

Case Study

AI Helps Retailer Improve CSAT and Net Promoter Score During Holiday Rush

The Challenge

Steep staffing ramps for the holidays challenged retail client support performance, affecting:



Per-transaction costs



Customer experience



Program efficiency

The Outcome

The AI-powered agent solution improved performance within 6 weeks:



Reduction in Average Handle Time by **two minutes**



Improved Net Promoter Scores by **28-30%** over previous year



Reduced cost per transaction and overall support cost



Increased speed to proficiency for new agent hires



Improved Customer Satisfaction by **17%** over previous year

The Initiative

Implemented a new digital support strategy featuring:



SupportPredict Agent AI with Bots on every agent's desktop



AI focused on helping agents solve problems faster



Insight into anticipating and resolving unforeseen challenges



Emphasis on identified top call drivers to enhance first-call resolution