



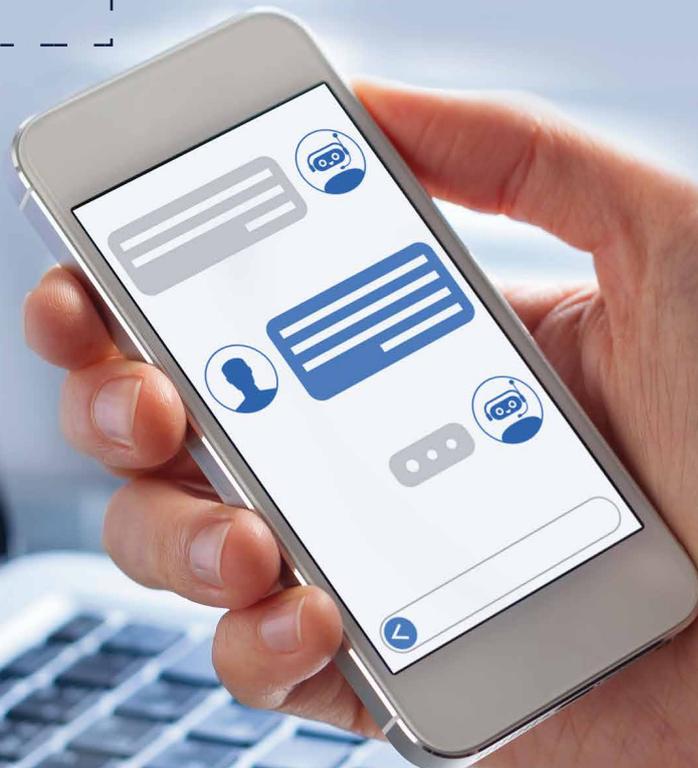
latentview

Actionable Insights • Accurate Decisions

# Enhancing Customer Experience through Chatbots

**Client**

**Multinational  
E-Commerce  
Corporation**



## The Problem

Development and launch of chatbot (for UK market) by client had teething issues, which required continuous monitoring and reporting on key chatbot performance metrics.

### The Before State

Client spends ~ \$150 million globally for customer service. Without the presence of a chatbot, high number of customer service-related queries (20% of all queries) were escalated to human agents.

### The After State

Improved bot performance through analysis of call escalations and classifying reasons for escalation. **Escalation rates dropped from 20% to 4.48%. Resolution rates jumped to 85%.**

### The LatentView Solution

Developed a dashboard which monitors performance of client's newly launched chatbot. Dashboard metrics identified engagement rate of the chatbot by customers and number of chat disconnects, among others.

## About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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