



## Case Study

# Using Agent AI to Condense Training Time During Rapid Ramp Enabled Client Team to Cut Costs and AHT While Boosting Sales

**Food Delivery Service Achieves Bottom-Line Benefits during Support Volume Surge.**

## The Client

Our four-year partnership with this U.S. home delivery food service company encompasses sales, service, order inquiry, and rewards support.

## The Challenge

When this client's customer call volume increased by 300% during the early days of the pandemic, ResultsCX wasted no time developing a solution to maintain the high standard of customer care for which our client was known while maximizing the benefit of surging sales opportunities.

## The Initiative

Recognizing that staffing levels and call volume were critically out of sync for this client, we focused first on ramping up the agent team, using an expedited recruitment and onboarding plan to get qualified new agents through the hiring process and into training.

While bringing on additional agent talent was necessary, hiring alone wasn't going to maximize revenue growth in the face of a rapid, likely long-term increase in sales potential. Our greatest challenge would be developing a large team of high performers while expediting their speed to proficiency.

Through close collaboration between our SupportPredict and Learning teams, a custom build of our self-learning Agent AI platform with Bots was integrated into the sales training program. Agent AI's effortless navigability and the step-by-step virtual assistance of Bots simplified complex and time-consuming order-placement scenarios, condensing agent training time significantly.

Also, to increase upsell rates, ResultsCX rolled out the SupportPredict build to production. As SupportPredict collected and analyzed customer profile data to prepare "just for you" recommendations to agents, supervisors monitored performance analytics and directed coaching support to any agents not suggesting recommended products.


Within two weeks, we had deployed a layered solution for the sudden challenges thrust upon our client by the pandemic. Though the 150 new agents joining the team amounted to a 75% staff increase, they were able to handle a 300% jump in call volume.

## The Outcomes

New-hire training time was reduced by 80%, facilitated by our quick ramp to condensed sales training made possible by SupportPredict Agent AI with Bots. In total, the ramp and training initiative alone saved our client \$96,000 in training costs.

Growing the agent team by 75% yielded a 200% increase in call handling capacity. Not only were we able to support the influx of new inquiries without allowing customer satisfaction to drop; we simultaneously drove a consistent six-week average handle time reduction of 12% for inbound sales calls.

**75%** ↑ Growing the agent team by **75%**  
**200%** ↑ yielded a **200%** increase in call handling capacity.

 Sales went up while customer satisfaction remained steady.

At the same time, sales increases were significant. Thanks to SupportPredict's "just for you" upsell prompts and flows, we grew average cart value by 7%. We also surpassed the initial goal of maintaining our sales conversion rate; overall sales jumped 16% before hitting an all-time record.



**12%**  
AHT Reduction



**7%**  
Increase in Cart Value



**16%**  
Jump in Sales

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*"Without your quick thinking, we would have lost sales and we would not have been able to deliver on our commitment to our customers."*

*~ Client VP, Customer Experience & Operations*

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## Conclusion

In a time marked by uncertainty, our trusted partnership with this four-year client mobilized an action plan that exceeded its immediate purpose of right-sizing staff to support volumes, while accommodating unprecedented sales growth.

Our client credited ResultsCX's combined ramp strategy and Agent AI implementation for harnessing new sales opportunities and helping uphold the brand's commitment to customers.