IntouchAi

Revolutionizing Online Review Responses at Scale Using Generative AI

Engaging with online reviews holds immense value for brands to foster connections and establish a positive reputation with their customers. It is through these responses that trust is built, loyalty is nurtured, and authenticity is showcased. However, many brands struggle to keep up with the sheer volume of reviews while maintaining personalization and consistency— critical components of a strong online presence.

A leading global beauty brand partnered with us to find the right solution to manage and moderate customer reviews online. We implemented Laivly's Sidd Pro automation tool, which utilizes generative AI and proprietary language filters. This enabled us to effortlessly generate custom and personalized responses at scale and in real time, enhancing efficiency and consistency.

The Challenge

Balancing the task of addressing critical reviews and suggesting complementary products to enhance customer favorites is crucial for building rapport and enhancing brand perception. The manual process of crafting these responses proved to be time-consuming for agents.

Maintaining consistency in the brand voice across responses posed a challenge, and identifying suitable alternative or complementary products for recommendations often proved to be a cumbersome task.

Our Solution

By implementing Sidd Pro, we were able to assist agents by eliminating manual steps from their workflow. This allowed them to allocate their time and energy towards delivering personalized and empathetic customer experiences. Through the seamless integration of process automation, machine learning, and generative AI, Sidd Pro effortlessly simplified the ratings and reviews workflow for agents. This tool diligently analyzed each customer review, generating a collection of on-brand responses that encompassed alternative or complementary product recommendations when appropriate.

Agents then had the freedom to select a generated response that precisely captured the desired sentiment, while still having the flexibility to further modify or personalize the response. This solution expedited response times and ensured brand consistency across all customer interactions. With this automation, agents successfully addressed a higher volume of cases, significantly enhancing overall efficiency and customer satisfaction.
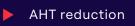
Our Results

After implementing Sidd Pro, the brand witnessed significant improvements in their customer service operations. Previously, the baseline agent handle time per review case stood at 400 seconds. With the integration of this automation solution, the handling time remarkably decreased to 234 seconds. This boost in efficiency translated to enhanced productivity, as the number of reviews per hour (RPH) initially increased from 9 to 13, and with continued utilization of Sidd Pro, this metric further rose to an impressive 15.4 RPH.

In the past, it used to take the agents 422 hours to handle 3,422 cases. With Sidd Pro, these same cases were efficiently managed in just 220 hours. This indicates a considerable reduction in time, improving overall customer service efficiency. It was observed that for every 500 hours staffed with agents supported by Sidd Pro, an additional 4,001 cases could be satisfactorily resolved. These outstanding results highlight the invaluable impact of optimizing workflow, increasing productivity, and ultimately enhancing customer satisfaction for the company.

KEY RESULTS:

40% ▶ AHT reduction

$48k ▶ net monthly savings

71% ▶ more reviews handled per hour

48% ▶ fewer hours required for the same volume

89% ▶ capacity increase for additional cases

Conclusion

By leveraging the power of automation, we were able to eliminate manual steps in agent workflows, allowing them to focus on personalization and empathy for an exceptional customer experience. The integration of process automation, machine learning, and generative AI simplified the ratings and reviews workflow, resulting in improved agent efficiency and productivity. These results not only demonstrate the tangible benefits of Sidd Pro but also highlight its potential to transform customer service operations, enhance brand perception, and deliver outstanding customer satisfaction.

Learn more how automation solutions can optimize your operations, boost agent productivity, and deliver an unparalleled customer experience.