OneReach.ai

Fortune 100 CPG Firm Achieves 83% ESAT Score by Automating Employee Communications via AI Agents

Industry

Consumer goods

Automation:

Intelligent Employee Assistant: Employee-facing IT service desk for onboarding, answering common questions, and automating HR team tasks

Goals:

1. Achieving 80% hyperautomation of shared services.
2. Improving the employee experience through internal support.

OUTCOMES:

- 83% ESAT (Employee Satisfaction Score)
- Reduced onboarding task completion from 6 weeks to 1 week
- ~80% containment rate
- Reduced inbound calls by 35%
- Reduced cost to serve by 40%.

OVERVIEW

A leading US-based consumer goods company faced the challenges of managing a workforce of nearly 300,000 employees. They were looking to achieve hyperautomation with internal systems and came to OneReach.ai to automate their internal Employee IT Help Desk.

Their goal was to achieve 80% hyperautomation by 2024, and they engaged OneReach.ai for a project to develop and deploy advanced Intelligent Digital Workers (IDWs).

PROBLEM

The company serviced 300,000 global employees across different languages, onboarding processes, etc. It managed multiple brands and use cases across diverse tech stacks and struggled to unify disparate IT systems, leading to data consistency and accuracy issues.

Primary issues included ineffective handling of common queries like password resets and device upgrade eligibility, leading to overburdened contact center agents and decreased productivity.

SOLUTIONS BUILT

Together, we assembled a team of cross-functional experts dedicated to deploying Intelligent Digital Workers (IDWs). OneReach.ai crafted IDWs to manage everyday inquiries while simultaneously adapting and extending their capabilities to support multiple channels and assist numerous departments and geographies.

Implemented an Intelligent Employee Assistant to support ~300K employees globally with tasks such as:

- answering common questions,
- providing onboarding support,
- handling password resets across dozens of systems,
- providing service desk support, and
- managing device service requests and upgrade eligibility.

RESULTS

1 week
onboarding (reduced from 6 weeks)

Faster
ticket resolution times

35%
fewer inbound calls

40%
reduction in cost to serve