

transcosmos customer services transformed customer sentiment to positive from negative



Seven & i Holdings Co., Ltd.

Committed to Center MVV*1, transcosmos enhanced the quality of AI chatbot services and utilized VOC (Voice of the Customer), and ultimately helped Seven & i Holdings boost CX (Customer Experience).

Challenge	<p>Enhance customer inquiry process and services to boost customer loyalty</p> <ul style="list-style-type: none"> ■ Make Seven & i Holdings' online shopping websites more user-friendly. ■ Resolve customer complaints about services including usability communicated to customer centers, and transform unhappy customers into happy customers.
Service	<p>Carry out initiatives to drive customer loyalty via enhanced customer services, and make customers revisit Seven & i Holdings' online shopping websites.</p> <ul style="list-style-type: none"> ■ Utilized VOC (Voice of the Customer) Tuned bots from customer perspective continuously. Regularly updated bot FAQ scenarios with a focus on common inquiries and high-interest topics based on chat and call data. As a result, both bot response accuracy and resolution rate increased. ■ Utilized agents' opinions to make customer services even better Built a business process improvement cycle based not only on the results of VOC analysis but also on opinions from agents - ones who directly communicate with customers. Added interactive, flexible dialogue in the current communication workflow, successfully transformed negative customer sentiments into positive ones.
Benefits	<ul style="list-style-type: none"> ■ AI chatbot resolution rate reached 30%, curbing call volume spikes. ■ Using unsatisfactory customer experiences that resulted in order cancellations and unhappy customers, revised the operational flow. Successfully prevented poor customer experience and cancellations, and increased customer loyalty.

*1. Center MVV is our unique initiative that aims to achieve strategic contact center operations. To make it happen, our centers always ensure that they understand each client's Vision, recognize the center's Mission, and then break down the Mission to the level of guiding principle or Value to deliver the client's Vision.

We entrust transcosmos carry out initiatives for us to expand customer touchpoints, minimize unhappy customer experience, and boost customer loyalty. Now that we have transcosmos AI chatbots services in place, we will consider deploying other services and initiatives that were successful for our Group companies such as SEO-friendly FAQ management services. Building on such services, we aim to offer greater customer services, and ultimately maximize customer loyalty. Working together with transcosmos, we will continue to transform customer sentiments to positive from negative.



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Transformed customer sentiments to positive from negative, and delivered customer support services that resulted in higher CX

Seven & i Holdings Co., Ltd. (Seven & i Holdings), a group company that operates a variety of stores including Seven-Eleven, Ito-Yokado, Sogo & Seibu, Denny's, THE LOFT, and Akachan Honpo, entrusts transcosmos in managing a wide range of customer inquiries about its online shopping websites and 7iD. With a network of 300 workstations at contact centers in Yokohama and Okinawa, transcosmos receives and manages inquiries from Seven & i Holdings' customers.

transcosmos carries out its unique initiative called Center MVV, which aims to understand the Vision of each client, recognize the Mission of contact centers, and break down the Mission to a guiding principle, or Value in order to operate contact centers strategically.

Along with Seven & i Holdings' vision - Always value our customers, and offer new customer experience - the customer centers have set out Center MVV and carried out the initiative to make the services better every day. As part of its efforts, transcosmos made a proposal to Seven & i Holdings on taking two initiatives, and executed the initiatives upon the company's agreement.

Enhanced AI chatbots curbed spikes in call volume, and prevented order cancellation by utilizing VOC

The first initiative was to raise the level of AI chatbot which was implemented in 2018. In principle, the AI chatbots serve customer inquiries, yet, live chat agent services are also available, in particular on websites where customers tend to ask complicated, or multiple questions, making it difficult for bots to handle. transcosmos team revisited and tuned chat scenarios from customer perspective to redesign the flow to enable customers to solve their own problems via chat services. At the same time, the team regularly added common inquiries and high-interest topics based on the data accumulated at the customer centers, thereby successfully increasing chatbot response accuracy and the resolution rate.

As a result, transcosmos succeeded in making AI chatbots solve as much as 30% of total inquiries, whilst curbing spikes in call volumes at the customer centers.

Secondly, transcosmos carried out an initiative to turn customers' negative impressions on Seven & i Holdings' services into positive ones by collecting and analyzing the VOC (Voice of the Customer) that customers have directly communicated to the customer centers. For example, the analysis on a cancellation of a pre-order made by a disappointed customer found that the customer canceled the order due to an error in the credit card payment process. Although a message asking for a payment method change had been sent at the time of the error, the customer overlooked the email and thus, the order was cancelled automatically. In order to address this issue, transcosmos added a process, a phone call to customers, in addition to the current process of just sending an email notification, thereby preventing cancellations due to the same cause.

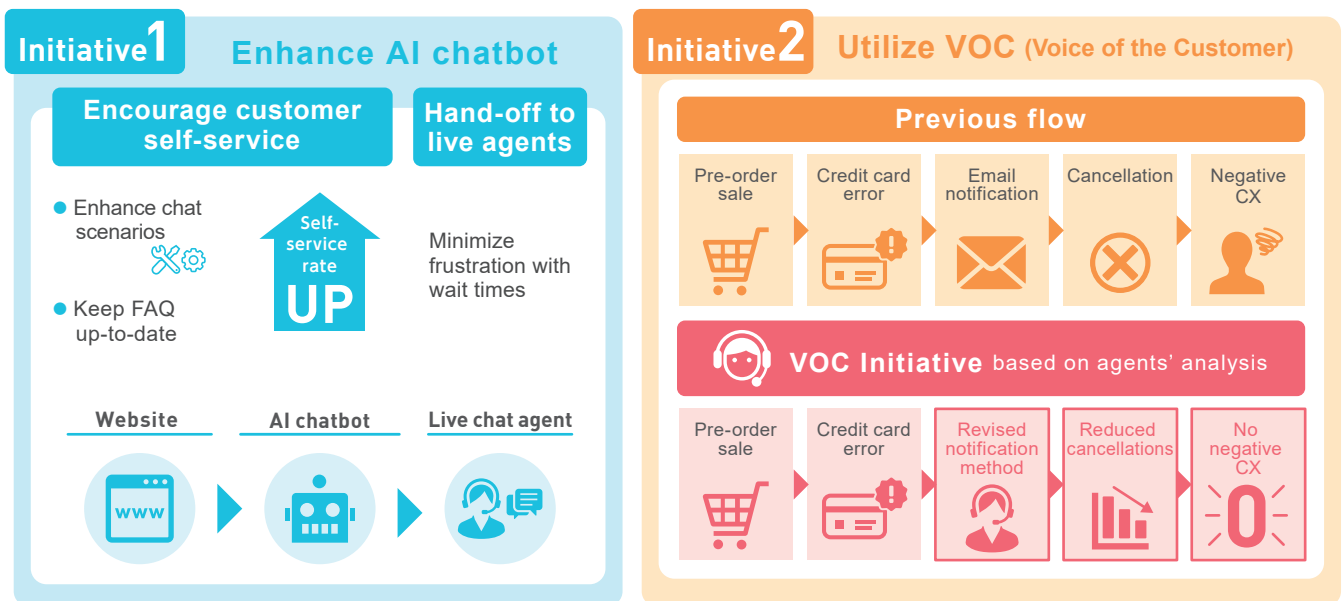
This presents a case for preventing negative customer communication by offering a higher level of customer experience via a dialogue with customers – an interactive communication approach – in addition to email, a channel that customers tend to overlook. With this initiative, transcosmos successfully minimized the possibility where customers go through negative experiences, thus preventing Seven & i Holdings from missing opportunities.

Significant boost in CX

By continuously enhancing the level of AI chatbot services, and removing factors that cause negative customer experience based on VOC analysis, transcosmos achieved its goal of offering customer services that match changing customer lifestyles. What's more, less customer complaints on website usability and services led to higher customer loyalty, and ultimately boosted CX dramatically.

transcosmos will continue to heed VOC, make its customer services even better, and carry out initiatives with Seven & i Holdings to raise customer loyalty even higher.

Services for Seven & i Holdings Co., Ltd.



transcosmos inc.

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