Case Study and ROI Analysis

Project: AI Strategy & Conversational Intelligence Chatbot

Engagement:

Our goal was to help a retail client enhance their customer service capabilities by selecting and integrating a chatbot and digital virtual assistant technology. The client aimed to improve customer engagement, reduce cost, and provide 24x7 AI options without adding staff.

| I. Align on needs & right fit solutions via discovery | II. Gather & analyze data to provide key direction forward | III. Implement people, process or technology transformations | IV. Stabilize, measure, optimize, celebrate shared successes |

Challenges and Objectives

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Challenges

- Identifying a solution that could seamlessly integrate with existing systems.

- Ensuring the technology was scalable and could handle peak load periods without degradation in performance.

- Addressing concerns related to data security and privacy, especially with sensitive customer information.

Objectives

- Assess current state opportunities for CX & AI improvements.

- Identify use case potential and draft ROI assumptions for budget approvals.

- Socialize efforts among executive sponsors to educate & receive funding for technology purchase & implementation.

Return on Investment:

60% Adoption of First 3 Use Cases

Automating routine tasks with AI, to focus humans on real issues

35% Improvement in Customer Experience

Answering basic questions via the bot regarding shipments, refunds, etc.

113% ROI in Year 1

Fast time to value of selected use cases & correctly selected technology.

Bonus ROI

AI readiness and maturity assessments helped to identify early obstacles or ways to mitigate risk.

*"Scoreboard Group guided our first AI effort. If they hadn't, I am afraid it wouldn't have gone quite as well as it did. I'd recommend them with enthusiasm, and we'll be using their team in I.T. for a few other strategies next." - **Chief Information Officer***

Get In Touch:

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Cut Right to It

🔗 let's discuss options

SCOREBOARD GROUP

Five Star
Rated For a Reason

Support

Services

✓ AI Transformations

✓ CX Design & Strategy

✓ Business Process Outsourcing

✓ Employee Experience & Training

✓ Performance Problem Solving

✓ Technology Strategy