

Rocky Brands drives operational excellence globally with AI-powered contact center innovation.



REGION

North America

INDUSTRY

Retail & Consumer Goods

SIZE

Enterprise

www.rockybrands.com

KEY METRICS

↑ **40%**

of chat interactions Automated.



Maintained under 10% abandonment rate.

Building a foundation for modern customer experience.

Founded in 1932, Rocky Brands, Inc. has become a trusted name in footwear and apparel, delivering rugged, dependable products through iconic labels such as Rocky®, Georgia Boot®, Durango®, and The Original Muck Boot Company®. With over 90 years of expertise, the company is deeply committed to serving construction workers, farmers, and outdoor enthusiasts who need gear that performs reliably in tough environments.

Customer experience is inseparable from product quality for Rocky Brands. Every service interaction is a moment of truth that reinforces or diminishes a customer's perception of the brand. As e-commerce channels grew and seasonal peaks—especially during the holidays—brought sharp surges in inquiries, Rocky Brands recognized the need for a modernized approach to customer support. They required a platform that could not only scale during these high-demand periods but also ensure consistent, personalized service across every touchpoint.

- **40% of chat volume fully resolved** by AI-powered bots—freeing agents to focus on complex cases.
- **Maintained <10% abandonment rate** during peak season.
- Expanded from 2 to 5+ communication channels, with 20+ legacy tools **replaced by a unified cloud platform**.
- Cleared backlog of thousands of emails using AI + reporting tools—**cutting response time by 70%**.
- Reduced seasonal hiring needs through automation, **saving hundreds of agent hours per quarter**.
- **Enabled 24/7 support** via new Dominican Republic contact center, powered by AI-enhanced multilingual support.
- Boosted agent engagement with gamification, helping **reduce turnover during high-stress periods**.

Challenges before implementing AI customer service.

Before its transformation, Rocky Brands was constrained by a legacy contact center solution that was neither scalable nor efficient. The system lacked the flexibility to handle fluctuating call volumes, placing an enormous strain on agents during peak seasons.

“During our last two Christmases, staffing challenges contributed to extremely long hold times and thousands of emails in queue,” recalls Amy Williams, Vice President of Global Customer Experience. “These backlogs were damaging our customer experience performance.”

Compounding the issue was an earlier attempt to expand beyond traditional phone and email. When Rocky Brands rolled out chat support, the disconnected technology stack quickly overwhelmed the team. Within 30 days, leadership pulled the plug. The failure highlighted a much deeper issue: system fragmentation. Agents had to juggle multiple platforms—each with its own login, interface, and workflow—just to keep up with the variety of customer requests. This operational chaos led to frustration for both customers and employees, resulting in slower response times and an increased likelihood of errors.

High turnover worsened the situation, creating gaps in coverage precisely when customers needed help most. Recruiting and training new agents became a constant challenge, as resources were consumed by onboarding, when the team should have been focused on delivering high-value service.

Rocky Brands’ leadership knew a piecemeal approach wasn’t enough. What the company needed was a comprehensive technology transformation—one that would unify systems, empower agents, and introduce smarter automation to ensure long-term scalability and success.



Real-time AI assistance boosts agent productivity.

The company selected Talkdesk Retail Experience Cloud™ as the backbone of its new customer experience strategy. The platform provided a centralized hub for managing all interactions, eliminating the need for agents to switch between multiple tools. More importantly, the AI-powered capabilities transformed the speed and quality of service.

Talkdesk Copilot™, powered by CXA, became an immediate asset. By automatically surfacing relevant information—such as order details, return policies, and customer history—Copilot removed the need for agents to spend precious minutes searching through manuals or navigating databases.

Williams explains. “Before, they were flipping through gigantic paper books. Now everything is faster and more accurate.”

AI also streamlined email communication. The real-time AI writing assistant reviews messages as agents draft them, suggesting improved phrasing and professional language.

This capability not only speeds up responses but also ensures brand consistency. “When agents write emails, the AI revises them in real time, on a side panel, and they can simply use the improved version,” says Williams. This tool has been crucial for Rocky Brands’ global expansion, enabling agents whose first language is not English to confidently handle customer communications at the same quality level as native speakers.



“Agents love the copilot feature that pops up return information when we’re discussing returns.”

AMY WILLIAMS, VICE PRESIDENT OF GLOBAL CUSTOMER EXPERIENCE

Strategic problem-solving through data innovation.

A prime example of Rocky Brands' new agility came during a peak-season email backlog crisis. Thousands of inquiries were piling up, threatening to overwhelm the team. Williams leveraged Talkdesk's reporting and export capabilities to craft an innovative, data-driven solution.

"We figured out how to export active emails into Excel, so I could identify customers with multiple outstanding tickets," she explains. "Instead of handling emails one by one, we could resolve 15–17 emails simultaneously." By tackling entire sets of related requests in a single action, the team rapidly cleared backlogs while providing a smoother, more comprehensive resolution for customers.

The impact was immediate. Not only did response times improve, but agents could prioritize more effectively, focusing on the cases that mattered most. This type of strategic problem-solving is now part of the company's operational playbook, enabled by the flexibility and visibility Talkdesk provides.

AI-powered chatbots, enabled through [Omnichannel Engagement](#) have further amplified these gains. By automatically handling 40% of chat interactions, they free up agents to concentrate on complex or sensitive issues. During peak holiday seasons, when customer demand can triple, we expect this automation to keep abandonment rates under 10%.

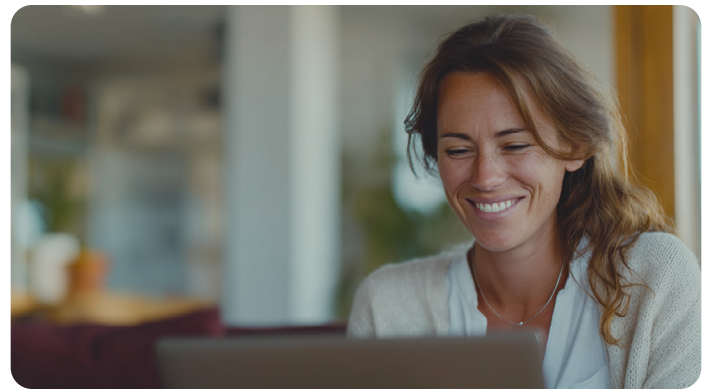
Agent engagement and performance.

Rocky Brands has also focused on improving the agent experience, recognizing that empowered and motivated agents deliver better service. Gamification within Talkdesk has added a new dimension of engagement. "They love the challenges feature," Williams says.



"We do weekly or monthly challenges, and if you beat your goal, you get an hour of PTO. It's created healthy competition and engagement."

AMY WILLIAMS, VICE PRESIDENT OF GLOBAL CUSTOMER EXPERIENCE



These incentives have helped reduce stress while encouraging performance improvements, even during demanding seasonal periods.

Workforce management enables flexible operations.

Rocky Brands' contact center has complex needs, and [Talkdesk Workforce Management](#)™ provides the forecasting and planning tools needed to anticipate seasonal peaks while supporting the company's flexible culture.

"We're using workforce management as a forecasting tool in ways that aren't necessarily traditional," Williams explains. "We've customized the approach to fit our informal call center

culture while still gaining valuable insights into staffing needs." With better visibility into historical trends and expected call volumes, the team can plan ahead without overburdening staff or sacrificing service quality.

International expansion powered by AI innovation.

To support its growing e-commerce business, Rocky Brands is expanding internationally with a new contact center in the Dominican Republic, set to open in August 2025. This facility will focus primarily on email and chat channels, where AI-driven writing assistance ensures seamless communication in English.

Williams says. “This creates opportunities for skilled professionals to deliver excellent customer service regardless of whether English is their first language.” The Dominican Republic team will also provide additional capacity during peak seasons, reinforcing the company’s ability to deliver around-the-clock support.



“AI helps agents communicate more fluently in English.”

AMY WILLIAMS, VICE PRESIDENT OF GLOBAL CUSTOMER EXPERIENCE

Building a future-ready contact center with AI.

The partnership with Talkdesk has reshaped how Rocky Brands views customer experience. What began as an initiative to fix phone and email inefficiencies has grown into a platform for continuous innovation.

“This project has opened my eyes to all the possibilities,” Williams reflects. “We’ve gone from basic customer service to ‘Oh my gosh, look at all these things we can do.’ It’s like renovating a house—you start pulling one thing and suddenly see all these opportunities.”

Looking forward, the company plans to integrate its Shopify platform to unlock advanced e-commerce workflows and seamless order management. Future enhancements include intelligent routing based on customer history, automated returns processing, and improved self-service options designed to reduce routine inquiries while improving overall satisfaction.

Rocky Brands doesn’t view AI as a one-time solution. Instead, it’s treated as a living toolkit, constantly evolving as the company tests, learns, and refines its processes. By blending automation with the human expertise of its agents, the company has built a customer experience strategy that is as durable and reliable as its footwear.



Talkdesk® is leading a new era in customer experience with Customer Experience Automation (CXA)—a new category and platform designed to automate the full complexity of modern customer journeys. CXA replaces fragmented, manual workflows with multi-agent orchestration that drives speed, precision, and efficiency. Powered by the Talkdesk Data Cloud, AI agents act with real-time context to resolve issues and improve over time. Talkdesk helps organizations lower costs, improve outcomes, and modernize service—without a full rip-and-replace. Learn more at www.talkdesk.com.

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Automated.

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