



# DIGITALGENIUS POWERS 40% OF THE PERFUME SHOP TICKETS, BOOSTING CSAT, AHT AND FCR

*After only three months, 40% of responses from the contact center are powered by DigitalGenius, with notable improvements in CSAT, FCR and AHT.*

**INDUSTRY:**  
Retail

**STORES:**  
269

**BENEFITS:**  
First-response time (FRT) plunged to an all-time low, notable boosts in CSAT, FCR and AHT

**FOUNDED** in 1992, The Perfume Shop is the UK's largest specialist fragrance retailer, with over 260 stores nationwide. They sell all major designer fragrance brands, as well as classic and celebrity perfumes with unrivalled expertise at value-for-money prices.

In 2005 The Perfume Shop was acquired by leading beauty retail group A.S. Watson - who are known in approximately 24 markets, and who own over 11,000 stores worldwide.



*"DigitalGenius powered a drop in our first-response time (FRT) to an all-time low. 40% of responses from our contact center are now answered in part or in whole by DigitalGenius, and we've seen notable improvements in customer satisfaction and AHT as a result. It's allowing our agents to invest more of their time into solving complex customer queries instead. This is a big win for us and for our customers."*

**Emily Mitchell, Customer Experience Manager, The Perfume Shop**



### THE CHALLENGE

For a physical retailer, opening new online support channels while keeping high levels of customer service can be a challenge. As more of their customers began to reach out to customer service online, The Perfume Shop looked at AI solutions to help them maintain the high standards of customer service they are known for, with a strong desire to deploy a scalable solution that could cope with their increase in ticket volumes.

With customer service a key competitive differentiator in their physical locations, the team decided to approach this challenge by adding modern technology that would augment their existing customer support team, while also providing 24-hour support by using AI for automation. They chose DigitalGenius as their AI platform.

### THE RESULTS

By implementing DigitalGenius into their Zendesk agent interface, The Perfume Shop has been able to significantly improve their key customer service metrics.

Results show that **over 40% of responses are powered by DigitalGenius**, which allowed the AI platform to significantly and continually improve its ability to understand incoming messages and predict accurate responses.

After only 3 months, DigitalGenius was automating 7% of The Perfume Shop's total ticket volume, which enabled agents to invest additional time into solving more complex cases. Investing this extra time has led to an **increase in overall customer satisfaction CSAT to 88%**.

Automated responses by DigitalGenius AI resolved 97% of tickets with just one contact (First Contact Resolution), and The Perfume Shop's **First Response Time (FRT) went down by 77%** the lowest in the company's history.



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