laivly

A LAIVLY CASE STUDY

Streamlining Appeasement Policy Adherence for a Top Retailer to Drive Savings

52.6%
Increase in reships

358%
Return on investment

Performance Objective

A large ecommerce client approached Laivly with the challenge of reducing the number of customer refunds and, instead, encouraging agents to promote reships. Reshipping or replacing a lost or damaged product satisfies the customer's original request and restores good faith in the brand. While full refunds are sometimes necessary, they can be more costly—both monetarily and to a brand's reputation.

Where They Needed Help

Before implementing Sidd, the digital intelligence powering the Laivly platform, more than 60% of customer appeasement cases resulted in customer refunds. Although agents were given guidance on how to determine the appropriate appeasement action and were expected to obtain approval before processing refunds, they still defaulted to this less desirable resolution. The brand needed a compliance solution to reinforce best practices and behaviors.

Here's What We Did

We implemented Sidd to assist agents in the moment and help enforce the established appeasement process. Sidd surfaces customer history for each case, analyzes the data and predicts the right workflow, and helps the agent determine the appropriate appeasement action. Sidd locks the refund option until the agent has followed the correct steps, ensuring that agents don't automatically default to giving customers refunds. With Sidd on agent desktops, the ecommerce brand was able to identify a challenge and address it quickly without overhauling its training or QA processes—Sidd coaches agents on the fly.

21%
Improvement on baseline reships **after 1 week**

$112.56
Average monthly savings per agent **after 1 week**

$343.71
Monthly savings per agent

Results

We piloted Laivly's intelligent automation platform on a small group of new agents, and the results were strong. In just one week, the ratio of reships increased from 38% to 46%, which equated to an average monthly savings of $112.56 per agent.

We expanded the pilot to a group of tenured agents, and the results were even better. The percentage of reships increased from the baseline of 38% to 58%, raising the average savings per agent per month to $343.71. This amounts to an impressive 358% ROI—and the numbers continue to improve with further usage.