Laivly

Creating Efficient, On-Brand Customer Experiences for one of the World's Leading Beauty Companies

12%
QA Improvement

10%
CSAT Improvement

49.3%
EPH Productivity Improvement

Performance Objective

Inconsistent experience is the number one reason why people leave brands for competitors. Customers are underwhelmed with generic messages, long wait times, and conflicting information between agents, while agents are overwhelmed with navigating complex policies on their own, 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 brand consistency in email communications while increasing overall efficiency and quality scores.

Where they Needed Help

An analysis of their workflow revealed that supporting multiple brands and products was time-consuming for the agents who are 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 decreased productivity, quality (QA), and customer satisfaction (CSAT) scores.

Here's What we Did

We performed a 7-week trial where select agents used Laivly and measured their performance against a control group who did not. We finished with a 7-week full-floor rollout with all agents using Laivly to assist with emails and saw the following results:

12%
QA Improvement

10%
CSAT Improvement

49.3%
EPH Productivity Improvement

17%
FCR Improvement

11.9%
Increase in perfect CSAT score

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

Smart Response leverages Natural Language Processing and Digital Automation to quickly identify all questions in an email and then utilizes Machine Learning and AI to analyze the incoming email against thousands of previous email cases. Laivly then synthesizes this information to recommend relevant, pre-drafted responses that are most likely to return the highest QA scores, freeing up time for the agent so they can review for brand tone and add the personalization and empathy needed for a high-touch, on- brand response. This resulted in a significant improvement to QA levels and a consistent end-to-end customer experience.