CYBAGE
Delivering Value. Scientifically.

Streamlining Query Resolution Results in Enhanced CX for an eCommerce Leader

About Customer

A leading US-based auto parts provider operates through a user-friendly online platform. The extensive sourcing network backed by 27+ years of industry experience empowers flexible purchases. The platform has executed over 50 million sales so far by delivering seamless factory-to-consumer experiences.

Business Challenges

- **Third-party email & chat application** at the **Control Center** results in the absence of:
  - **Bot feature** for customer support
  - **Existing systems integration** (e.g.: the Order Manager)
  - Historical data on **orders placed & customer values**
- Increased complexity from **multiple customer query resolution systems**
- Separate tools for **social channel feedback**
- Bottlenecks from **direct routing of Chat requests to Live Agents**
- **Unlinked communication & customer records**
- **Difficulty identifying past conversations**
- **Time-consuming knowledge discovery** across systems

Our Solutions

- **Einstein & Service Cloud implemented**
- **Chatbots embedded** to streamline order data
- **Communication linked** for customer accounts & contacts
- **System integrated** for customer & order data consolidation
- **Single clicks enabled** for invoices & fraud-marking
- **Contact Us & Feedback forms upgraded** for Salesforce case creation
- **Omnichannel configured** for chat & email request acceptance
- **Macros built** to automatically dispatch survey emails
- **Survey feature integrated** for feedback
- **Supervisor dashboards & reports launched**
- **Knowledge base consolidated** for Agents
- **Social channels integrated** with Salesforce for feedback responses

Business Impact

50-60% reduction in traffic routed to Chat Agents

Enhanced end customer satisfaction with prompt query-resolution

Streamlined collaboration between Agents & Supervisors

Higher order information accessibility for Agents

Improved queue request visibility enables Supervisors to **manage workloads**

Historical customer data visibility empowers Agents to **identify high-value customers**