

DigitalGenius

On Running Outpaces Competition with 60% Of All Queries Resolved by DigitalGenius

93%
Reduction in Customer Wait Time

60%
Cases resolved without Agent Intervention

2x
Improved Agent Productivity

78%
Of all incoming messages were accurately resolved during peak



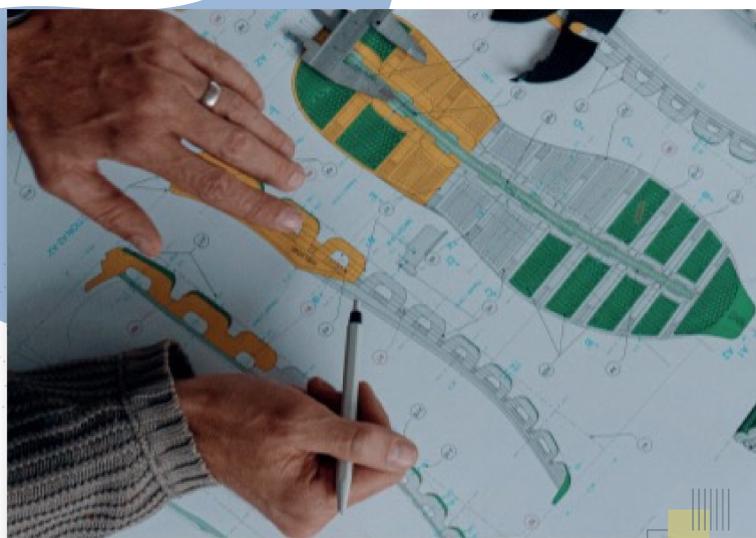
Seven million. That's how many runners trust On Running to keep them moving.

The three co-founders only designed the first pair of runners in Zurich, Switzerland in 2010. Since then, they've expanded to over 50 countries with the dream of changing the world of running. In November 2019, tennis superstar Roger Federer joined On Running as their fourth co-founder. Clearly, slowing down is not in their plans. Determined to meet these challenges head-on, On Running turned to DigitalGenius to ensure that customers continued to get the same great experience they had from day 1. Their goal? Fast, accurate replies enabled by automated resolutions. Over the last 9 months, DigitalGenius has handled 30% of all incoming customer inquiries, doubled the Happiness Delivery team's productivity and helped On to continue growing without sacrificing the customer experience.

The Solution

On Running deployed DigitalGenius' e-commerce offering in a matter of days. They've integrated the platform with Salesforce Service Cloud along with other back-end systems. This allows customers to receive a tailored resolution based on up-to-date information in seconds rather than days or hours.

They've also enabled multilingual support in order to provide assistance to customers in German. Because DigitalGenius uses historical customer conversations to automate resolutions, no translation was needed by the On Running team.



What we deliver The Results



The Automated Responses

60% of all incoming inquiries were accurately resolved without human intervention. 90% of all order status and order updates inquiries are addressed by DigitalGenius.



Increased Agent Productivity

Agent productivity doubled, as they could concentrate on cases that required additional assistance. On now handles 250% more customer inquiries, with only 10% more agent time.



Fast Resolution Time

Over half of all customer cases are resolved in less than a day, even during seasonal volume spikes.



Decreased First Reply Time

Average First Reply Time has dropped by 93%, with many customers receiving answers in seconds.

Why DigitalGenius?

With their inbox overflowing, On needed assistance to help their customers get the answers they needed. While an automated response might reassure customers that help was on the way, it really only delayed the problem. What On (and their customers) needed were resolutions. Rather than implementing a simple chatbot, On turned to DigitalGenius. Because DigitalGenius is integrated with their backend systems, it can take action and guide a customer from inquiry to resolution without the need for any human intervention. Most e-commerce companies can relate to On's experience, of struggling to deliver a great experience to customers at scale.

Whether you're growing quickly or struggling to manage seasonal spikes in volume, first reply times can slip, agents can become tired of repetitive questions and customer satisfaction can fall. Conversation automation can deliver resolutions that help delight your customers and give your team back control. With DigitalGenius, On's customer service team is able to meet and exceed the expectations of their growing customer base, resulting in even more enthusiastically loyal fans.



"Our expectations of what was possible with AI was not only met, but exceeded. DigitalGenius has given us back control over our inbox-reducing our customer wait time by 93%. Customers are satisfied and our happiness delivery agents are more engaged and happier than ever."

Verena S.
Head of Customer Services