Laivly

Increasing Agent Speed-to-Production at a Leading eCommerce Retailer

30%
EHT Improvement

28%
Improvement in Productivity

100%
Usage rates of Laivly week-over-week

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 and help 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, which leads to longer training times and costly inefficiencies from new agents when handling complex problems such as lost orders, damaged items, refunds, and escalations. These issues are exacerbated during the hectic Q4 holiday ramp period, resulting in slow agent speed-to-value, reduced FCR, and low 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%	**28%**	**100%**	**5 week**	**$166 to $277k**	**16%**
EHT Improvement	Improvement in Productivity	Usage rates of Laivly week-over-week	Reduction in ramp time	In potential savings	CSAT Improvement

Here's How We Did It

We implemented our AI-powered email technology that leverages machine-learned data to proactively suggest accurate, on-brand response templates that the agent can easily personalize for a fast, high-touch resolution. Laivly works across the various systems that the agents use, including the brand's loyalty program and order management platform, to quickly compile all necessary information that will help the agent solve the customer's query. Whether it's the 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. 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."

"It certainly made it a ton easier. I like the canned responses, and love that it all goes into brain without copying and pasting. Really helpful. Thank you."

"I love the fact that you do not need to login to use SIDD and that it logs into each brand for you! Also, some of the generated answers are really helpful."