

AVA TO THE RESCUE!



Alorica's Virtual Assistant empowers customers and enables digital transformation.

WHAT WE FACED

The client was only leveraging voice calls to resolve customer inquiries. Not only was this an inefficient use of resources—resulting in time wasted and money spent resolving simple, repeatable operations—but it was yielding a less-than-ideal customer experience. With no digital channels available for customers to use, agents lacked time and focus to resolve more complex interactions. Finally, we were up against significant IT limitations that threatened to constrict any kind of digital solution delivery.

WHAT WE DID

Thanks to an engaging consultative process with our CXC team, we ensured total alignment with key stakeholders and deployed AVA. As part of our activities, we held discovery sessions to address the most critical and valuable problems to solve, and conducted Customer Journey and Process Design workshops to map out the ideal chatbot experience.

WHAT WE ACHIEVED

AVA was deployed on-time and as-specified. We built new API connections into the client's existing systems—enabling true self-service for the first time—and implemented live-chat to seamlessly hand-off responsibilities from AVA to an agent when needed. The bottom line? Our ability to deliver a tailored automation solution led to highly-satisfied customers and a truly pleased client.

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8000%

ANNUALIZED ROI FOR A MAJOR
CONSUMER ELECTRONICS
MANUFACTURER



REAL-WORLD RESULTS



89%

lower cost
to serve the
customer



4.8%

of customer
voice calls
deflected
with chatbot
deployment



93.5%

of chatbot
conversations
resolved the
customer
inquiry



Continuous
chatbot
iteration drives
constant
improvement