

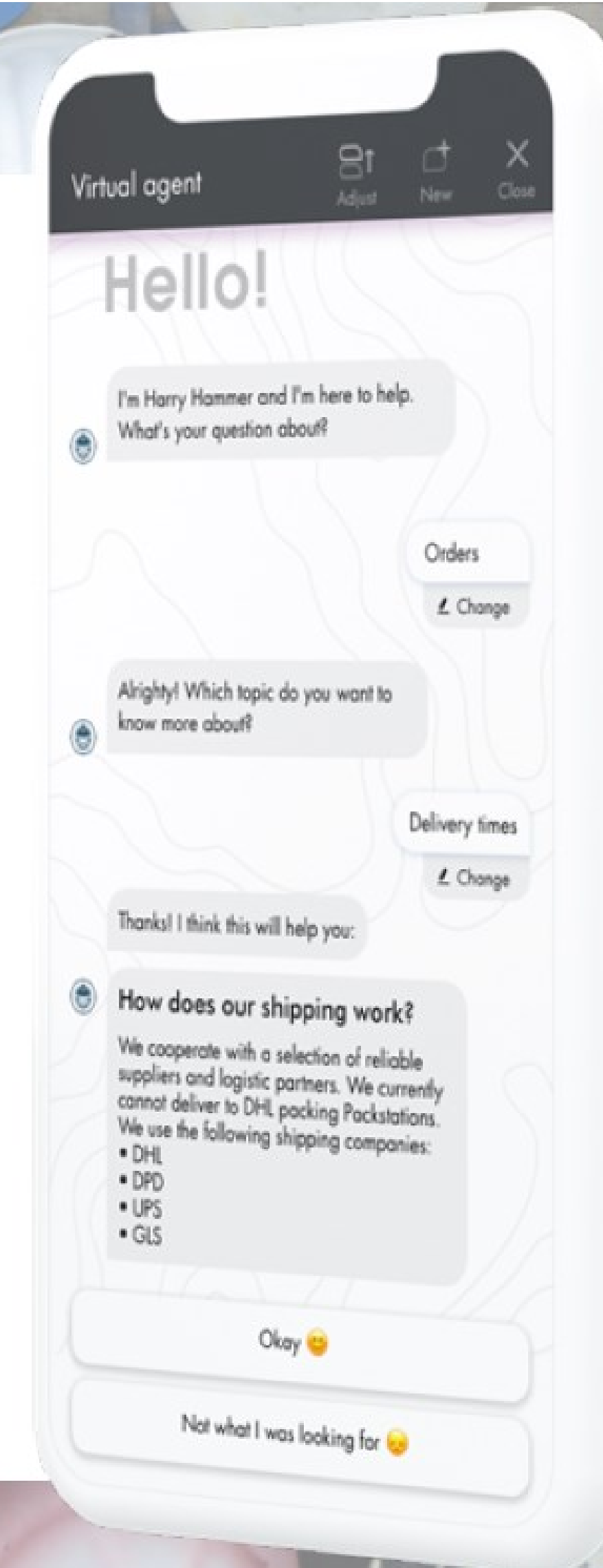
***Initiative: e-Commerce company CONTORION
decreases after-sale Support by 40%***

using CHATBOT

Powered by: **solvemate** 

How Contorion decreased after-sales calls by 40%

Contorion is a booming ecommerce company, providing procurement supplies to industrial customers. With Solvemate, Contorion's customers get an answer in less than 10 seconds, and as a result, their after sales calls have decreased by 40%.



The Client

- A specialist dealer for craftsmen's & industrial supplies
- Mixes modern ecommerce with the expertise of a specialist store
- Selling tools from renowned manufacturers for fastening technology, work safety and materials processing
- Mission is to make procurement easier than ever before

Challenges

- Automating repetitive requests so support team can focus on product expertise
- Customers are not digital natives - how to convince them to use a virtual agent and self-serve?
- Reducing the number of phone calls
- Making the virtual agent the first point of contact and keeping customer satisfaction steady

Results

- Introducing the virtual agent as the first point of contact decreased inbound after sales calls by 40%
- The virtual agent suggests ~150 solutions every day, representing 25% of the total of incoming service requests
- 78% resolution rate
- Solutions are proposed in less than 10 seconds

Quick facts

After sales calls
decreased by 40%

78% resolution rate

Time to solution 10 seconds

Many fast growing ecommerce companies struggle with the same issues: how to keep offering world class customer service, when the orders and service requests keep coming in?

Contorion is no exception. The company is an ecommerce supplier, offering procurement merchandise fast and



cheap to commercial customers from industry. But Contorion has some added complexity: due to the nature of the merchandise they sell, their service team should focus more on product expertise and upselling, and less on repetitive requests f.ex on shipping and billing. Similarly, because of the industries and companies Contorion sells to, their clientele is not digital natives; they might need some additional convincing to use a "chatbot".

To ensure the success of the project and allow enough time for early iterations, the project was started out rather small. Solvemate handled around 40 different solutions per day, offering quick answers to questions like "Where is my order?" and "How can I return merchandise?".

The virtual agent delivered convincing results in less than two months: with careful work on the persona, content and tone of

their virtual agent, it became clear that their clientele had no qualms about self-serving - or using "a chatbot".

As a modern tech & ecommerce company - Contorion is always open to brave ideas. Following this early success, the company decided to make the virtual agent their first point of contact. This meant erasing the customer service contact information (email & phone) from the website, and making it only accessible in the virtual agent. If the virtual agent cannot solve the problem, the customer can either pick up the phone - or send an email directly via the chat. This creates an efficient service funnel, where contacts cannot fall through the cracks, and the customers don't have to hop from one channel to the other.

While this was a bold move, it was definitely worth it: the number of inbound after sales calls decreased by 40% and the time to solution went down to 10 seconds. The increased usage of the virtual agent resulted in more and better data, which improved its performance. The shift also provided other useful insights: Contorion learned that over 65% of their customers interact with the virtual agent through their desktop devices. That has proved to be valuable information for sales and marketing!

The maintenance of the virtual agent has been integrated in the workflow of Contorion's customer service team from the very beginning. Spending only one hour on maintenance per week, the team enriches and improves the content based on customer

feedback and general performance. If customers have new questions, the team can quickly and easily add new solutions. On top of that, the virtual agent will also suggest further training on it's own.

The next steps will be adding Solvemate Routines. According to Contorion's contact tracking, there are approximately 1000 requests every month labeled "Send invoice to customer" - a clear opportunity to automate, and further save costs. All that is required to automate these requests is an "invoice generator" to bridge between Solvemate and Contorion's internal database. After verifying the identity of the customer, the virtual agent will generate an invoice that can be directly downloaded from the chat, or sent via email. The customer doesn't even have to leave the channel!

But why stop there? For ecommerce companies like Contorion, the possibilities with Solvemate Routines are endless. With a few verification steps, the virtual agent can change shipping addresses, change passwords and even generate return shipping labels.

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Our support requests grew by 32% in 2017-2018, so we were looking for a great tool to increase the level of self-service.

Tobias Tschötsch
Founder & Managing Director, [Contorion](#)



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Once we made Solve-mate our first point of contact, the number of inbound after sales calls decreased by 40%.

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Andreas Lehmann
Head of Service Operations,
[Contorion](#)

