

A leading Australian retailer goes digital and enhances customer experience with the use of conversational AI

COMPANY

- Australian chain of department stores
- Part of a leading integrated retailer focused on seamlessly connecting digital and physical shopping experiences
- Global footprint across several continents
- Annual turnover of \$1.95 billion

SUCCESS STORY IN SHORT

One of Australia's leading retail chains used DRUID's flexible conversational technology to automate customer interactions and improve the overall customer experience

VALUE IMPACT

5 million messages
in 3 months from implementation

110,000
conversations

85,000 users
serviced in real-time



The next frontier in retail: 24/7 customer support

The retail industry has undergone rapid digital transformation over the past years to meet customer demands. This trend has been further accelerated by the onset of the pandemic, which led millions of people worldwide to turn to online platforms on a regular basis.

The practice of seeking information and making purchases online has resulted in a new set of customer behaviors and expectations, most notably the expectation of speed and round-the-clock service and assistance.

These industry-wide trends are forcing retailers to reconsider their customer engagement strategy and respond to the public's needs more quickly.





Digital technologies have the potential to thoroughly transform the traditional retail business environment, we are prepared to act to align our offering to evolving customer expectations. The partnership with DRUID and UiPath to implement this client-facing customer support conversational virtual assistant has already brought us cost and time savings. We are dedicated to continuing to expand on the solution to enhance the customer experience on our website and become ever more relevant for our audiences.

Automation Practice Owner



The challenge

In today's "on-demand" culture, businesses must rely on good communication and full availability to ensure customer satisfaction. Responding to the need for transparency, immediacy, and consistency is difficult solely by using traditional support methods, requiring huge teams, and presenting impressive logistical problems to companies.

This is compounded in the case of giant retailers, which count millions of customers across the world and countless orders and products. Moreover, customers are no longer willing to bear the wait to connect to a human operator.

Instead, all across the world, the demand for self-service is increasing, in a move that leaves customers feeling more empowered and in control of the sales process.





Today's customers are anxious, digitally savvy, constantly connected, and in control of their shopping experience. Meeting their requirements requires embracing the digital environment and reinventing the business strategy to become more customer-centric than ever. Conversational AI solutions like CHATTERBOT are an important first step towards ensuring that we are constantly connected and 100% responsive to our customers' needs, regardless of time or location.

Head of Customer Care



The same is true for the post-sale experience – if previous customers were happy to wait for weeks to receive their order, delivery today is further expected to be immediate and fully transparent. Offering complete visibility on tracking their order can significantly improve a customer's satisfaction with the retailer.

Main goals



Introduce self-service capabilities on the company website



Offer a natural and intuitive conversational experience for the public



Ensure 24/7 availability for customers



Decrease costs



Eliminate the possibility of erroneous information reaching clients



Automate the customer support function



The Solution

The need to keep up with changing customer behavior the Australian retailer drove to consider automating the customer support function to integrate more speed and flexibility for users. The retailer partnered with UiPath and DRUID to implement a conversational AI solution.

This mix of partners allowed the team to use the power of RPA bots to extract information from its many internal databases and external platforms and seamlessly deliver it to customers in a conversational form via a simple-to-use conversational AI assistant located on the company website.

Called CHATTERBOT, this intelligent virtual assistant encompasses FAQ functionality

covering all the retailer global locations. Moreover, it integrates the ability to identify and track orders, offering detailed information on status, selected courier, and delivery tracking. Thanks to DRUID's native support integrations, CHATTERBOT is available for customers in 13 languages. In the back end, the intelligent virtual assistant integrates with Oracle and allows human agents to use the live chat functionality, increasing their productivity.

The retailer plans to take full advantage of the self-learning capabilities of conversational AI to continue to develop the solution to cover and deliver more varied information for clients, including real-time information about products and stocks.

Key wins

- The flexibility and ability to further train and personalize the virtual AI assistant opens up the potential to answer more customer demands
- 24/7 availability of customer FAQ support across various time zones and regions
- Increased customer satisfaction thanks to immediate online engagement
- Streamlined, automated order tracking process for customers

Learnings

Modern consumers crave immediacy and a personalized experience across the board, regardless of the medium of interaction or industry. This increases the pressure on businesses to respond to customer requests as quickly and efficiently as possible.

Without an openness toward adopting new technologies, traditional retailers stand no chance to compete in a future that will increasingly be dominated by digital-first businesses. Conversational AI can boost communication, improve customer service response times, and personalize the customer experience without mentioning the potential for internal operational efficiencies and employee productivity.

The moment is thus ripe for the use of conversational virtual assistants. Worldwide, 67% of consumers report using one for customer support.

As an Accenture report notes, the trend is also likely to accelerate as 57% of businesses agree that virtual assistants deliver maximum ROI with minimal effort. The time is right for retailers to make bold moves towards implementing conversational AI and making that customer experience right.



About DRUID

DRUID is an end-to-end platform for building AI-driven conversational business applications, designed to deliver next-level employee productivity and the total customer experience in the most intuitive way. DRUID intelligent virtual assistants enable fast, personalized, omni-channel, and hyper-automated interactions while speaking each organization's language via open integrations with any existing enterprise systems and RPA technologies.

Starting with 2018 DRUID actively builds on its vision to provide each employee with an intelligent virtual assistant, establishing an extensive 130+ partner network, most notably with UiPath, and servicing 100+ clients from around the world.

druidai.com

DRUID Enterprise Digital Assistant.

**The Digital Future of Retail.
Delivered Today.**

