VA to other platforms, including Apple Business Chat, WhatsApp, Facebook Messenger, and SMS.



When we looked at the responses advisors were giving to customers, we saw that they were simple, repetitive answers. We knew there was a chance to introduce a virtual assistant here—we just needed to find the right partner.

**Business Solutions Manager
for Retail, large UK retailer**



If those people would have abandoned the sale because they couldn't use the promotional code, we may have lost that revenue—so the virtual assistant is helping us prevent those losses.

**Business Solutions Manager
for Retail, large UK retailer**



Learn more

To learn how you can transform your own customer experience with Nuance, drop us an email at cxexperts@nuance.com, or visit www.nuance.com/enterprise.



About Nuance Communications, Inc.

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.