

A leading payments firm reduces the rate of abandoned chats by 40% by deploying Virtusa’s Customer Chat Intelligence solution

Challenges

- Poor handling of FAQs by chatbots
- Delayed routing of non-routine questions to customer service agents
- Increasing rate of abandoned/failed chats
- Delayed customer service
- Low levels of customer satisfaction

Solution

- Deployed Virtusa’s Customer Chat Intelligence solution to unlock actionable insights
- Leveraged AI and machine learning technology to analyze unstructured data from customer conversations across voice, chat, and emails
- Gleaned insights about:
 - Chat containment rates
 - Product demand
 - Customer service effectiveness
 - Marketing campaign effectiveness
 - Customer types

Value delivered

- Reduced the rate of failed and abandoned chats by 40%
- Enhanced customer satisfaction
- Improved productivity by reducing manual effort
- Boosted upsell/cross-sell opportunities with accurate lead qualification