



Case Study



Support Superhero: Lifescan's OneTouch® Assistant Saves the Day Through ChatGPT-Like Interactions and Generative AI

with Aisera's AI Customer Service



Leading Medical
Diagnostics Manufacturer



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Diagnostics Manufacturer

BACKGROUND

Lifescan is a leading medical technology company that revolutionized blood glucose monitoring in the early 1990s by introducing its OneTouch® system, which used a color-changing test strip to determine the glucose content of a blood sample. The company was founded in 1981 and is headquartered in Malvern, Pennsylvania, with over 2,400 employees globally.

Over 20 million people worldwide use Lifescan's products, and the company has been a leader in diabetes management for over 40 years. It offers various patient-centric products and clinically backed solutions, including OneTouch® brand blood glucose meters, test strips, lancets, an integrated digital health platform, hospital point-of-care systems, and more. The company is committed to creating a world without limits for people with diabetes and related conditions. In addition, it aims to usher in the next wave of personalized health and wellness experiences.

PROBLEMS AND CHALLENGES

While supporting a continuously growing customer base of over 4.7 million users, Lifescan experienced increased ticket volumes that their support team needed help managing. With a constant influx of tickets and a need for 24/7 assistance, customers experienced long wait times of days to resolve a request. Simultaneously, the support experience was reactive, tedious, and manual, leading to agent fatigue. With these challenges impacting customer satisfaction and agent productivity, Lifescan looked to generative AI and automation as a solution to scaling and improving their customer experience.

To summarize, the key challenges facing Lifescan were:

- **A reactive, tedious, and manual support experience**
- **Agent fatigue and an inability to scale to meet growth demands**
- **A need to provide 24/7 customer support**

\$2.2M⁺

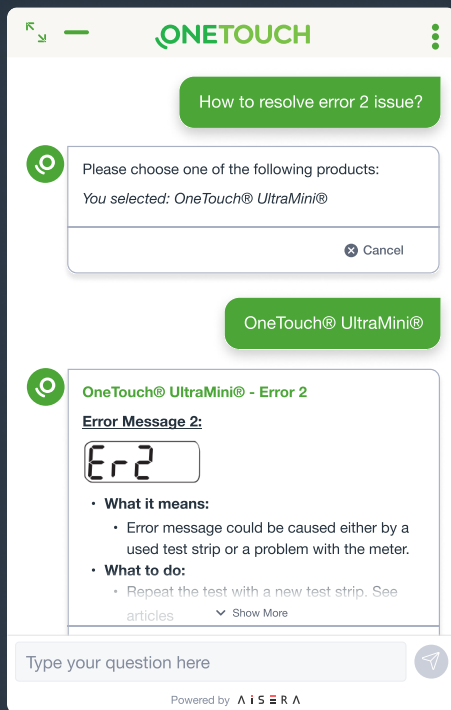
Cost Savings

65%

Auto-Resolution Rate

70%

Improvement in CSAT



Lifescan's OneTouch® Assistant quickly connects its customers with solutions.

“ The OneTouch® Assistant has been a game-changer for our customer support team. With Aisera's AI Customer Service solution, we can now quickly resolve customer inquiries in seconds through self-service. It's amazing how Aisera's generative AI assistant can automate our customers' requests while delivering personalized and humanized conversational experience at scale.



Ehab Goldstein

VP OneTouch® Global Customer Care & Strategic Insights

ENVIRONMENT

Lifescan uses Salesforce as its customer ticketing system, managing thousands of tickets per month. The company also uses Salesforce to house its knowledge base, which includes hundreds of articles to assist its customers with troubleshooting, product guides, and more. Lifescan needed to provide their customers with self-service options through generative AI and automation to reduce wait times and increase customer satisfaction.

INTEGRATIONS



SOLUTION

Lifescan launched Aisera's AI Customer Service solution into their support page, featuring OneTouch® Assistant as their new virtual assistant. This generative AI powered assistant allows Lifescan customers to engage in human-like conversations, in a ChatGPT-like fashion, to self-serve and automatically resolve their inquiries with relevant answers sourced from Lifescan's knowledge base articles. By leveraging the OneTouch Assistant, customers can obtain prompt responses to their product inquiries, access user guides, troubleshoot device issues, and receive automated order assistance within seconds, a drastic improvement from days. Aisera's Conversational AI employs generative AI and natural language processing to understand customer inquiries, providing personalized and accurate responses while delivering a humanized conversational experience.

RESULTS

By utilizing Aisera's AI Customer Service, Lifescan has been able to automatically resolve 65% of its incoming support requests and save \$2.2M in support costs. Prompt assistance provided by the generative AI technology has improved customer satisfaction (CSAT) by 70%, and redundant support inquiries have been eliminated while agent fatigue has been alleviated. Aisera's Generative AI technology empowers Lifescan to cater to the needs of its expanding customer base and offer a new level of personalized customer support.