

Case Studies

# Canawan: Revolutionizing Customer Experience with CX Genie's Conversational AI

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# Canawan x CX Genie

How how late responses of 9000 messages processed a month reduced from 25% to 0

## Introduction

With exponential order growth across dozens of websites globally, managing timely customer support posed ongoing challenges for Canawan, a leading international e-commerce retailer. With manual processes, long response times frustrate customers, increase refunds and churn, and inflate operational costs. Conversational artificial intelligence (AI) offers an innovative solution to automate omnichannel support and enhance customer experience at scale.

## Company Profile

Headquartered in Singapore with regional offices worldwide, Canawan ships millions of orders annually to over 190 countries through its network of 15 B2C websites. Maintaining 24/7 coverage required large, expensive support teams across multiple time zones.

## The Challenge

With exponential order growth, Canawan live chat teams faced scaling challenges to keep up with escalating customer queries across time zones.

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- Manual handling inflating operational costs

Consequences included poor customer satisfaction, high refund rates, missed sales opportunities, and churn risks from subpar CX. Facing these hurdles, Canawan sought an innovative, scalable solution to automate support, enhance response speeds, and improve the customer experience globally.

## Solution Implementation

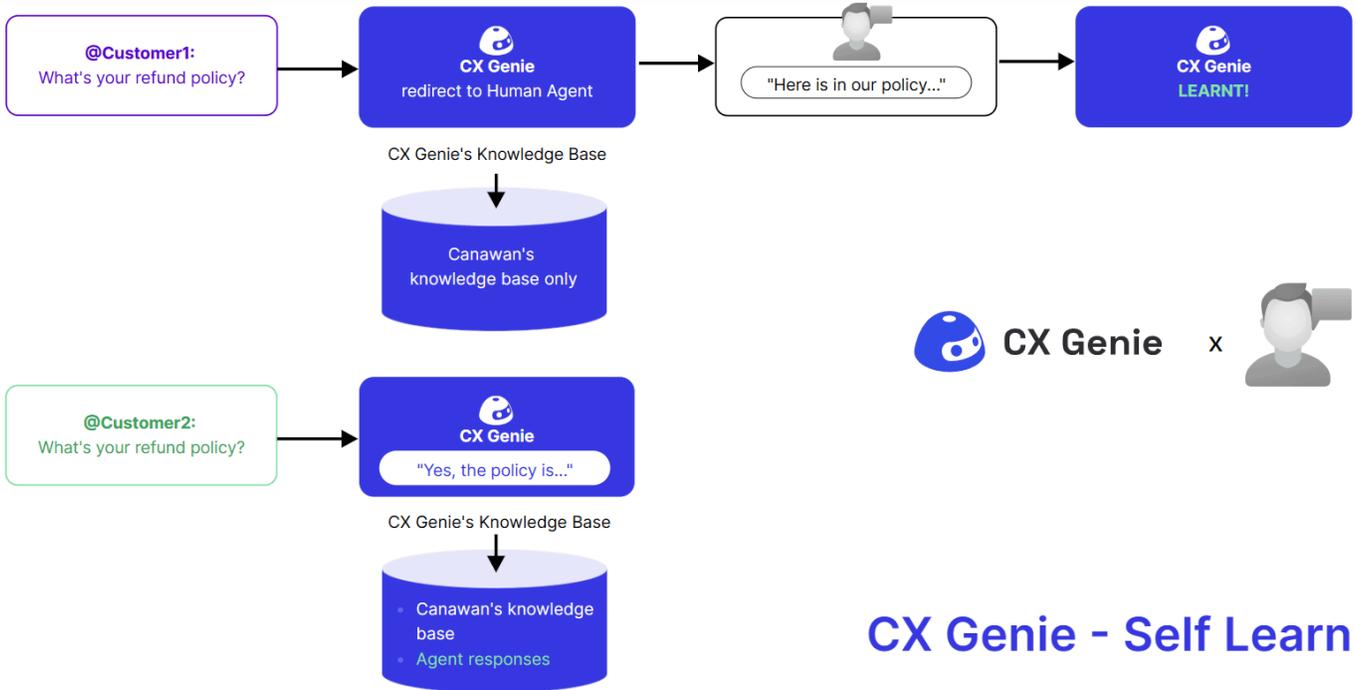
To address these hurdles, Canawan deployed CX Genie's Virtual Agents on all website domains. The natural language processing (NLP) enabled bots instantly respond to common questions on:

- Order status
- Shipping dates
- Returns and refunds
- Promotions and discounts
- Product information

For complex questions, the bots seamlessly redirect chats to human agents. CX Genie also provided an intuitive knowledge base for consolidating answers. Continuous learning from agent inputs enhanced bot intelligence over time.

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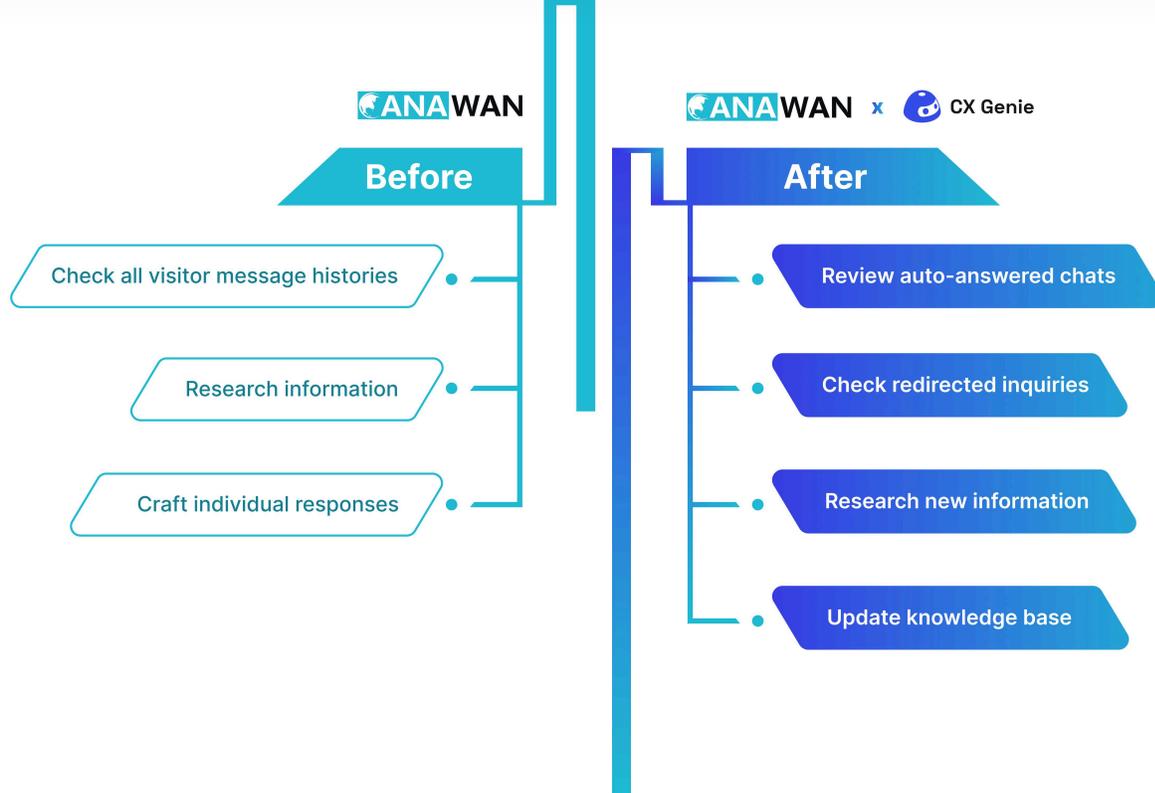
CX Genie - Self Learn

## Optimized Workflows

By automating repetitive tasks, the AI chatbots optimized Canawan's support workflows:

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Canawan's Agent Workflow: Before & After

### Before:

- Check all visitor message histories
- Research information
- Craft individual responses

### After:

- Review auto-answered chats
- Check redirected inquiries
- Research new information
- Update knowledge base

This freed up agents to focus on high-value work. Customers received quick 24/7 resolutions for most queries.

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In three months, measurable results included:

- 70% questions addressed autonomously by bots
- Response times reduced from 5+ to <1 minute
- Missed chats lowered by 70%+
- 15%+ customer satisfaction increase
- 50% estimated annual cost savings
- 50% support headcount reduction while maintaining volumes

The screenshot shows a chat interface with a header for Patrick Vela (patrickvela70@icloud.com). The conversation consists of three exchanges:

- 03:26 AM:** Patrick Vela: "I ordered a Texas Jersey order # 204. Just wanted a confirmation shipping date. I also called and left messages. Please call me or email"
- 03:26 AM:** TukiniStore (Bot): "Hi there, thank you for reaching out! We apologize for any inconvenience caused. We understand the importance of staying informed about the status of your order. Please provide us with your order number and contact information so we can look into this for you. We will do our best to get back to you as soon as possible. Thank you for choosing us as your shopping destination."
- 03:27 AM:** Patrick Vela: "phone #772-485-9632 email patrickvela70@icloud.com"
- 03:27 AM:** TukiniStore (Bot): "Hi Patrick, thank you for contacting TukiniStore. We have received your order #204 and we are processing it. We will send you an email with the shipping date as soon as it is ready. If you have any other questions, feel free to contact us at support@tukinistore.com. Thank you for choosing TukiniStore!"
- 03:28 AM:** Patrick Vela: "Thank you for your response. Looking forward for the shipping date. Again Thanks"
- 03:28 AM:** TukiniStore (Bot): "Hi there! We are glad to help you. Based on the information you provided, your order number is 204 and you ordered a Texas Jersey. We can confirm that your order is currently in transit and you can track its progress using the tracking information provided. The estimated delivery date is based on the shipping method selected during checkout. Please note that delivery timelines may vary depending on the destination and any unforeseen circumstances that could impact shipping. If you have any further questions or concerns, please don't hesitate to reach out to our customer support team via email, phone, or live chat. Thank you for choosing us and have a great day!"

AI-Powered Conversation: Questions addressed autonomously by bots

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J jasmine  
hello  
02:25 PM

Dalabshop bot (Bot) D  
Hello! How can I assist you today?  
02:25 PM

J jasmine  
I would like to ask something  
02:26 PM

Agent A  
yes sure, can you please tell me how can we help you today?  
02:26 PM

J jasmine  
I would like to receive a discount  
02:27 PM

Agent A  
We would like to send you a coupon code as our appreciation for your purchase which will discount 10% for your order WELCOME10. We hope that you will succeed to place an order with this coupon code in our store.  
Moreover, if you have any customization request, please let us know so that we can check with our designers.  
02:27 PM

## Smart Blend of AI & Personal Outreach

By combining AI and human touch, Canawan successfully balanced scalability and personalization across its growing global sites. Customers enjoy quick, accurate support anytime while agents focus on deeper value.

# Conclusion

The Canawan case evidences how conversational AI can effectively resolve omnichannel e-commerce customer service challenges at scale, blending automation and human touch. Further research can refine best practices for continuous chatbot learning and integration with human workflows.

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- Conversational AI augments - not replaces - people
- Automating repetitive tasks liberates teams for strategic duties

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