



CBOT & Getir Launched A Successful Support Assistant

Ready to discover?

Client Overview



- Getir is a retail tech startup with a unique rapid delivery service model at the global scale.
- Founded in 2015, valued at over a billion USD and became a unicorn in 2021.
- Delivers 1,500 varieties of groceries to millions of people in an average of 10 minutes.
- Started its global expansion in Europe in January 2021.

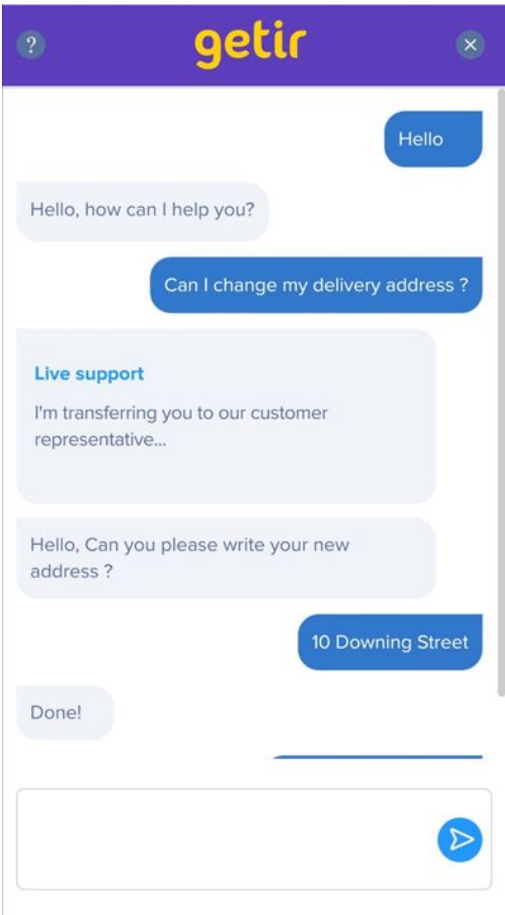
The story behind

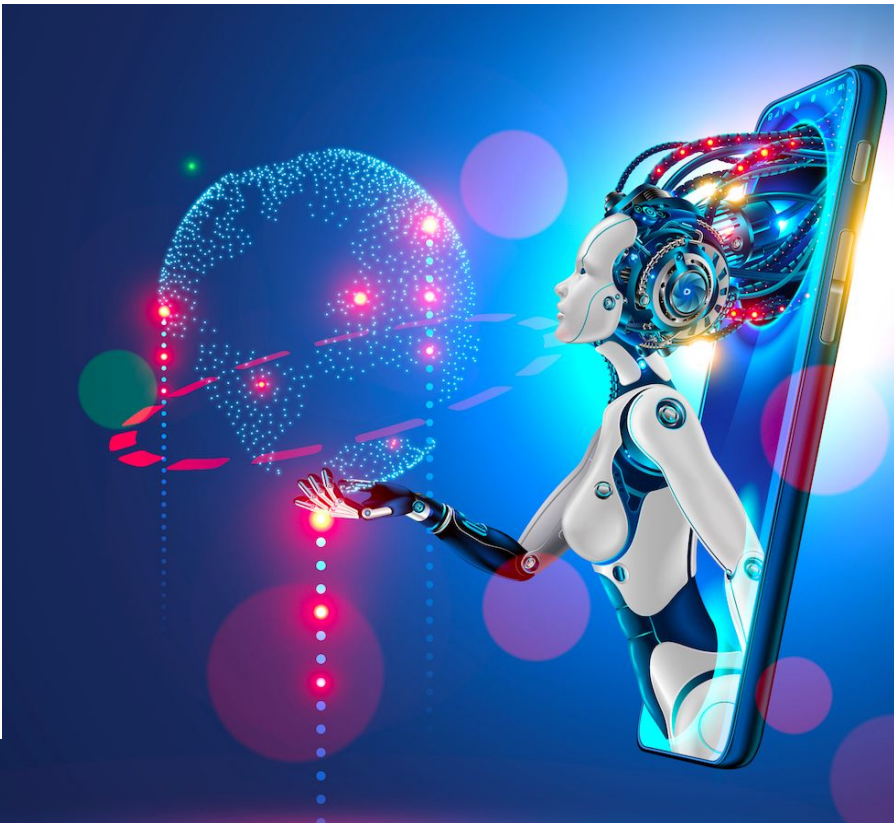
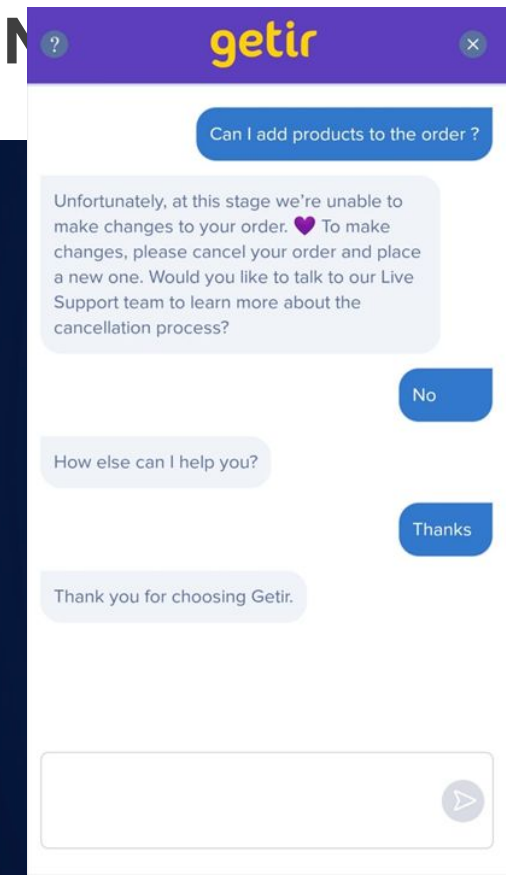
Challenge

Getir promises that they are aware of the value of the customer’s time and aim to make their lives easy. Having such a mission means to ensure instant support to customers, without making them wait in queues, search in menus or dial a call center number.

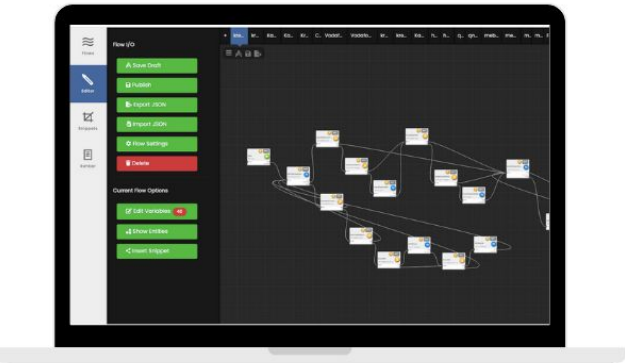
Solution

In order to answer customer queries and solve their issues instantly, Getir preferred to deploy a conversational AI based customer support system, with the involvement of human component.





CBOT created high reputation and credibility with its comprehensive conversational AI product, CBOT Platform. CBOT’s proven success in building a conversational AI based customer support system was the reason why Getir preferred to partner with CBOT.



“Getir Support” was built and trained on CBOT Platform to offer an easy way to reach information. It involves an AI based virtual assistant and Kustomer chat system which ensures that human is in the loop, ready to collaborate with AI when necessary.

CBOT team had the full project responsibility to ensure the delivery of this AI-powered virtual assistant and a customer support system based on the collaboration of human & AI to maximize efficiency.

*Previously the system was integrated into Zendesk Chat.

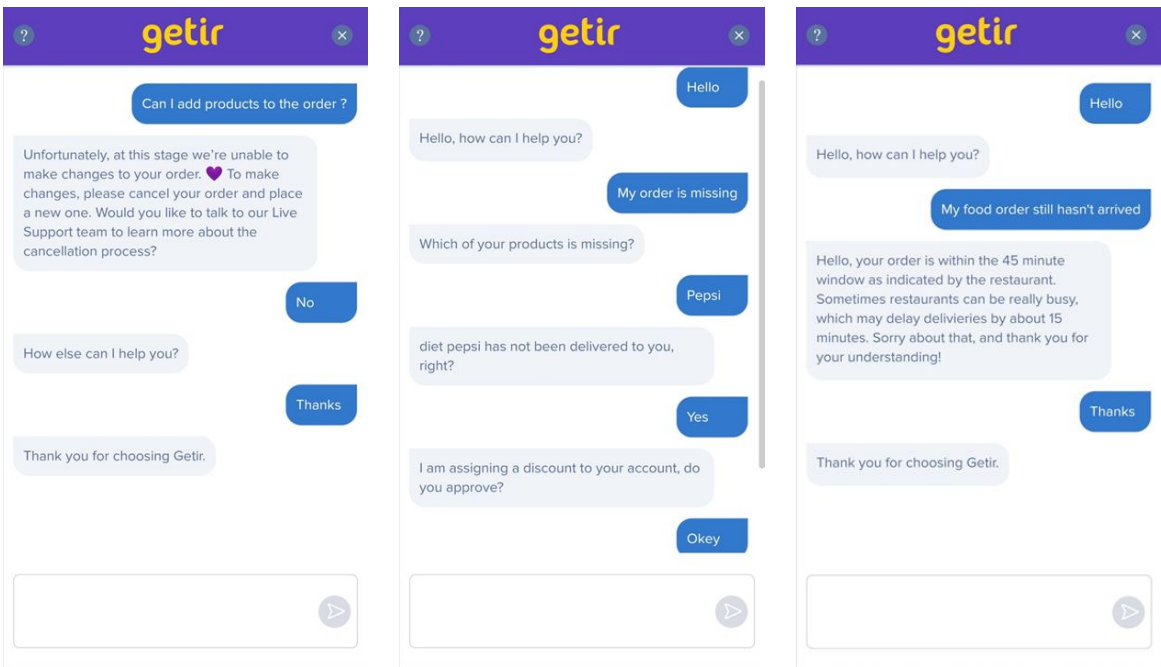
Huge efficiency created by handling the queries in partnership with human agents

How does “Getir Support” help customers?

The AI-based virtual assistant, Getir Support, is available on Getir app, on 4 different sub-services:

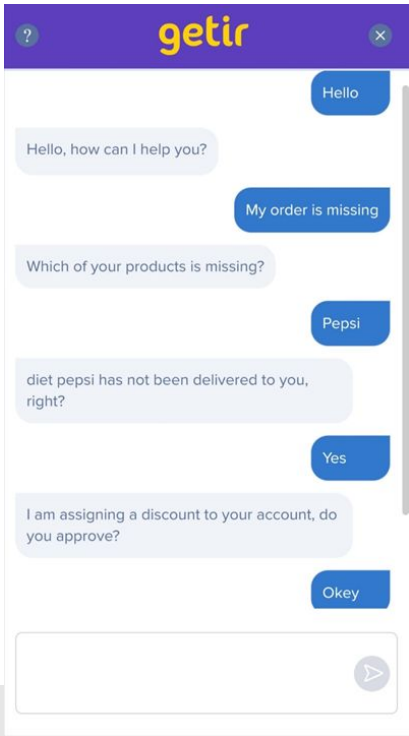
- Getir (small delivery),
- Getir Büyük (delivery for weekly grocery) and
- Getir Yemek (delivery from restaurants)
- Getir Su (drinking water delivery).

When the user orders a product in Getir app, Getir Support becomes available for this user, ready to help for the queries and issues. It provides fully personalized experiences as the customer is already authorized and recognized by CBOT system. Customer can write free text messages, AI-based Getir Support understands the query and responses with the accurate answer.



Beyond simple FAQ, it carries out a flow to the end and completes the task

It is a common practice in virtual assistants to help only with simple FAQs, with static answers and leave the personalized part that needs authentication of the customer for other channels. It is not the case for Getir Support that recognizes the customer and finalizes the task within the conversational experience.



The topics covered by Getir Support

- Where is my order?
- I want to cancel my order
- Add new product to my order
- Cancel product from my order
- I want to update my address / phone number
- How can I use my coupon?
- Note for the order - do not bell the ring
- I want to receive my order hot
- I ordered by mistake
- There is a missing product in my order
- I want to receive an invoice
- I have a complaint about the product
- How can I get a chargeback?
- Can I learn about your campaigns?
- There is a product in my order that I did not want
- Live agent

For instance, in case there is a missing product in the delivery,

- Getir Support creates and provides the customer the possible choices like redelivery, discount coupon or chargeback after learning which product is missing.
- Getir Support successfully carries this flow to the end, thanks to its integration into Getir backend and CBOT’s expertise in conversational experience design.
- The customer can solve the issue easily by selecting one of the 3 options in the conversational experience.

In which countries and languages does Getir Destek help users?

| | | |
|----|-------------|--|
| 01 | Turkey | <ul style="list-style-type: none">TurkishEnglish |
| 02 | UK | <ul style="list-style-type: none">English |
| 03 | Germany | <ul style="list-style-type: none">TurkishEnglishGerman |
| 04 | Netherlands | <ul style="list-style-type: none">Dutch |
| 05 | Italy | <ul style="list-style-type: none">Italian |
| 06 | France | <ul style="list-style-type: none">French |
| 07 | Spain | <ul style="list-style-type: none">Spanish |
| 08 | Portugal | <ul style="list-style-type: none">Portugal |

Kritik Başarı Göstergeleri

7.5
times

decrease in issue resolution
time after human+AI
collaboration model

78%

resolution of customer
queries by Getir Support



The secret sauce is in the intelligent integration built by CBOT & Kustomer

Getir Destek, is defined as an agent in Kustomer and collaborates with the other agents to provide the best support experience.

- Getir Support is integrated into Kustomer. *(Previously the system was integrated into Zendesk Chat.)*
- Getir Support always welcomes the customer and solves the issue whether it is a simple FAQ or an issue that requires a transaction.
- If Getir Support needs help from a human colleague, it directly handovers the conversation to the relevant agent and the human agent can see the whole transcript history in Kustomer interface.
- The human agent answers the query, provides a solution and the customer just sees his/her answers on the same chat box.
- The conversation is not handovered to a random agent but to a relevant support team based on the topic of the conversation.

Why is it inspirational?

Effective customer support model based on Human + AI partnership

Cost management

Instant support to customers for the information and transactions they need with no wait time

Enhanced customer experience and increased satisfaction

Applicability for other languages and regions

Supporting the growth strategy by scalability



Thanks

If you want to learn more, and start discussing your story,

please drop an email to hi@cbot.ai.