

VIRTUAL
EVENT

CUSTOMER CONTACT VIRTUAL

A Frost & Sullivan Executive MindXchange

September 21-24, 2020

The Evolution of Digital Tools:
Adapting to the Omni-Digital-Channel
Customer Revolution

#CCVirtual

About Me

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Aarde Cosseboom
TechStyle Fashion Group
Sr. Director of GMS Technology and Product

10+ years of **Contact Center Experience**

Focus on large **Global Customer Service Teams and Technology**

Areas of Focus

Leadership, customer experience, customer success, customer service, site operations, technology, recruiting, and people development

 **TechStyle**
FASHION GROUP

JUSTFAB *fabkids* *shoedazzle** **FABLETICS** **SAVAGE X FENTY**
Style Personalized

 **cornerstone**
realize your potential.

 **MINDBODY.**

[amazon.com](https://www.amazon.com)



Author of the contact center best practices book **Enable Better Service**.

"A customer service contact center story of breaking away from the norm through creativity, technology, and innovation." Available now on Amazon.

- Online Ecommerce website that sells Fast Fashion over **5 different brands**
- Partner with Celebrities like **Rihanna, Kate Hudson** and **Kevin Hart** to launch new fashion lines
- **Membership model** with monthly curated personal stylist selections



Global Member Services

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6M+

Phone calls yearly

3M+

Chats yearly

9

Transactional based
conversations that last
minutes on average



5M+

members across the globe



12

countries



7

languages



Member



Phone



Chat

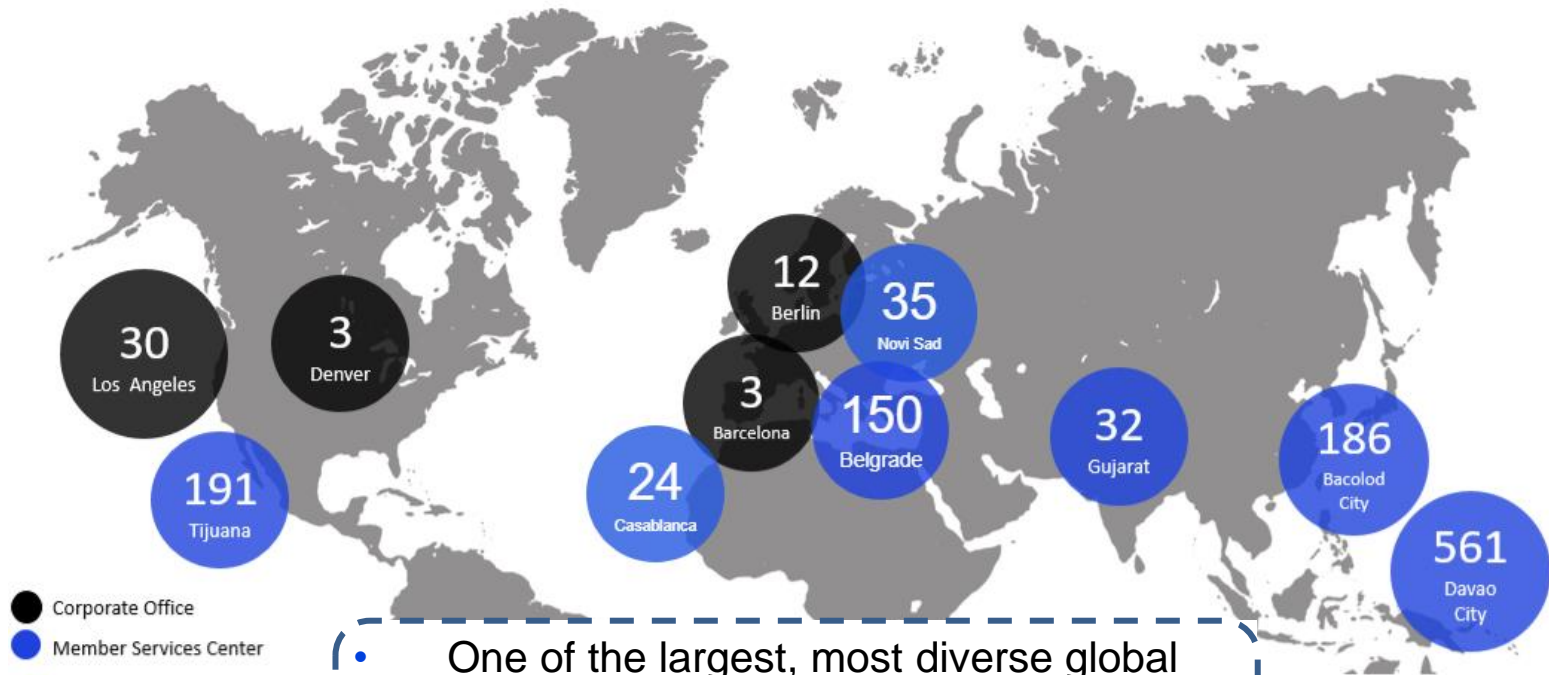


Social

TechStyle Global Locations

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● Corporate Office
● Member Services Center

- One of the largest, most diverse global corporate functions at TechStyle with over **1,000+** team members all around the world

Support Channels

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Traditional

- Phone
- Chat
- Email

Social

- Facebook
- Facebook Messenger
- Twitter
- Twitter DM
- Instagram
- Instagram DM

Direct

- SMS/MMS
- WhatsApp
- Apple Business Chat
- Google Business Chat

Voice Device

- Amazon Alexa
- Google Home

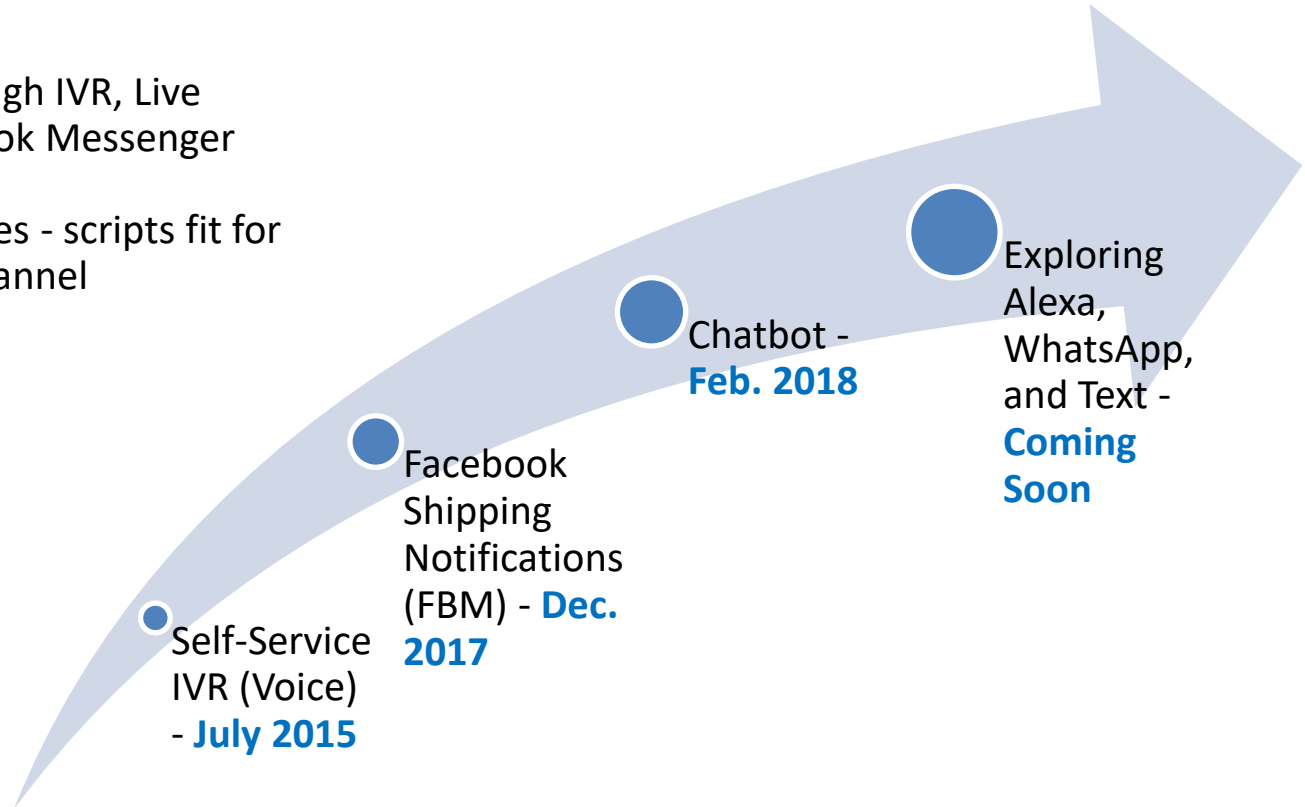
Self Service Timeline

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Solution:

- Self-Service through IVR, Live Chat, and Facebook Messenger
- Similar experiences - scripts fit for the respective channel



Challenges:

- How to reduce non-revenue generating calls to live agents
- How to offset volume spikes associated with subscription billing
- How to implement automation without sacrificing customer experience

The TechStyle **AI-powered Virtual Agent** automates conversations handled by live agents today over voice, chat, and text.

FUNCTIONALITY

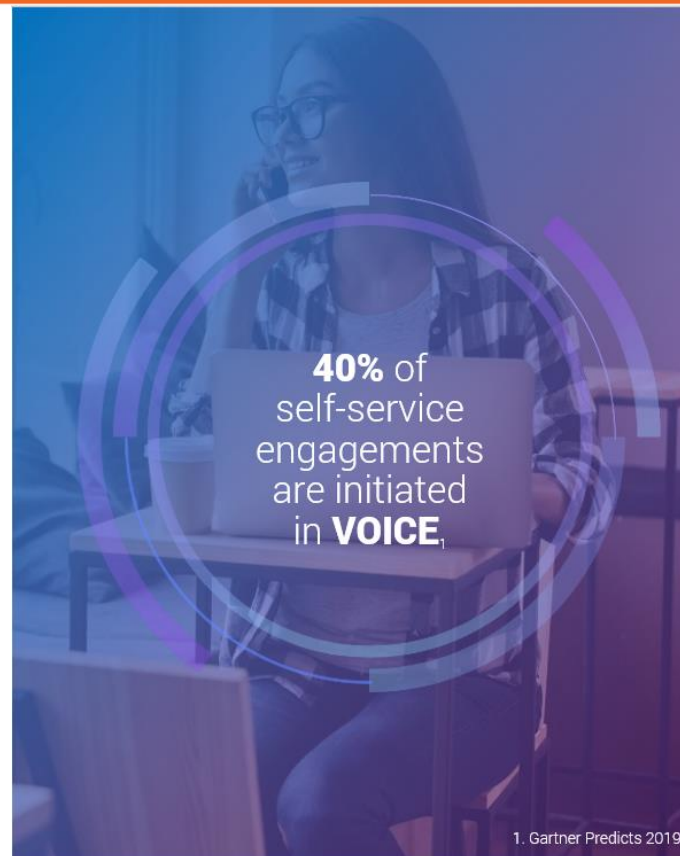
- ✓ Natural Language
- ✓ Authentication
- ✓ Account Management
- ✓ Support
- ✓ Routing
- ✓ Order Status
- ✓ Billing
- ✓ Chat

Voice

Automate simple to complex conversations
traditionally handled by live agents

Capabilities:

1. Personalization
2. Predictive Based on Customer Data
3. Alphanumeric Capture
4. Natural Language Intent Capture
5. Address Capture
6. Digital Integration
7. Dynamic Outbound Scheduling



AUTOMATE WITHOUT SACRIFICING AN OUNCE OF CX



日本 **bound-Hime**
@Ribbonhimeb

Follow

I can't believe I just had the most painless refund process with [@ShoeDazzle](#) I've ever had and it was through an automated machine. I didn't know that was possible



Carlie Manges
@CarlieManges

Follow

I just talked to an automated customer service line that understood full sentences. Worked better and faster than actual people [@Fabletics](#)



madimac
@madimacmc

Follow


ShoeDazzle! customer support has the absolute best automated system I've ever experienced.

Chat

Chatbot Example



PURECLOUD
by Genesys

 Nov 14, 2019, 8:28am


Thank you for contacting Fabletics

My name is AI Anna and I am a virtual agent who can help you with basic things like: check order status or skip the month.

How can I assist you today?

Aarde Cosseboom Nov 14, 2019, 8:29am

where is my order?

 Nov 14, 2019, 8:29am

I can help lookup your last order.

PURECLOUD
by Genesys

Your most recent order was placed on 2019-11-13 and its Order ID is 771062934

The status of the order is - Fulfillment (Batching)

I see that your order is currently being processed and will be shipped out shortly. You will receive an email with the tracking information when your order is on its way.

For a full list of past orders, order details, and tracking information please visit - <https://www.fabletics.com/index.cfm?action=accountinfo.account#my-orders>



Saved \$1.1 million



18.5% increase in overall containment average



Reduced average handle time by 45 seconds



92% member satisfaction survey score

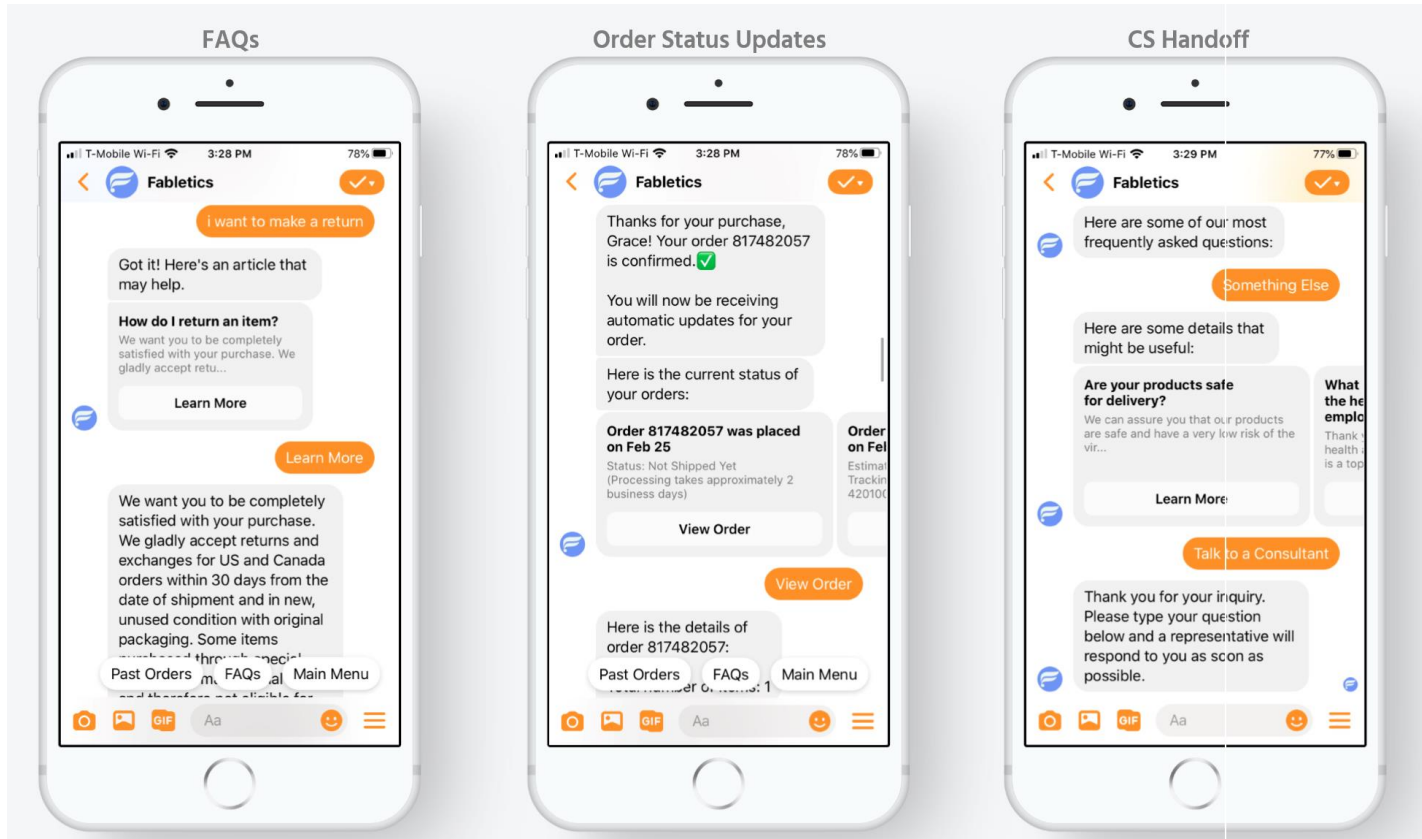


Social

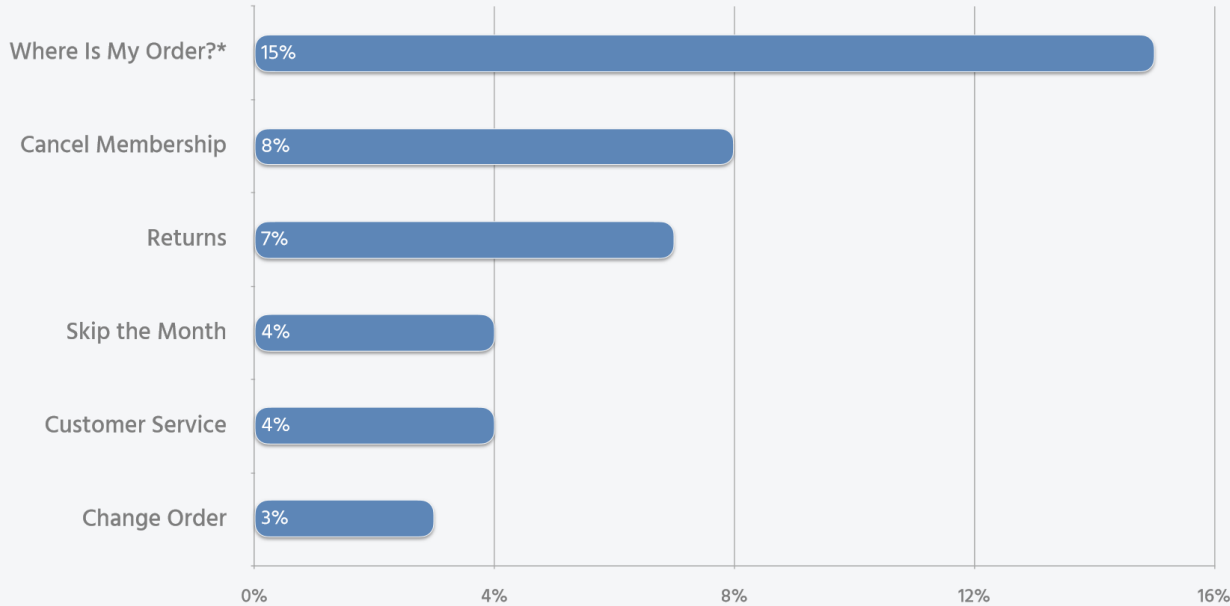
Facebook Messenger Example

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Top Social Intents



User utterances

"Can I get an update on the status of the order?"

"I would like to cancel my subscription please"

"Can I return one item out of the Kate Summer edit?"

"How do I skip a month?"

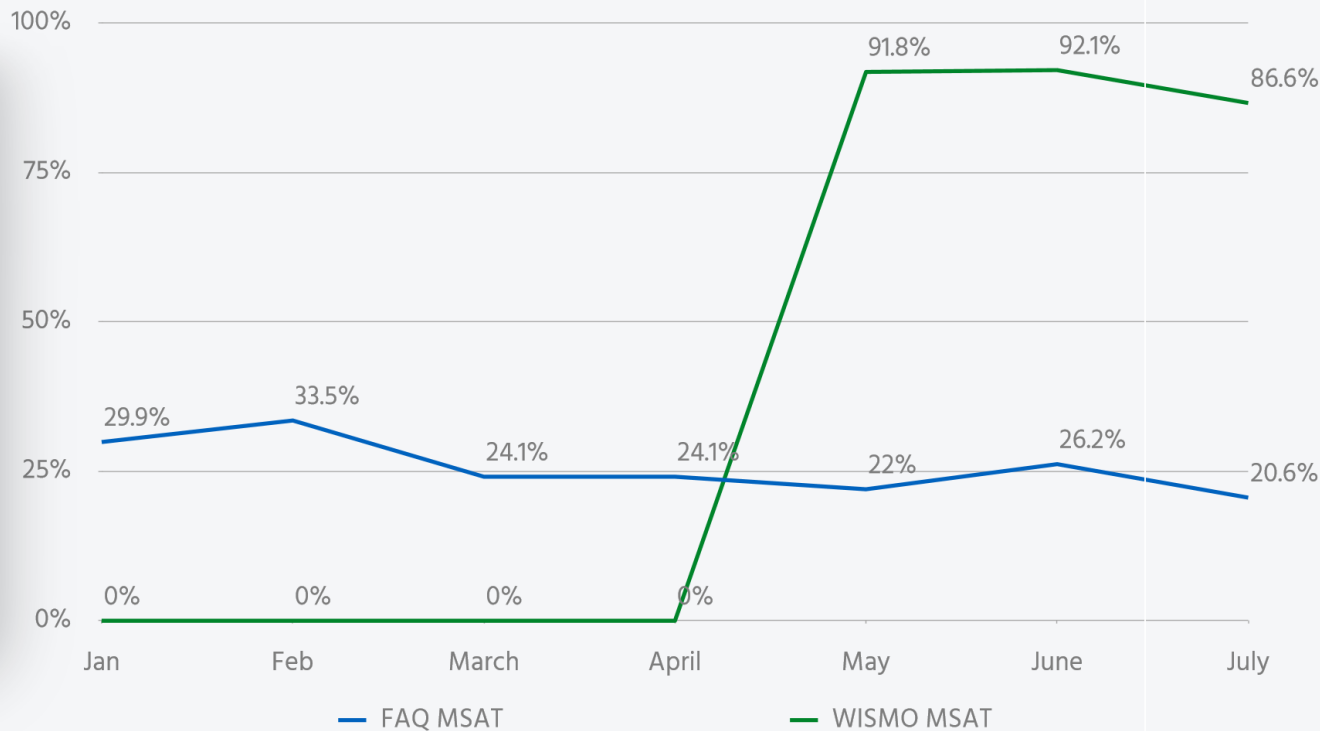
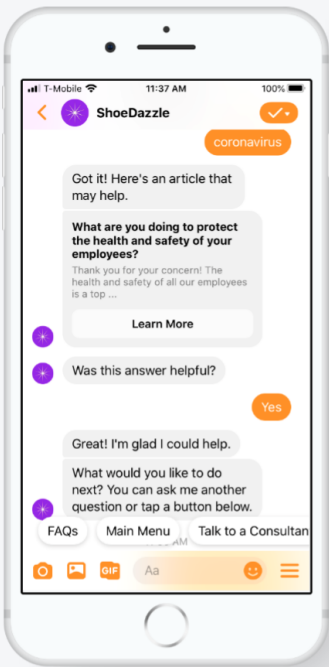
"Can I talk to an agent?"

"I need to change the sports bra to a medium"

Social - Member Satisfaction

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55.0%

FAQ MSAT
Response Rate

42.7%

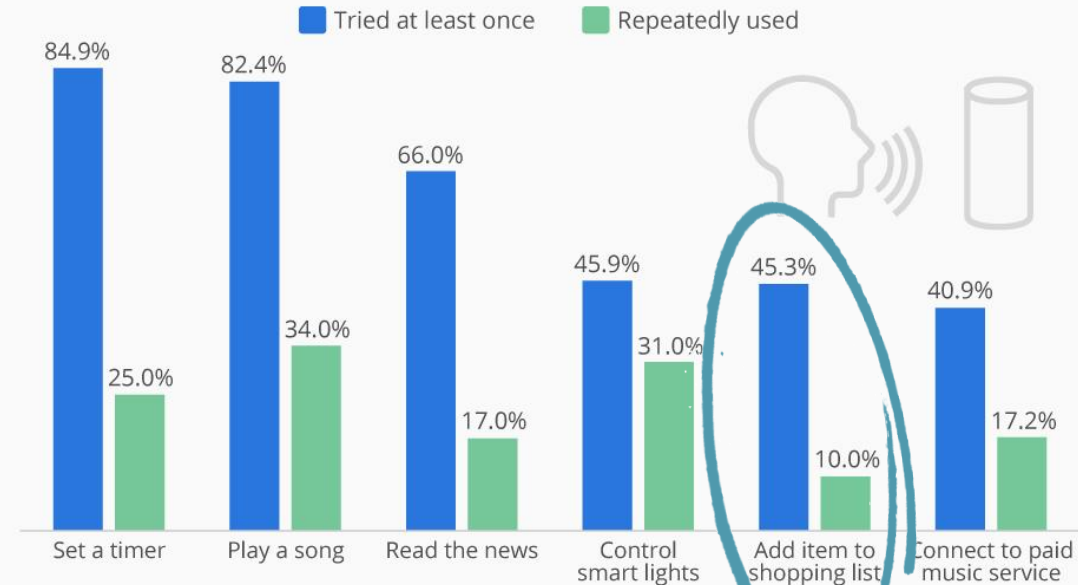
WISMO MSAT
Response Rate

Amazon Alexa

Alexa Retail Use Case

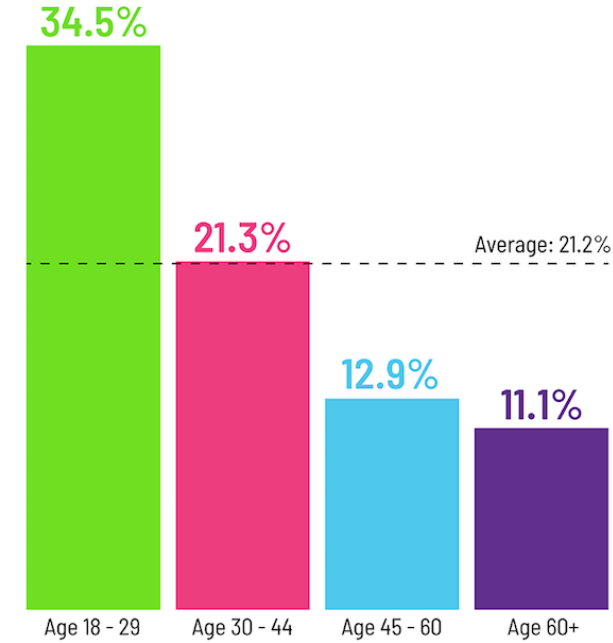
What the Amazon Echo Is Actually Used For

% of Amazon Echo users who have (repeatedly) used the device to do the following



Target Demographics

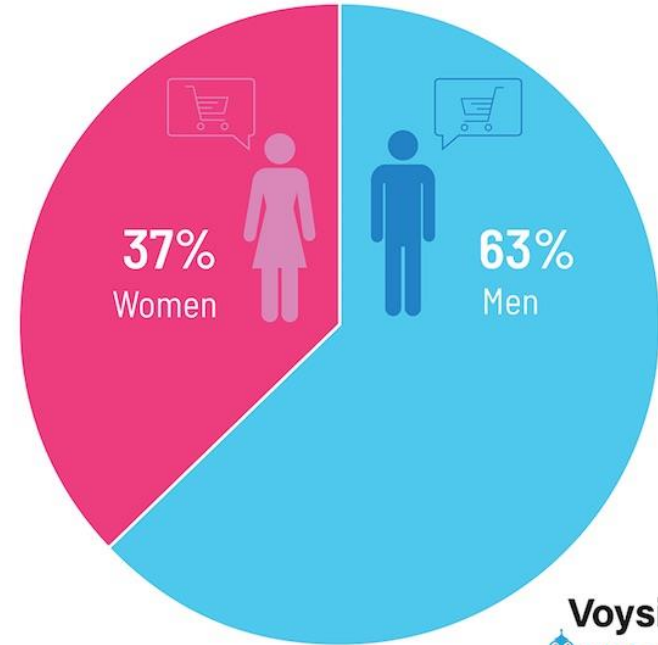
Voice Shopping Experience by Age



Source: Voicebot Voice Shopping Consumer Adoption Report June 2018

Voysis™

Voice Shopping Experience by Gender



Source: Voicebot Voice Shopping Consumer Adoption Report June 2018



<https://voicebot.ai/2018/07/12/voice-shopper-demographics-more-likely-to-be-young-and-male/>

Alexa Example



Alexa Simulator Manual JSON Voice & Tone

English (US) ▾ |Type or click and hold the mic

alexa open my fabletics

Welcome to Fabletics. What can I help you with?

where is my order?

I need to find your account. Do you want to lookup your account by email or phone?

phone please

Alexa Simulator Manual JSON Voice & Tone

English (US) ▾ |Type or click and hold the mic

What is the phone number associated to the account?

6503026003

Is 6503026003 correct?

yes that is correct

Thank you, let me look up your account.

Alexa Example



Notes

1. Skills app is in a demo environment (only on my computer)
2. To initiate the skill the user has to say 'my Fabletics'
3. When it hears my phone number, it converts it into words instead of numbers, this is by design
4. Ability to lookup account isn't programmed yet

Thank You