

# Delivering Clear Cost Savings and Better CX with Multichannel Mastery

*Efficiency increases through advanced technologies + intelligent listening*

## THE CHALLENGE

When a leading skincare giant needed to reduce costs by 30% year over year, an intelligent solution was needed to deliver insanely great CX as belts were tightening.

But with limited visibility into what was driving customers to call for support, and a technology platform that lacked robust multichannel options, the client needed more than just a quick fix.

Alorica was the one-stop-shop the client needed—and we had the digital transformation business process solutions on hand and ready to go!

## THE SOLUTION

Equipped with deep analytics and data scientists with decades of expertise and successful technology deployments, the Alorica IQ team rolled up their sleeves and got to work.

Introducing speech analytics, our team of experts uncovered what customers needed, identifying the call types best suited for self-service. Intelligent routing helped pair agents best suited to save customers at the top of the queue.

The team also engaged in continuous monitoring of transcripts/utterances and contact reasons to improve virtual agent efficacy.

And as for the client's lackluster CX platform? We updated it with a leading-edge CCaaS system, increasing multichannel options while illuminating the customer journey.

With new, expedient ways to meet customer needs, the client and their customers are enjoying insanely great support—complete with significant cost savings.

## THE RESULTS



**18%** call containment  
in chat channel



**15%** call containment  
in voice channel



**11%** improvement  
in customer retention



**2x** volume routed  
to best-fit agents