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A LAIVLY CASE STUDY

Improving Efficiency of Fraud Check Process for a Grocery Delivery Service

71%
Peak Reduction in AHT

3,000+
Hours Saved per Month

80%
Fewer Cases Escalated

Performance Objective

Constant vigilance against fraud is necessary to protect a company's bottom line. But not all suspicious behavior equals fraud, which can mean judgment calls must be made. In the case of a major grocery delivery service, suspicious orders are checked against an extensive scorecard of fraud markers to determine whether to escalate the case further. Customer service agents perform these checks manually, verifying each item one-by-one by toggling between the order, customer history, and other data. This process is often subjective and open to interpretation, not to mention time-consuming and inefficient. Too many cases are escalated in error to a specialized team for further investigation, which wastes resources and creates extra work.

Where They Needed Help

We analyzed the manual fraud check process performed by the Escalation Review Team (ERT). Many of the fraud criteria remained vague or undefined, requiring agents to make individual judgment calls on ambiguous fraud markers, such as "multiple high-value orders over consecutive days." Over a two-month period, we established a stable baseline of 11.5 minutes average handle time (AHT) for the ERT fraud check process but, through shadowing, determined many cases took 20-30+ minutes. By implementing Laivly's AI-driven automation platform, we knew we could make a positive impact on the consistency of the fraud escalation process and save the ERT program significant time spent on each case.

43%
Improvement in AHT within 2 Months

40,000
Average Case Volume per Month

3 Weeks
How Quickly New Agents Achieved Baseline

89%
Agents Disappointed If They Had to Lose SIDD

Here's What We Did

Working with the grocery delivery service and the ERT leads, we set clear definitions for fraud markers (e.g. "three orders greater than $500 over three consecutive days") and trained a group of brand new ERT agents with the Laivly platform, including it in the fraud check process from the beginning.

With Laivly, every fraud check is performed consistently and more efficiently. Laivly runs a precheck, scanning for obvious indicators of fraud, which speeds up the agent's process by eliminating unnecessary work. Laivly augments the agent's research and, depending on the case, fully automates the fraud check process, partially automates it and provides a navigation path for the agent to verify the rest, or guides the agent through manual verification.

Results

The pilot group of new-hire ERT agents achieved the baseline of 11.5 minutes within the first three weeks. Within two months, they reached an average handle time of 6.5 minutes, a 43% reduction in AHT — and numbers continued to improve. With Laivly, the ERT program showed a consistent peak improvement of 71% reduction in AHT each of the final six weeks of this case study, and the specialized escalation team is no longer inundated with cases that should not have been escalated. Feedback from agents has been overwhelmingly positive; they love how the tool saves them time and makes their job easier.

This specific use case received the Artificial Intelligence Award at the 9th Edition BPO Innovation Summit & Awards 2022 presented by UBS Forums, and performance has continued to improve since then.

Agents Love Laivly!

"SIDD makes the work much easier."

"It is amazing to have an application like SIDD; it actually saves us time!"

"SIDD is sharing my work stress and making my job easy."

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