Leading Learning Sciences Organization Achieves 45% Reduction in Chats Transferred to Human Agents with Agentic AI

Industry

Science and Publishing

Automation:

Customer Service AI Agent to unify dozens of web locations globally.

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 chats transferred to agents

- 26% increase in self-service
- 10% improvement in deflection.

OVERVIEW

Large learning science organizations manage dozens of customer touchpoints — from web chats across multiple websites to support inquiries and communications with leading educational institutions.

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.

OneReach.ai

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. This internal sponsor enabled quick decision-making across departments and helped rally internal teams around automation, shifting mindsets and encouraging them to embrace the technology.

The challenges they were navigating included:

- Managing diverse customer segments and web locations globally
- Integrating Salesforce chat and CRM systems
- Lack of existing customer data.

SOLUTION

In collaboration with the OneReach.ai team, they created a highly trained Customer Service AI Agent with integrations to the Salesforce Agent UI and CRM. The agent operates with full support on voice, webchat, and messaging channels.

Key features leveraged:

- Text-to-Speech (TTS)
- Speech-to-Text (STT)
- Intent Recognition
- Native voice stack
- Conversational reporting and analytics
- Customized dashboards
- Integration with Salesforce agent UI and CRM.

RESULTS

45%
reduction in chats transferred to agents

26%
increase in self-service

10%
improvement in deflection