

Bloomreach Case Study

Guiding Agents with Realtime Predictions

3x

Increase in Resolution Rate by L1 Support

40%

Fewer Interactions per Conversation

33%

Decrease in Escalations

Bloomreach is a digital experience platform, purpose-built for e-commerce. They help companies around the world to grow online revenue by creating, personalizing and scaling premium commerce experiences for customers across every touchpoint.

To ensure its success, Bloomreach needed to ensure their customers were operating at high uptime and minimal disruption. Support plays a critical part of delivering this success.

Bloomreach empowers its **support agents** with **TheLoops AI-based insights** to prioritize and take proactive action based on insights about the customer and the support issue.

The Challenge

Customer Support agents at Bloomreach used Intercom to capture and analyze customer issues. However, they could not harness the data easily within Intercom and across the different systems they needed data from:

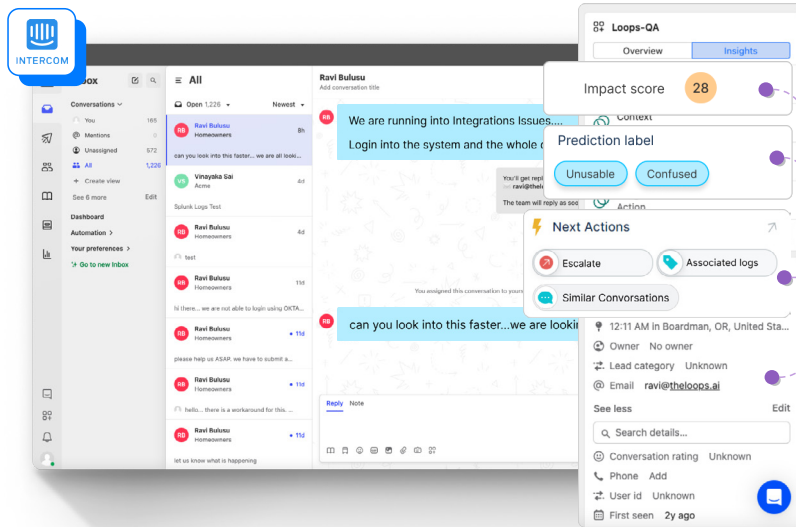
- They had zero visibility into trending issues and escalation updates.
- Agents were required to consume data coming from multiple systems like salesforce, skilljar, jira, logs before they could make a decision about the issue. Because this data was not contextually available to them, each issue took more than 10 interactions on data collection and clarifications which was not acceptable to management. Tickets that had more than 10 interactions took 50% longer to close.
- Were not able to leverage the existing knowledge base within the organization.

While Intercom provided the transactional support infrastructure, it did not empower the agents with the next best action based on the insights derived from each conversation to close it faster and predict and prevent escalations.

Agents and managers took 8 manual hours each, per week, to analyze Intercom conversations. The situation was untenable and took a toll on the productivity of the team.

“Our Agents supporting customers of the Bloomreach Engagement platform are working at their highest productivity ever, with real time insights just a click away.”

Customer Support Manager, Bloomreach



Business Outcomes

- Data-driven Prioritization
- Sentiment Related to Product Issue and Usage
- Real-time Resolution and Guidance
- Contextualized Product Remediation

The Solution

With support from TheLoops, within a week Bloomreach agents got ‘next best action’ recommendations within Intercom, pulled from skilljar, jira and salesforce integrations.

TheLoops’ next best action took the guesswork out of agent response and provided them the right insights based on the issue the customer was highlighting, contextually, while keeping them in the Intercom workspace. This saved them context switching cost and improved agent efficiency by eliminating the need to open multiple screens to research every issue.

TheLoops low code environment helped the Operations team set up the dynamic recommendations without the need of a developer which saved them a month’s waiting time.

Impact Scoring derived from various attributes like customer revenue, renewal, sentiment and customer segment helped agents prioritize their inbox with a data-driven approach than manual intervention from the managers.

This helped Bloomreach’s support team serve their growing customer base with the same headcount and drive efficiency across the organization with a data driven approach.

The Results

With TheLoops insights surfaced within the Intercom workspace, support agents started to see the full picture across the support issue, the customer and the impact of breaching the SLA. With insights and recommended next steps, they now have 3X increase in resolution of issues by L1 Support and 33% lower escalations.

They also have 40% fewer interactions per conversation which is evidence of fewer clarifications needed from the customer due to the agent having all the information and insights at their fingertips.

All this has translated to 8 hours of time saved per agent per week, with fewer searches for information in other tools and the ability to prioritize at the agent level. Not only is this a direct contribution to the bottom line, this translates to improved SLA compliance and higher customer satisfaction levels.

Metrics

Saving of **8 hours** Saved per Agent per Week, and **1 month** of Developer Time per Insight

