

Case study

Yomojo, a mobile services leader, faced the challenge of providing consistent, round-the-clock customer support amid expanding service offerings and a growing customer base.

The Challenge:

- Needed to offer 24/7 customer support effectively.
- Aimed to decrease the average handle time (AHT) of customer interactions.
- Sought to maintain key performance indicators (KPIs) while reducing the number of enquiries being handled by customer service agents.
- Wanted to reallocate resources to more complex customer inquiries.

The Approach:

- Engaged in a detailed analysis of 6-12 months of customer interaction data.
- Recognized that 70% of chat volumes could be automated for self-service.
- Adopted a bot + human approach, utilizing advanced chat analytics for continuous improvement

Our Solution:

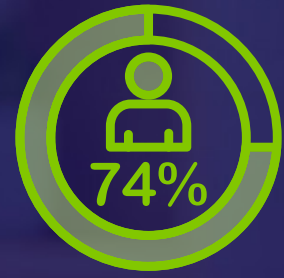
- Developed “Jo,” an always-on AI assistant, leveraging large language models (LLMs), Natural Language Processing (NLP) and Process Automation.
- Ensured seamless transition from chatbot to live agent for complex inquiries.
- Instituted regular performance reviews for Jo, using live agent data to continually refine and build out the use cases Jo can handle.

The Outcome:



Achieved 24/7 customer support

availability with the new AI Assistant.



Reduced live agent

chat volume by 74%.



Decreased live support hours

by 25%



Reduced headcount

by 40%.

Learn how virtual assistants can transform your customer experience. Reach out to us today to explore virtual assistant solutions.