laivly

Improving Agent Speed-to-Production for a Leading E-Commerce Retailer

62%
Reduction in Ramp Time

16%
Improvement in CSAT Scores

28%
Improvement in Productivity
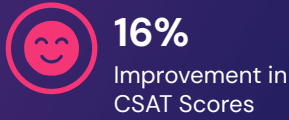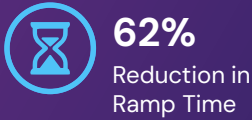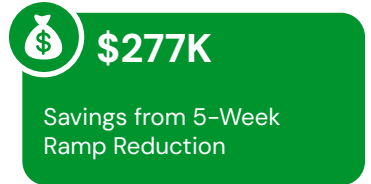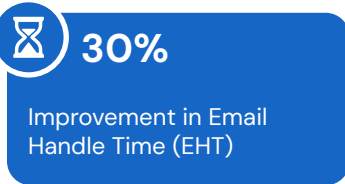
Performance Objective

Retail and e-commerce companies experience waves of extreme ramp, requiring lengthy hiring and training periods that lead to operational inefficiencies and an increased cost to the program. We collaborated with America's leading beauty retailer to prepare them for their busy holiday ramp season, helping new agents achieve faster speed-to-production while handling an increased volume of customer inquiries.

Where They Needed Help

The company's agents support multiple brands and products. This leads to lengthy training times (typically eight+ weeks) and costly inefficiencies from new agents handling complex problems such as lost orders, damaged items, refunds, and escalations. These issues are exacerbated during the hectic Q4 holiday ramp period, which means slow agent speed-to-value, reduced FCR, and lower QA and CSAT scores.

Here's What We Did

We reviewed the brand's workflows and email efficiency to determine a baseline, and then measured the results after implementing Laivly. We saw the following improvements over a six-week period:

30%
Improvement in Email Handle Time (EHT)

100%
Usage Rate of Laivly Week-Over-Week

5 Weeks
Reduction in Speed-to-Production

$277K
Savings from 5-Week Ramp Reduction

Here's How We Did It

We implemented Sidd, our AI-powered agent assist technology, that works across any system used by agents, including a brand's loyalty program and order management platform. Sidd quickly compiles all information necessary to help an agent solve a customer's query, such as customer name, loyalty ID, or order history. Laivly surfaces all the pertinent details referenced in the customer's email to save valuable time for the agent.

Laivly also guides the agents through order workflows and automated approvals (like processing returns or re-shipping damaged items) and offers a checklist of best actions so newer agents always know their next move. Beyond that, Laivly leverages machine-learned data to proactively suggest accurate, on-brand response templates that the agent can easily personalize for a fast, high-touch resolution. With Laivly's help, we saw a significant decrease in email handle time (EHT) and increased savings realized across key KPIs within a shortened ramp period. Agents were able to leave nesting ahead of schedule and achieve production levels five weeks faster — without sacrificing the high-quality, consultative customer experience that the beauty brand's customers expect.

Agents Love Laivly

93% of associates say better technology is a driver of job satisfaction. We received positive feedback from previously unhappy agents who now love the ease and efficiency of their job after using Laivly. This boost in morale and employee satisfaction directly impacts the company's ability to retain agents while offering them an improved quality of life.

"Without Sidd it takes more time to look for appropriate templates to compose my email response. Sidd helps me close cases quickly."

"Sidd made my job easier. I like the response suggestions, and love that you don't need to copy and paste. Really helpful!"

"I love the fact that you do not need to login to use Sidd and that it logs into each brand for you! Also, the generated responses were perfect!"