



Reducing 38% of  
Support Requests to  
**Enhance  
Customer Experience**  
with a Chatbot Implementation

Headquartered in Irvine, CA, our customer is a leading provider of digital printing solutions. It has led innovations in digital graphics with a suite of award-winning products that set new standards for precision, reliability, and performance. The organization offers a range of popular digital printing products for signs and displays, digital fabrication, dental milling, fine art, photography, packaging, product personalization, engraving, 3D modeling, and more. Apart from the quality of its products, the digital printing solutions provider is also famous for its world-class customer service, providing its users with support from a network of dedicated dealers, certified engineers, and technical staff.

## **Skyrocketing Support Requests Creating Customer Support Impediments**

In the last couple of years, the digital printing solutions provider has launched and upgraded many digital printing products to give users a competitive edge. Such new additions to its product portfolio have helped increase its customer base. However, the steep rise in customers and users has also led to skyrocketing support requests.

The organization's customer support team was choked with user calls and tickets requesting information about new or existing products. Most of the information was readily available on the website as product documentation, release notes, or knowledge articles but was not easily searchable. In other instances, the information was available with the development, customer support, or IT department. The increased volume of support requests led to more extended user fulfillment periods. The organization has set high industry customer support benchmarks, and this recent development could hamper its hard-earned reputation.

“Our customer service team handles around 30,000 queries a month via chat, mail, and calls. We needed to find a quick way to rapidly scale to support skyrocketing increase in the support requests.”

Business Systems Analyst, Digital Printing Solutions Provider

Faced with this disturbing situation, the top management had two options: add more resources to their internal customer support team or adopt a solution to automate the mundane and repetitive support requests. The management opted for the second option – a technology solution to ensure prompt customer support - as it was a quicker, better, and more scalable option.

AgreeYa had previously helped the customer develop a workflow solution to automate its stock-keeping process adequately. Based on exceptional experience and our industry-proven track record, the customer approached AgreeYa for a viable solution to help transform its support ticketing process.

## Automating Customer Support with a Generative AI-powered Chatbot

Upon engagement, our experts held discussions with the key stakeholders and analyzed the business situation. The organization was leveraging Microsoft 365 to deliver a modern workplace experience to its employees. Based on the inferences, our experts suggested the implementation of AgreeYa's award-winning generative AI-powered Chatbot to the customer. Our Chatbot has been helping similar organizations automate mundane and repetitive user queries. The Chatbot solution was implemented within a rapid time of less than few weeks with some minor customizations.

Built on Azure Bot Framework, AgreeYa Chatbot enables organizations to extend instant and round-the-clock support services to its users while freeing up IT helpdesk staff to focus on complex requests and other high-value interactions. Its recent integration with OpenAI enables users to get quick and contextualized responses to their general queries. Additionally, the solution also integrates with internal enterprise applications such as SharePoint Support Documentation and SharePoint Knowledge Articles library, thus providing prompt responses to basic user queries. As a result, the Chatbot helps provide a unified interface to users for quick and relevant responses to their queries.

AgreeYa Chatbot helped digital printing solutions providers to transform their customer support process. Customer experience was improved by enabling prompt replies to their queries. Unique and sophisticated queries could be routed to customer support professionals for resolution. The customer support team was happy to address queries requiring human intellect, while customers were happy with the rapid response time.





## Delivering World-class Customer Service with AgreeYa Chatbot

The AgreeYa Chatbot provides a seamless experience to end users seeking relevant product information on the website. Users can now type their queries, and the Chatbot promptly delivers relevant answers. Our team assessed the Chatbot implementation and produced a performance overview report to summarize the critical parameters of Chatbot performance in one place. During the assessment, the AgreeYa team uncovered some of the major benefits of the Chatbot for the customer. The significant benefits include:

Chatbot is handling **12,500 queries a month**, guiding customers through self-service options, and directing them to relevant resources.

Implementation has led to a **38% reduction in customer support requests**. Support agents are now able to focus on more complex issues.

Prompt resolutions to customer queries have led to **3X improvement in user experience** (which dipped significantly before implementation).

Enabled a self-service and round-the-clock support mechanism for the users.

Ensured that all the conversations and data remained safe within the Microsoft ecosystem.

Delivered more flexibility in customizing the response generation leveraging Azure Language Model

Empowered the customer to reflect their brand identity and improve user engagement with pre-built and customizable themes

“In the first 90 days after the Bot implementation, approximately 37,500 customers engaged, of which 38% did not require escalation to the contact center team. Of those that rated the bot, one third provided a 5-star rating.”

# Technology Stack



## About AgreeYa

AgreeYa Solutions is a leading global provider of software, solutions, and services to global Fortune 100, medium, and small organizations. Founded in 1999 and headquartered in Folsom, Calif., AgreeYa has over 2,200 professionals helping clients across US, India, EMEA and Mexico, in their digital journey. Leveraging our technology enabled, consultative approach, and diverse talent, we serve clients across various industries to meet changing market conditions, stimulate growth, optimize costs, and create lasting value. Our solutions around modern workplace, smart analytics, intelligent automation, AI/ML, cloud transformation, mobility, and talent management deliver value of digital transformation for our clients. AgreeYa has received considerable recognition in the industry for its technology leadership, quality processes, employee best practices, customer success, and giving back to the community. Some key recognitions include certifications like Microsoft Legacy Gold Partner and Cloud Solutions Provider; AICPA SOC 2 Type 2, SEI CMMI, and ISO 9001:2015; and awards including Dream Company to Work for, and Best Employer Brand.



### Global Headquarters

605 Coolidge Dr., Folsom, CA 95630 USA

**Phone :** +1 916 294 0075, Toll Free: +1 800 AGREEYA, Fax : +1 866 886 1555

**Email :** sales\_americas@agreeya.com **Web :** www.agreeya.com

USA | India | EMEA | Mexico

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