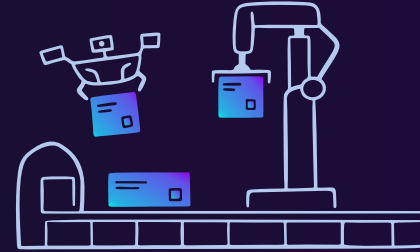Case Study
Improving Customer Service with Generative AI

MC Sonae   automaise

Challenge

MC is the leading grocery retailer in Portugal with a strong presence in the day-to-day lives of the population.

The back-to-school period is a demanding season in which MC plans and implements several tools to create intuitive processes that facilitate both the purchase and the support to their customers.

Customer support is an area that can make a difference in this whole experience and smooth the process of informing, ordering, and tracking. Having a dedicated webpage to the campaign with well-rounded FAQs proved to be insufficient for the 6 720 customers who asked for additional information in 2022.

Solution

Chatbots have been around for a long time, however, the new developments in Generative AI opened a whole new opportunity to address some of the issues that the previous technologies presented.

The assumption was that an LLM-based chatbot with the capacity to "talk" to a knowledge base would have increased capabilities for interacting in a more humane and natural way, have the flexibility to handle more complex questions and deliver adequate responses.

Automaise, a Portuguese startup, was the chosen partner to develop the solution that would fit MC's ambition to deliver an increasingly better experience and support to its customers.

Proof-of-Concept

The implementation consisted of defining the requisites together with Automaise, gathering the relevant knowledge base (back-to-school FAQs and additional information about the campaign), and integrating the chatbot into the webpage dedicated to the campaign.

The goal was to address the most frequent questions and doubts of customers right when they were searching for information and satisfying their needs without taking them into the process of opening a case in Customer Service and waiting for an operator's intervention.

This case study addresses roughly the first two months of implementation that occurred between August 1st and September 24th.

Results

During these 2 months, we have registered a total of 7 650 conversations with the chatbot. 96% of the conversations led to a potential successful resolution while only 4% were forwarded to an additional ask for information that required the intervention of a customer support operator.

Besides that, despite a 109 Real/Historic (R/H) in orders placed, the R/H of Customer Service cases stood at 95. This means that the orders placed increased 9% compared to the previous year while the case opening decreased by 5%.

Conclusion

The chatbot had a considerable impact in satisfying customers' information requests at the time of search while reducing the number of cases, especially "Information request" cases that were **reduced by 48%** when compared to the same period in 2022. LLMs and their generative power bring new opportunities in the way we treat customers' questions and deliver valuable answers.

The sampling quality analysis shows no evidence of dissatisfaction, animosity, or intolerance from the customers towards the chatbot including at the end of the campaign when classes already have started and, in some cases, the book has not yet been delivered.

> **"** I would enthusiastically say that it's a paradigm shift in the way we will be doing Customer Service in the next few years!

Ricardo Fernandes
Area Leader - Customer Service