

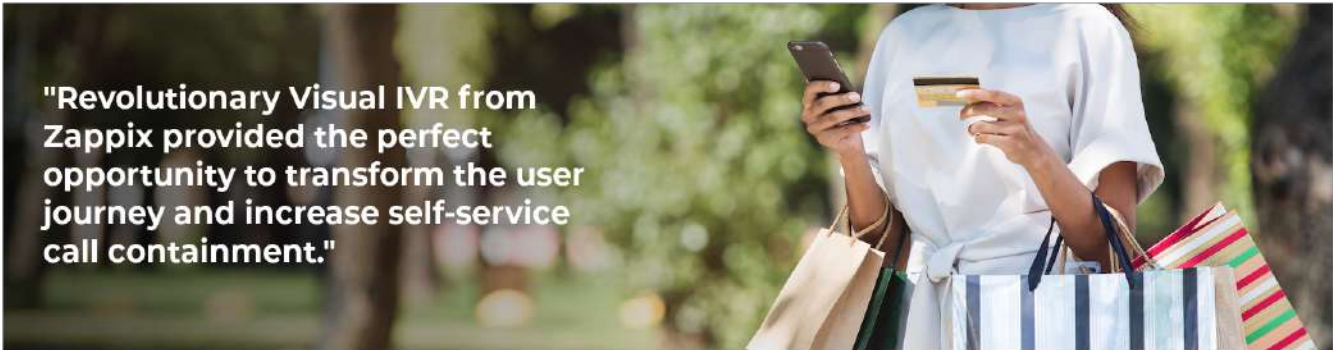
Fasion Retailer

Visual IVR Drives Customer Satsifaction & Loyalty

A major retailer of casual apparel and accessories operating over 700 stores around the world found increased customer satisfaction and loyalty after implementing a Visual IVR CX.

Situation

While traditional IVR is helpful in providing consumers with a self-service option, this major U.S. retailer and long-time Radial client wanted to increase the proportion of calls being contained by self-service technology. With Radial analysis identifying roughly 60% of customer calls to their contact center coming from a mobile device, the revolutionary Visual IVR solution from Zappix provided the perfect opportunity to transform the user journey and increase self-service call containment.



"Revolutionary Visual IVR from Zappix provided the perfect opportunity to transform the user journey and increase self-service call containment."

Solution

Identifying an opportunity for improvement, Radial suggested launching Zappix Visual IVR, designed to cut down on costly live agent transfers and greatly improve the mobile customer service experience. The strong Zappix/Radial partnership made integrating the new Visual IVR experience into the Radial Order Management (ROM) system already being used by the retailer fast and seamless. The highly intuitive visual interface provides an alternative to pushing buttons in a phone tree and still allows



customers to transfer to agents at any time with the tap of a button. With Visual IVR, the retailer's customers can choose to quickly navigate a visual-based menu optimized for smartphones, and then simply select options by touch versus listening to a list of options and interacting via voice. The result is a much faster, frictionless, and satisfying experience that gives customers exactly the information they want — using the channel and device that they prefer.



Results

The Zappix Visual IVR solution achieved a 70 percent containment rate (the percent of calls that are resolved in the Visual IVR and not transferred to an agent), compared to a typical rate of 20-30 percent for traditional IVR alone. When given the choice, approximately 20 percent of all callers checking on order status chose Visual IVR over traditional IVR — an impressive adoption rate when you consider how new the Visual IVR technology is to the retail space. In addition to increased efficiency, the retailer also achieved a Net Promoter Score (also known as NPS, an index that measures consumers' likelihood of using the solution again or recommending it) of 90, a clear indication that customers who interact with Visual IVR have a positive experience. On the contrary, traditional IVR is typically the lowest driver of NPS with a score of 54, according to CFI Benchmarking data.

70%

Containment Rate

70% of Visual IVR users solved their issue without transferring to a live agent

90

NPS with Visual IVR

Visual IVR users report NPS of 90 vs. the IVR industry benchmark of 54



About Radial

Radial is the leader in omnichannel commerce technology and operations, enabling brands and retailers to profitably exceed retail customer expectations. Radial's technical, powerful omnichannel solutions connect supply and demand through efficient fulfillment and transportation operations, intelligent fraud, payments, and tax systems and personalized customer care services. Hundreds of retailers and brands confidently partner with Radial to simplify their post-click commerce and improve their customer experiences. Radial brings flexibility and scalability to their supply chains and optimizes how, when and where orders go from desire to delivery.

Learn how we work with you at www.radial.com

About Zappix

Zappix delivers On-Demand Customer Service Solutions: Visual IVR, On-Demand Apps, Outbound Engagement, and Robotic Process Automation (RPA). The cloud-based solutions improve the customer journey during contact center interactions. The open platform enables workflow automation, rapid deployments, and seamless integration to back-end systems (CRMs, ERPs, IVRs, etc), and provides comprehensive analytics.

The Zappix solution provides significant benefits and ROI: reducing costs by increasing containment rates for contact centers, improving customer experience and Net Promoter Score (NPS), creating new revenue opportunities using targeted promotional banners, and automation of revenue generating use-cases.

To learn more about Zappix go to www.zappix.com

