



Mico, a product of Mico World, is a mobile social platform for multi-national markets, and the No. 1 social App in downloads on the App Store in 71 countries/regions.

Challenge

Mico, as a social platform, has a complex clientele from multiple nations, languages, and channels. However, the previous solution makes it difficult to effectively personalize the service experience for customers. "Especially for our VIP customers," said a Mico marketing manager, "they think their service experience is not enhanced by the VIP level".

Solution

Sobot's seamless omnichannel solution for self-service, conversational support, and ticketing, improves customer experience and agent productivity.

- **How is Self-service Combined with Personalization?**

Chat with Mico's Chatbot and you can find it answers your questions based on your language and recommends you intelligently do on key words in questions. Therefore, every customer, from whatever channel, could have a different experience. It benefits from Sobot's training.

- **Why Support Team Have different Service Standards?**

With Sobot, Mico's support team breezely identifies the VIP customer identification cause every customer has a unique ID. We know Mico's requirements: VIP customers deserve service standards different from ordinary, yet high VIP-level customers also do from low-level. And now VIP customers whose level is more than 5 are served by exclusive agents while those whose level is less than 5 also get prior service than ordinary customers. VIPs feel they are very important customers.

- **What Else? Ticketing!**

We believe that your customers need you to give a favor, and they tell you in email. See what Mico does. Mico, using Sobot's Ticketing, has dealt with thousands of No. of email ticketing until now who gets positive feedback and the team collaboration is always excited.

30%

Increase in CSAT

20%

Increase in Agent Efficiency

80%

Reduction in Response Time