



CASE STUDY

HELLOFRESH ACHIEVES MAJOR CUSTOMER SATISFACTION SUCCESS WITH CONVERSATIONAL AI STRATEGY



teneo.ai

SUMMARY

In 2020, HelloFresh introduced Brie. It's a chatbot powered by Teneo, a platform specializing in AI-driven conversational experiences. Brie has since boosted customer engagement, improved responsiveness to customer needs, and reduced costs. Driven by its success, the company implemented other Teneo virtual assistants across its other brands, leading to a marked rise in online customer interactions.

Motivated by this success, HelloFresh is now looking to bring the same impact to the voice channel using Teneo Conversational IVR, another offering from Teneo. Teneo Conversational IVR is an advanced cloud IVR solution designed to refine and automate customer support.

PROJECT RESULTS

- **Increased Customer Engagement**
- **Improved Responsiveness to Customer Needs**
- **Reduced Customer Support Cost**
- **Increased Online**

KEY FIGURES

- **Meals delivered, 2022: +1 billion**
- **Net revenue, 2022: €7.61 billion**
- **Active customers, Q2 2023: +7.3 million**
- **Employees: +20,000**

ABOUT HELLOFRESH

HelloFresh SE, headquartered in Berlin, Germany, is a public meal-kit company. It stands as the leading meal-kit provider in the United States and operates in 17 other countries: Australia, Austria, Belgium, Canada, Denmark, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, New Zealand, Norway, Spain, Sweden, Switzerland, and the United Kingdom.

When HelloFresh was founded in 2011, the company set out to become the leading global food solutions group and their vision was to revolutionize grocery shopping and everyday cooking habits.

After over ten years of market disruption and aggressive international expansion, the company mission remains; **'to change the way people eat, forever'**. HelloFresh continues to be on a journey to reshape and grow the meal kit industry and expand the company as a global, scalable, profitable business with ample growth opportunity in the long-term future.

The company continuously looks to new technologies and innovations to help them drive progress on our goals while adding increased value for their customers and other stakeholders. Conversational AI is one of those technologies helping HelloFresh reach their corporate goals and enhancing the experience for their clients.

THE CHALLENGE

HelloFresh experienced swift organic growth in recent years due to its innovative digital approach, smart acquisition strategy, top-notch customer service, and the successful introduction of new brands and services. But as customer numbers grew, so did the pressure on customer service and the need to uphold HelloFresh's high standards.

With a growing global presence, the company needed a tech solution that could manage costs, scale quickly, and consistently enhance customer experience.

Even during the COVID-19 pandemic, HelloFresh needed a strategy to address the pandemic's impact on their workforce while supporting new growth. Like many businesses with contact centers, they sought a system to complement their human agents and efficiently manage the rising service demand.

They chose Conversational AI. But finding a platform that could scale quickly and flexibly introduce solutions for new brands proved challenging. HelloFresh needed a 24/7 conversational customer engagement tool for various digital channels. That's when they discovered Teneo.

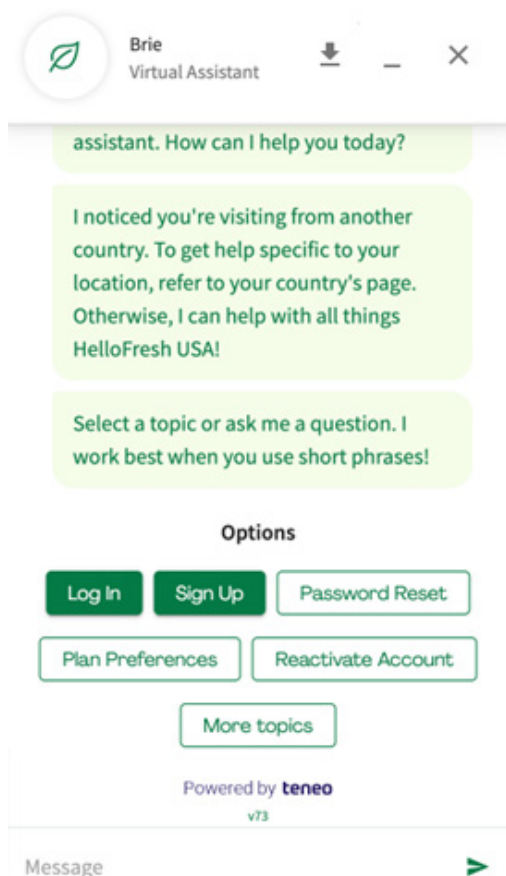
HelloFresh chose Teneo® to increase customer satisfaction, while reducing inbound queries to its contact center across all brands.

AN INDUSTRY-LEADING SOLUTION

HelloFresh launched their pilot Conversational AI solution in June 2020 with the support of 'The Conversational AI Company', an implementation partner of Teneo.ai.

'Brie' was created with Teneo over the course of 2-3 months. The initial setup included key integrations, front end development and base knowledge creation. The chatbot was launched across the HelloFresh app and its website and was able to immediately support customers with enquiries.

'Brie' was equipped with a high level of intelligence and processing ability in order to manage the wide variety and volume of requests received on a daily basis. Advanced Natural Language Processing and Machine Learning processes were incorporated into Brie's processing chain, as well as core KPI measurement and reporting capabilities that would allow the HelloFresh team to analyze performance and make improvements in a live environment.



HelloFresh relies on the effective use of big data to help deliver a personalized experience for its customers. The sheer scale of the data collected also provides a significant advantage to HelloFresh over traditional retailers that can't collect their customers' feedback as precisely. The company has 1.2 petabytes of data from different customer touchpoints, increasing at a rate of 7.5 per cent every month.

The company also significantly benefits from the fact that the feedback it receives is multinational, enabling the product teams to share best practices and learnings across all 18 operating markets. The data collected by 'Brie' is part of this data body. At the same time, the solution is continuously improved with the actionable data to ensure it remains updated and can provide the best answer to customers at any given time.

Following the successful launch and development of 'Brie', HelloFresh implemented the solution for EveryPlate, Green Chef and Factor.

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'Brie' assisted customers with issues like damaged goods, delivery queries, and address changes. Furthermore, it could also handle intricate questions about the sustainability and origin of specific food items. With 'Brie' in place, human agents weren't the sole solution for a broad spectrum of issues. This freed the contact center agents to address complex customer inquiries more promptly and attentively, thanks to the time saved by the Teneo solution.

As customer interactions increased, the HelloFresh team used real user feedback and collected data to refine and enhance 'Brie'. This continuous improvement allowed 'Brie' to serve customers more personally and accurately. As a result, HelloFresh stood out from its competitors by offering superior customer service, which in turn boosted customer loyalty and lifetime value.

With the support from the team at Teneo.ai, HelloFresh was able to replicate the processing capabilities from one solution to the other, radically reducing the amount of time to launch the two new solutions.

The time to design, develop and deploy 'Brie' was 120 days, whereas the following solutions were launched following a 70-day period respectively, representing a significantly reduced time to launch for EveryPlate, Green Chef and Factor.

Thanks to Teneo's ability to host and build multiple solutions, the HelloFresh team has been able to build new use cases in an ever more efficient way. Each new use case that goes live uses the most optimized version of a previously built solution. Teneo allows for the exponential growth and launch of Conversational AI solutions without any additional cost per use case. This has allowed HelloFresh to calculate a highly specific ROI for each solution and create a business case for future launches based upon hard data.

Thanks to the cloud-based SaaS system, it will also become faster and faster for CAI deployments to go live across the HF group as further brands are added at a much lower cost. The ability to scale solutions exponentially makes Teneo stand out from the crowd of Conversational AI platforms.

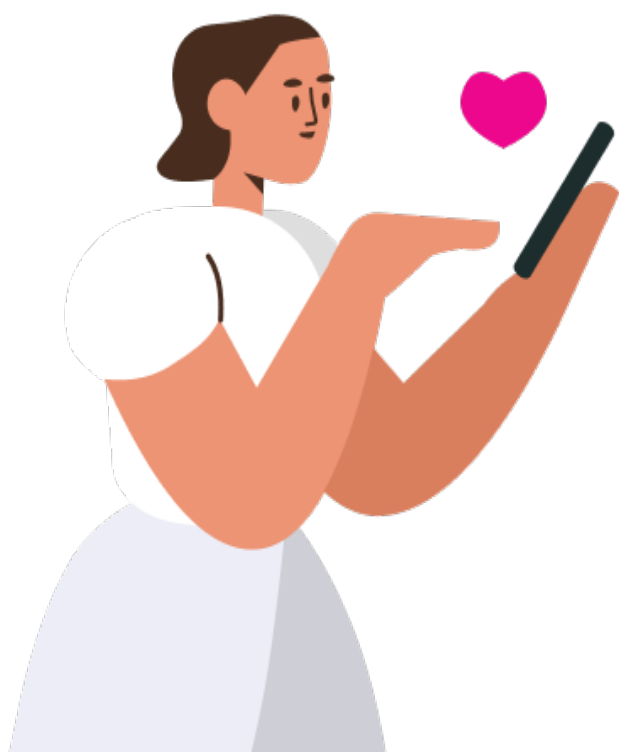
THE IMPACT ON CUSTOMER SERVICE

As a result of implementing conversational AI solutions across its brands, the HelloFresh group has created a radically improved experience for millions of its customers and its own employees, who are now able to work with greater efficiency and less demand thanks to the support provided by the virtual assistants.

Problems are solved at a significantly faster and more efficient rate while solutions are also provided for customers that have not received goods or have questions relating to their retail orders. As a result, HelloFresh was able to automate up to 30% of chat interactions.

By handling millions of customer enquiries, Teneo has been able to generate rich data on HelloFresh customers, allowing the development team to optimize the solution and create enjoyable interactions for customers to have with each brand they engage with.

The potential of creating genuine emotional connections to its customers through the delivery of outstanding customer service has ensured long-term customer loyalty and feedback from millions of users.





THE FUTURE OF CONVERSATIONAL AI FOR HELLOFRESH

The implementation of Conversational AI has been an unequivocal and outstanding success for HelloFresh, as demonstrated by the KPI's highlighted at the top of this report. Following the success of using a Conversational AI to enhance customer experience over the web channel, HelloFresh has selected Teneo Conversational IVR to enhance their brands' voice customer support with Conversational IVR. The introduction of voice-based solutions will drive even greater levels of automation and customer satisfaction. This new project aims to shift from traditional IVR and touch-tone support, enabling customers to convey their concerns using natural language. With Teneo Conversational IVR, HelloFresh intends to deliver a friendly and inviting experience via their phone channel. This approach offers customers swift and intuitive interaction, reducing wait times and guaranteeing a smooth service experience.

Integrating Teneo Conversational IVR into HelloFresh's voice channel complements the smooth interaction offered by their chatbot 'Brie'. Furthermore, this creates a unified and seamless support system for HelloFresh's vast customer base. HelloFresh's main objective with Teneo Conversational IVR is to enhance their voice support, aiming for unmatched efficiency and satisfaction. The company plans to automate and optimize the support experience, providing quicker, more intuitive interactions for customers. With this state-of-the-art integration, HelloFresh stands ready to establish new standards for outstanding customer interactions.

“ The HelloFresh team has achieved so much success by embracing Conversational AI to expedite resolution for their customers. Their approach has always been to let the data drive the outcome. Their success has been built around clear duties for the digital agent to have a complete job rather than a part time job.”

Sean McIlrath,

Vice President and General Manager, US Teneo.ai

Discover Teneo Conversational IVR today

Book your consultation and launch in 60 days.

LET'S TALK!

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