

Fortune 50 Retail Company Achieves 65% NPS Score with AI Agents

Industry

Retail

Automation:

- Customized IVR for over 1000 store locations
- 2 way SMS to manage appointments and reminders.

Goals:

1. Cutting costs.
2. Improving customer experience.
3. Deflecting calls from contact center agents.
4. Reducing transfers between agent teams.

OUTCOMES:

- 45% reduction in calls to local stores, enhancing store productivity and profitability
- 9.7% increase in new sales calls
- \$77M annual gross profit improvement.

OVERVIEW

A multi-billion dollar retailer, named in the Forbes Top 100 Most Customer-Centric Companies, enlisted OneReach.ai to transform and modernize their customer experience capabilities. The client wanted to leapfrog competitors, and evolve from an antiquated technology environment, with legacy network and telephony technology, and over 1000 store locations.

In order to simplify these processes and improve the customer experience, our client used AI Agents to build and manage all of these touchpoints through a single, unified AI Agent.

CHALLENGES

The OneReach.ai team closely collaborated with an executive sponsor on the customer side who was deeply invested in the success and adoption of the solution.

The Company faced several challenges in maintaining its high standard of customer service:

- Inefficient management and staff at retail locations led to customer dissatisfaction with call centers
- No centralized customer contact center, resulting in disjointed customer experiences
- Inadequate utilization of SMS hindered effective marketing campaigns
- Needed to reduce technical debt and improve profitability while maintaining a high Net Promoter Score (NPS).

SOLUTION

They identified the need for solutions that could effectively automate and manage phone calls at retail locations. This included establishing a comprehensive customer contact center, implementing intelligent SMS strategies for customer-facing applications, and centralizing communication channels to improve analytics and customer experience.

To address these challenges, the OneReach.ai team worked on three key solutions:

- **Intelligent Digital Workers (IDWs):** Agentic AI-powered digital colleagues to manage phone calls at retail locations
- **Launch of a new customer contact center:** Featuring human-in-the-loop capabilities and live agent tools
- **Deployment of SMS solutions:** Delivering of SMS for all customer-facing applications, including intelligent outbound marketing campaigns.

RESULTS

9.7%

increase in
new sales
calls

\$77M

annual gross
profit
improvement

47%

reduction in
calls to stores

65%

Net Promoter
Score (NPS)

350

production
releases across
store locations
nationwide