

US Bottling Conglomerate Boosts Customer Satisfaction with Acuvate's Generative AI-powered Ticket Resolution

CUSTOMER PROFILE

Our client, a prominent name in the beverage industry & a leading private-label beverage bottling company, boasts a diversified portfolio of enterprise customers, including some of the most renowned retail giants in the US.

The beverage titan sought an innovative solution to improve its customer experience and the customer support team's productivity on query resolution workflows.

PROBLEM STATEMENT

Struggles with Legacy Customer Ticket Management Workflows

The bottler liaises with a vast network of customers, including grocery stores, convenience stores, retailers, and supermarket chains throughout the US. These customers need regular updates on the operation aspects like order status, packaging details, and more. To facilitate this exchange, they typically submit queries to the bottler's customer support team via email. These inquiries are internally categorized as tickets.

The scale of these customer support requests was massive, leading to delays and inefficiencies at several levels. Before Acuvate's Generative AI intervention, the client's ticket resolution process was predominantly manual with the following steps:

- **Ticket logging on Oracle Cloud Services:** The bottler used Oracle Cloud for ticketing, where tickets were auto logged and categorized into 'queues.'
- **Legacy rule-based classification:** The bottler had a manual system that categorized tickets to their respective queues, with agents manually validating and reassigning misallocated tickets and addressing the correctly assigned ones.
- **Manual response emails:** Agents manually extracted ticket information and wrote and sent email responses to respective customers.



CHALLENGES

This antiquated, rule-based ticketing mechanism was falling short, giving rise to a host of challenges

- **Ticket misallocation:** Often, tickets were wrongly assigned and endured lengthy delays before being manually redirected and resolved by agents.
- **Threat to customer experience:** This slow resolution of customer tickets risked damaging the organization's customer service reputation.
- **Time-intensive query resolution:** The manual ticket resolution process was laborious and protracted, slowing the workflow.
- **Reduced staff productivity:** Agents were excessively engaged in recurring tasks such as ticket verification, re-allocation, finding information, and drafting responses, impacting their overall productivity.

Faced with these challenges, the bottling major was keen on adopting an intelligent automation solution to streamline the ticketing process, aiming for more efficient and accurate resolutions and a higher CX index.

Have A Question? Connect With Us Now

SOLUTION

Acuvate Takes Charge with its Cutting-Edge Generative AI Powered Automated CX Solution

Acuvate integrated an advanced, Generative AI-driven solution into the existing Oracle Cloud infrastructure. This state-of-the-art solution automated the entire customer query resolution system. The new query resolution workflow was:



ML-powered Email Classification System

A significant leap from the legacy rule-based system, Acuvate's AI-driven classification system uses Generative AI technology. It examines each customer email, determines customer needs through intelligent interpretation and accurately assigns the tickets to their respective categories on the Oracle Cloud platform. This minimizes human intervention and the likelihood of ticket misallocation.



Automated Incident Handling

Once classified, GPT powered solution helps in getting the intent out of the email & then employs a combination of sub-agents and RPA robots to complete customer requests or respond to queries, all within minutes.



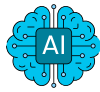
Automated Email Response Generation

The solution concludes the process by automatically drafting a comprehensive response. These responses are based on the query information and are promptly dispatched to customers. This final stage eliminates manual email drafting and ensures the customer receives a swift, accurate response to close the ticket.

Acuvate's advanced solution, combining AI-driven email classification, Robotic Process Automation, and Generative AI's latest GPT model, automates and streamlines the client's ticket resolution process, driving increased efficiency and improved customer experience.

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TECHNOLOGIES USED



Generative AI



Robotic Process Automation (RPA)



Machine Learning

OUTCOME

Acuvate's innovative Generative AI-powered solution over the Oracle Cloud Services platform has substantially improved operational efficiency and customer experience for the US bottling conglomerate.

