



A LAIVLY CASE STUDY

Improving Efficiency and CSAT for a Leading Global Beauty Company



12%
QA Improvement



49.3%
Increase in EPH



10%
CSAT Improvement

Performance Objective

Customers have limited patience for off-brand messages, long wait times, and conflicting information, while agents are overwhelmed navigating complex policies, working through manual workflows, and managing clunky back-end processes. We partnered with the world's largest cosmetics company to automate tedious tasks and help their agents maintain consistent, on-brand messaging in email communications while increasing overall efficiency and quality scores.

Where They Needed Help

An analysis of their customer care program's workflow revealed that supporting multiple brands and products was time-consuming for the agents tasked with manually selecting the correct email template within their CRM. This resulted in agents opting to start with blank emails rather than approved templates, causing lower productivity (EPH), quality assurance (QA) results, and customer satisfaction (CSAT) scores.

Here's What We Did

We first determined the baseline performance for agents responding to customer emails. Then we completed a 7-week full-program rollout where all agents used Laivly when handling emails, and we measured performance against the baseline. We saw the following results when agents used Laivly to assist with customer emails:



12%

QA Improvement



49.3%

EPH Improvement



10%

CSAT Improvement



17%

FCR Improvement



11.9%

Increase in perfect CSAT scores

We implemented Laivly's AI-powered Smart Response tool to eliminate several manual steps of the agents' email workflow, improve the efficiency of email communications, and ensure agents displayed an appropriate level of empathy while communicating in the brand's tone of voice.

Laivly's Smart Response leverages artificial intelligence, machine learning, and digital automation to quickly identify all queries in an email and analyze them against historical data from thousands of previous email cases. Smart Response then synthesizes this information to recommend relevant, pre-drafted responses that are most likely to return the highest QA and customer satisfaction scores. It also ensures no issues are overlooked or go unaddressed in emails with multiple concerns. Then, rather than starting from scratch or manually selecting email templates each time, agents review the drafted text for accuracy and tone and add the personalization and empathy needed for a high-touch, on-brand response. This resulted in a significant improvement to QA scores, productivity levels, and consistency in the end-to-end customer experience.

