IntouchAi™

Boosting Efficiency in the On-Demand Workforce With AI Solutions

The on-demand workforce faces unique operational challenges that can disrupt customer satisfaction (CSAT) and business continuity. Whether it's inclement weather, unexpected delays, or app-related issues, these disruptions can result in unfulfilled orders, delayed services, or gig workers dropping their shifts. Brands in this sector struggle with maintaining seamless operations and providing effective real-time support to freelance workers and customers, leading to inefficiencies and increased average handling time (AHT). Solving these challenges requires innovative solutions that enhance productivity without compromising customer experience.

The Challenge

A leading food delivery service sought to reduce its AHT, which had been affected by the complexity of interactions. Drivers and customers often required multiple contacts during a single order cycle due to issues like delays in restaurant food preparation or customers not answering their doors. Additionally, agents had to leave detailed case notes and categorize each case, increasing after-call work (ACW) and inflating AHT. With targets set on improving these metrics, they needed a solution that could streamline agent workflows while maintaining high service standards.

Our Solution

We introduced **Sidd Spark**, our AI technology designed to automate and optimize business processes. Sidd Spark was implemented in April with alpha and beta testing, and fully rolled out to the entire team by May. The technology quickly transformed the way agents handled calls, automating repetitive tasks such as note-taking and case categorization, allowing agents to focus on resolving customer and courier issues faster and more efficiently.

Our Results

The implementation of Sidd Spark delivered rapid and impactful improvements across key performance metrics within five months:

▼**31s**
reduction in **AHT**
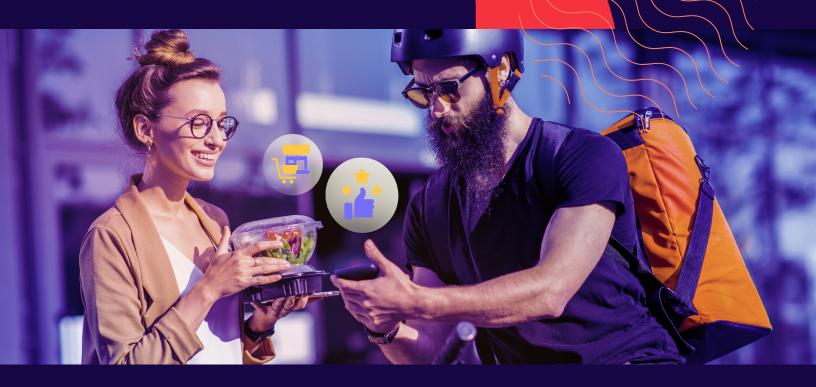by September MTD

▼**10s**
reduction
in **ACW**

92.61%
CSAT, exceeding
the 92% target

91%
quality assurance (QA),
exceeding the 85% target

By leveraging AI technology like Sidd Spark, the food delivery service significantly enhanced its operational efficiency, reduced AHT, and maintained high customer satisfaction. This case demonstrates how automation can address industry-specific challenges while delivering measurable improvements in performance.

Learn more about how you can implement AI-powered solutions to elevate your brand today.

Intouch CX