



Samsung Electronics, renowned for offering Samsung's complete product lineup and hosting a variety of product-related events, consistently manages a substantial volume of customer inquiries spanning the pre-sales, sales, and after-sales stages.

Challenge

Samsung Electronics initially faced significant challenge as their agents had to switch between platforms to address online inquiries individually. Additionally, agents were burdened with the task of responding to repetitive questions without the support of a chatbot. Furthermore, there was no distinction in service between VIP and ordinary customers. However, with the adoption of new technologies, Samsung Electronics has successfully reduced labor costs, improved agent efficiency, and enhanced Customer Satisfaction (CSAT).

Solution

- **Unify all channels of Samsung Electronics**

Since adopting Sobot, Samsung Electronics has seamlessly consolidated messages from various channels onto a single platform. This transformation allows Samsung Electronics' agents to effortlessly engage with customers who prefer different messaging channels through Sobot's omnichannel platform. Consequently, agents no longer need to switch between platforms when handling inbound or online customer interactions, streamlining their workflow and enhancing the overall customer experience.

- **Enhance agents with Chatbot**

By integrating with Sobot's APIs and connecting to the order system, the chatbot can gather contextual information, predict customer needs, and efficiently address common requests. This streamlined approach significantly reduces repetitive tasks, enabling agents at Samsung Electronics to dedicate their time and expertise to more impactful and value-added work.

- **Personalize customer experiences**

Sobot's capabilities allow Samsung Electronics to categorize customers into distinct skill groups, ensuring a tailored approach to customer interactions. VIP customers, in particular, benefit from specialized skill groups and the option to choose video services, creating a personalized and highly engaging experience. This strategy effectively fosters stronger connections and loyalty among VIP customers, reinforcing Samsung Electronics' commitment to exceptional and personalized service.

30%

Increase in Agent Efficiency

97%

CSAT

15%

Pre-sales Conversion