

US Retailer with \$10 Billion in Annual Sales Achieves 65 NPS and \$80 Million Annual Profit Increase with New Contact Center Solution

Industry

Retail

Automation:

- Launch of a new customer contact center
- Two-way SMS to manage appointments and reminders

Goals:

1. Cutting costs and technical debt
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 thousands of storefront locations across the US.

PROBLEM

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. They were looking to improve several challenges related to customer service and reduce technical debt.

The Company was facing several challenges in maintaining its high standard of customer service, including inefficient management and staffing at retail locations that led to customer dissatisfaction with call centers, the absence of a centralized customer contact center resulting in disjointed customer experiences, and inadequate utilization of SMS, which hindered effective marketing campaigns.

SOLUTIONS BUILT

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 the 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,** servicing customer-facing applications, including intelligent outbound marketing campaigns and appointment reminders

IMPACT

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