Customer Support with AI

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The US-based healthcare provider specializes in providing telemedicine solutions, including a pharmacy service for the United States and Canada. Their product range includes medications for various demographics and conditions, such as children and adults, travel kits, UTI treatments, and antibiotics.

Challenge: Managing the rapidly increasing volume of support inquiries due to business growth. As more customers in the US and Canada utilize their telemedicine and pharmacy services, the number of tickets and live chat interactions has surged, putting pressure on the existing infrastructure.

Solution: Implementation of AI-powered Customer Support

The primary goal is to reduce human interaction in customer support by implementing a HIPAA-compliant AI-powered customer support bot that can

- Handle customer inquiries via tickets and live Chat.
- Deflect simple queries to self-service options.
- Execute preconfigured actions to resolve common issues.

Integrations

- **Ticket System:** Integrated with Zendesk to manage and track support tickets.

- **Live Chat:** Integrated into the Zendesk chat, which is embedded on the company website for immediate assistance.

- **Proprietary Platform:** Integrated with the platform for customer details, activities, order history, etc.

Deflection

- **Preconfigured Actions:** The bot is configured with frequently requested support actions such as password reset, order tracking, return label generation, refund processing, etc.

- **Email Instructions:** Every ticket and chat session follows a friendly and organic conversational style trained on thousands of past tickets and conversations. These engagements end with detailed instructions on completing actions independently or links to relevant information.

- **Knowledgebase Integration:** The bot frequently redirects users to the company's knowledgebase for more detailed guides on common issues like dosage information, drug interactions, or how to use the products.

Case Example:

Scenario: A customer from Canada logs into the Chat chat with an issue regarding a delayed travel kit delivery.

Customer Interaction:

- **Customer:** "My travel kit hasn't arrived yet, what's happening?

- **Bot:** "I apologize for the delay. Can I assist you with tracking your order?"

Action Taken:

- The bot prompts user verification by sending a 6-digit code to the customer's email address or phone number. The bot then fetches the most recent order from the customer's account and interfaces with the shipping provider to fetch tracking information.

- **Bot:** "Your order is currently in transit and expected to arrive by [date]. Would you like me to send you the tracking link?"

Outcome:

- The customer opted for the tracking link, and the bot sent it with further instructions on what to do if the package did not arrive by the estimated date, including how to initiate a ticket for further investigation or a refund if necessary.

Results

- **Ticket Deflection Rate:** Increased by 67% due to effective self-service redirection.

- **Resolution Time:** Reduced by 60% for preconfigured actions.

- **Customer Satisfaction:** Improved with 85% of users reporting satisfaction after interacting with the bot, due to quick resolutions and educational content.

Achieve more with less. Explore AI for business growth
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