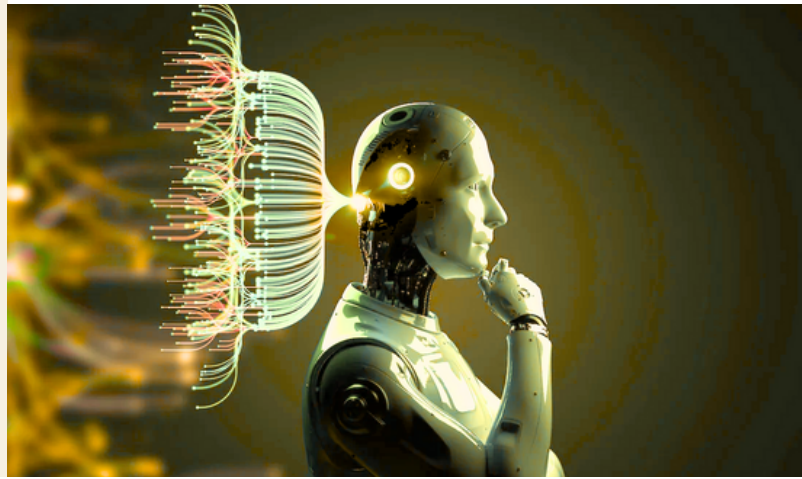


CASE STUDY

Case Study: AI-Powered Chatbots for Real-Time Customer Support



Client: Resolva Insights Private Limited
Industry: Market Research & Consulting
Objective: Implement AI-powered chatbots to streamline real-time customer support, enhance client engagement, and improve response times.

OVERVIEW

Resolva Insights Private Limited, a market research and consulting firm, specializes in providing data-driven insights, market analysis, and strategic guidance to businesses across various industries. As their client base grew, they faced challenges in scaling customer support efficiently while maintaining a high level of service.

To address this, Resolva Insights sought an AI-driven solution that could manage client inquiries 24/7, reduce manual intervention, and deliver timely and accurate responses. The solution needed to handle frequently asked questions (FAQs), generate leads, and escalate complex queries to human agents when necessary.

BUSINESS CHALLENGES

1. High Volume of Repetitive Inquiries:

Many clients approached the company with repetitive questions related to service offerings, report delivery timelines, and pricing, overwhelming the support team.

2. DELAYED RESPONSE TIME:

With growing demand, Resolva Insights experienced delays in responding to customer inquiries, leading to client dissatisfaction.

3. SCALING CUSTOMER SUPPORT:

Resolva Insights needed to scale its support operations without significantly increasing operational costs or adding a large number of support staff.

4. COMPLEX QUERY MANAGEMENT:

While many inquiries were straightforward, others were complex and required human intervention, demanding a solution that could seamlessly escalate queries to relevant experts.

OBJECTIVES

The primary goal was to implement AI-powered chatbots capable of providing real-time support for repetitive queries, improving overall customer experience while allowing the human support team to focus on more complex tasks.

The chatbot needed to:

- **REDUCE RESPONSE TIMES BY INSTANTLY ANSWERING COMMON QUERIES.**
- **SUPPORT CLIENTS 24/7, INCLUDING ACROSS DIFFERENT TIME ZONES.**
- **AUTOMATE LEAD GENERATION BY COLLECTING BASIC CLIENT INFORMATION DURING INTERACTIONS.**
- **ESCALATE COMPLEX QUERIES TO HUMAN AGENTS EFFECTIVELY.**

SOLUTIONS IMPLEMENTED

To meet these objectives, our web development team implemented an AI-powered chatbot solution tailored to Resolva Insights' specific needs.

1. Natural Language Processing (NLP):

The chatbot was equipped with advanced NLP algorithms to understand and respond to client queries in a conversational manner. This enabled the bot to handle a wide range of questions and provide accurate answers related to services, reports, and timelines.

2. FAQ Automation:

We automated the most frequent customer inquiries using pre-defined response scripts. Clients received instant responses to common questions, freeing up human agents for more complex issues.

3. Lead Generation Features:

The chatbot was designed to capture essential client information such as name, email, and company details during interactions. This helped the sales team generate leads directly from chatbot conversations, leading to improved conversion rates.

4. Seamless Escalation to Human Agents:

For more complex inquiries, the chatbot was integrated with the existing CRM system, allowing it to escalate tickets to the appropriate support agents seamlessly. The AI bot was also trained to recognize queries requiring human expertise and flag them for priority handling.

5. 24/7 Availability:

The chatbot was deployed on Resolva Insights' website, providing round-the-clock support for clients across different time zones. This reduced response delays during non-working hours.

TECH STACK

AI & NLP: Google Dialogflow for natural language understanding and context-aware conversations.

Backend: Node.js for server-side logic and integration with existing CRM systems.

Frontend: React.js for the chatbot interface, ensuring a smooth, user-friendly experience on the website.

Database: MongoDB for storing conversation history and lead information.

Cloud Hosting: AWS for scalable deployment and global availability.

CRM Integration: HubSpot integration for seamless lead and query management.

BENEFITS

1. Reduced Response Times:

The AI-powered chatbot provided instant responses to over 70% of the inquiries, significantly reducing average response times from hours to seconds.

2. 24/7 Availability:

Clients could interact with Resolva Insights at any time, improving customer satisfaction and enabling global client engagement.

3. Cost Efficiency:

By automating repetitive tasks, Resolva Insights avoided the need to hire additional support staff, resulting in significant cost savings.

4. Improved Lead Generation:

The chatbot's lead capture feature enabled Resolva Insights to automatically gather client details, increasing the sales team's efficiency in converting leads.

5. Enhanced Customer Experience:

Clients received accurate and timely responses to their inquiries, resulting in improved overall satisfaction and a better customer support experience.

6. Seamless Human Escalation:

Complex queries were escalated to human agents without disrupting the client experience, ensuring that clients received the expertise they needed promptly.

RESULTS

75% Automation: Over 75% of customer inquiries were handled entirely by the chatbot, freeing up the support team to focus on higher-value tasks.

50% Reduction in Support Costs: The automated chatbot solution helped cut customer support costs by 50%, allowing Resolva Insights to reallocate resources to other growth initiatives.

20% Increase in Lead Generation: The AI chatbot contributed to a 20% increase in leads, enhancing the overall efficiency of the sales team.

Customer Satisfaction: Post-implementation surveys indicated a 30% improvement in customer satisfaction scores due to quicker responses and more personalized support.

CONCLUSION

The AI-powered chatbot successfully transformed Resolva Insights' customer support operations, delivering real-time support, reducing response times, and improving customer satisfaction. By leveraging advanced AI technologies, Resolva Insights was able to scale its support services efficiently while maintaining a high level of service quality.



+91 7972482853



www.resolvainsights.com



Amaravati

