



Improving high-stakes customer service

CHALLENGE

A global logistics company receives thousands of invoice-related inquiries from customers every day. To understand the terms that govern the inquiry in question, customer service representatives had to traverse more than 10 systems and manually compare contracts, timetables, and more.

With no simple way to determine the validity of an inquiry, representatives often resorted to discounting invoices to preserve customer satisfaction. Even still, this manual and time-consuming process led to customer frustration and was a drag on revenue.

SOLUTION

Intelligent inquiry routing

Customer service representatives have a complete view of all inquiries with integrated data from 10+ systems. Machine indexing automatically routes incoming inquiries to the correct department. Human reviewers then audit customer service actions to continuously improve the indexing model.

Inquiry context and analytics

Automated logic helps representatives identify the cause of an inquiry so they can give customers a clear explanation for the invoice. To help navigate the discussion, representatives are provided with historical context about the inquiry, such as previous emails and invoices.

Approval workflows

Customer service representatives diagnose the issue and record the outcome of the inquiry. Together, these inputs automatically kick off approval and correction workflows across the organization.

IMPACT

- The company increased annual collections by more than \$50 million.
- The number of invoice-related inquiries decreased by 10%.