A leading Fortune 500 PC manufacturer faced a significant challenge with its customer service operations. Annually, over 160,000 on-site service support visits ended without resolution. Complaints from customers were often mishandled by customer care executives with limited technical knowledge, leading to misidentification of issues. This resulted in incorrect recommendations for service technicians, prolonged service waiting times, and increased costs.

case study

Customer Service Reimagined: Saving $2.5M with AI-Driven Support

Challenges

- High Rate of Unresolved Service Visits: Over 160,000 visits annually ended without resolution.
- Misidentification of Issues: Customer care executives lacked technical expertise, leading to incorrect issue identification.
- Increased Costs: Wrongly ordered spare parts led to inefficiencies amounting to $22 million annually.
- Customer Satisfaction: Poor service led to decreased customer satisfaction and increased churn.

Implementation

ADQ Services introduced an AI-powered recommendation engine designed to:

- **Advanced Recommendation Model:** Utilize contextual metadata and transformer-based natural language processing (NLP) to better understand customer queries.
- **Enhanced Service Accuracy**: Provide customer care executives with accurate information, leading to a 30% increase in service accuracy.
- **Operational Efficiency**: Reduce unnecessary on-site visits, saving approximately $2.5 million annually and lowering carbon emissions.

Results

- **Improved Service Accuracy**: A 30% increase in the accuracy of service recommendations.
- **Cost Savings:** Achieved an annual cost saving of $2.5 million.
- **Reduced Carbon Footprint:** Decreased unnecessary on-site visits, contributing to a reduction in carbon emissions.