

CASE STUDY



Leading Manufacturer of Rugged Smartphones Improves Customer New Device Onboarding

humley...



The Business Case

A leading manufacturer and provider of rugged smartphones approached Humley to provide a Conversational Assistant solution to improve customer experiences through simplifying the process of onboarding onto new devices.

Utilising Humley's automatic document ingestion of customer guides and AI-powered training to create a suite of customer conversational journeys and intents, the company was quickly able to deploy Assistants which guide customers through the necessary steps required to set up their new mobile within the device itself, providing encouragement and support with FAQs.

Additionally, By using Humley's analytics tools, the company was able to quantify the incoming queries understanding the topics being asked. It was found that a large proportion were asking about general phone functionality such as changing wallpapers and the setting of timers and alarms.

Because of this the organisation was able to make informed decisions in isolating holes in their knowledge base subsequently improving the experience for future users.



Benefits Delivered

- ✓ 50% reduction in handset returns
- ✓ 81% positive customer feedback
- ✓ Time and efficiency gains for Support Team
- ✓ Improved customer retention
- ✓ 85% first-time resolution rate preventing the need to escalate issues

Revolutionise Experiences & Boost Efficiencies with Humley Studio.



Welcome to Humley, where we are transforming the way organizations engage with their customers through Conversational AI Assistants. Our mission is to empower businesses to autonomously build, deploy, and manage cutting-edge AI-powered Assistants, delivering exceptional customer experiences while optimizing valuable time and resources.

At Humley, we offer Studio, our flagship SaaS platform, designed to revolutionize the way you interact with your customers. Studio provides a suite of powerful tools, including Think – our state-of-the-art generative AI and GPT-driven solution, enabling automatic creation and review of Q&As based on existing knowledge sources.

With our intuitive Easy Q&A editors, versatile Flow builder, and templated integrations into the leading business systems and technology solutions, you can effortlessly design personalized and efficient conversational experiences.

What sets us apart is our commitment to providing a no-code approach to Conversational AI, making it easy for businesses of all sizes to harness the potential of AI-driven customer service without the complexities. We believe in empowering our customers to orchestrate AI safely and seamlessly, integrating our Assistants into a wide range of AI providers, including our own.

Join us on our journey to revolutionize customer service through Conversational AI. Sign up for a free account today and experience the future of effortless and intelligent customer interactions.

[Launch Assistant](#)

[Book Demo](#)

humley...