



## Case Study

# **Chatbot-led Self-Service Resolution for Fortune 100 CPG Major**

## Client

The client is a skincare company offering products for anti-aging skincare, fairness creams, cleansers, and moisturizers under the ownership of a Fortune 100 CPG major

## LTI Solution

**Implementation of support Chatbot that was unique in the following ways:**

- ▶ **Leveraged the live chat data to provide recommendations.**
- ▶ **Guided through pre-determined options with the ability to handle free-form text.**

## Challenges

- ▶ The client handled large volumes of inquiries for product differences and product recommendations manually by email or calls, leading to higher response time.
- ▶ Underwhelming customer experience in some cases due to an impolite customer agent, longer wait time, etc.

## Business Benefits

Increased customer engagement with ease of access

Customer data collection and conversation into personalized advertisements and predictive assistance

Data-driven insights to better monitor and understand consumer purchasing patterns

Gained a competitive edge and become a preferred brand



Let's Solve

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