OPPO is a leading innovator in the realm of smart devices, dedicated to establishing a global innovation ecosystem that actively fosters the pursuit of cutting-edge technologies.

Challenge

OPPO's operations span across over 40 countries and regions, with agents utilizing various customer service software platforms. This results in data fragmentation, causing inefficiencies for agents during interactions and making it challenging for managers to analyze and extract meaningful insights from the scattered data. In summary, OPPO requires a comprehensive solution capable of enhancing agent efficiency and customer experience (CX) to propel business growth forward.

Solution

- **Supercharge agent productivity**

  Sobot seamlessly consolidates not just OPPO's customers' preferred chat Apps such as WhatsApp or Facebook Messenger but also integrates other channels like the website and App into a unified, user-friendly omnichannel platform. This integration serves the primary purpose of enabling OPPO's agents to more effectively engage with their customers for both marketing and customer service purposes.

- **Compile information for service and data analysis**

  Sobot's APIs empower the omnichannel platform to harmonize data sourced from OPPO's membership system, CRM system, and knowledge database. This unification enables OPPO's chatbot and agents to engage and assist customers more efficiently from a single, integrated platform. Furthermore, administrators can extract valuable insights from this consolidated data, facilitating the execution of diverse experiments and the adjustment of strategies to accelerate business growth.

83%	94%	57%
Chatbot Resolution Rate	Positive Feedback	Repurchase Rate