laivly

Improving Agent Performance and Efficiency for a Global CPG Brand

52–60s
AHT Improvement

1,741
Total Hours Saved

3.6%
QA Improvement

Performance Objective

CPG companies produce and market a high volume of products, creating a unique set of challenges for their agents who are tasked with becoming experts on many different brands and SKUs. Laivly collaborated with one of the largest manufacturers of packaged consumer foods who supports over 100 brands worldwide to equip their agents to handle customer queries and escalations faster, automate time-consuming tasks like form-filling and email responses, and improve overall efficiency while delivering an outstanding experience that keeps their customers coming back.

Where They Needed Help

An analysis of our partner's workflow revealed that supporting multiple brands lead to efficiency issues, specifically with complex product complaints and escalations regarding ingredients, health concerns, product quality, and recalls. Agents were responsible for compiling and accurately documenting pertinent customer information across various tools, and filling out escalation forms for retailers and suppliers while sifting through hundreds of email templates to determine the correct response. This resulted in reduced productivity, lengthy handle times, and low QA scores.

Here's What We Did

Laivly reviewed the brand's email efficiency to determine a baseline, and then measured the results after implementing Laivly. We saw the following results over a five-month period:

52–60s
AHT Improvement

1,741
Total Hours Saved

3.6%
QA Improvement

31 hrs
Extra Capacity per FTE

352
More Emails Handled per FTE each Month

Laivly empowers CPG agents to become product experts across hundreds of brands while resolving customer concerns and escalations faster than ever before. We implemented our AI agent assist tool that utilizes Natural Language Processing, Digital Automation, and Machine Learning (ML) to guide agents to the best response by quickly identifying all queries in an email and providing relevant, predrafted answers that ensure adherence to brand policies while yielding the highest QA scores. In other words, Laivly gives your agent the right content, for the right product, at the right time—every time.

We also used Digital Automation to remove the tedious task of manually filling out forms, automatically populating any field that lives within the company's tools or outside (CRM, OMS, Third Party Sites, Applications) with key details such as place of purchase, SKU number, date code, and order history. As an agent works through an interaction, Laivly collects relevant case information required to complete the forms, filling out what it knows and highlighting any field that it might require the agent to complete, ensuring nothing is overlooked. This proved to be particularly beneficial for quickly compiling customer account information and completing escalation forms, resulting in a significant boost to overall agent efficiency.