

# DigitalGenius

**FREE  
LETICS**

Since 2014 Freeletics has been offering customers custom digital training with AI coaching. Now with over 40 million users, 160 employees and a clothing line, Freeletics has become one of the fastest-growing sports and lifestyle companies in the world. With the number of users continuously increasing, customer service has become more stretched and in some cases, it takes days for customers to receive answers for their basic queries.

**90%** CSAT on cases handled by DG

**50%** Decrease in Average Handling Time

**3 minutes** saved on average, per every ticket handled by DG



## The Challenge

Within the last 2 years, Freeletics has seen its user base double leading to more queries in various

languages. Freeletics were looking for a way to handle low-value repetitive questions that they were receiving in high volumes. They wanted to be able to answer their customers in hours rather than days.

## The Solution

Digital Genius implemented automation capabilities for cancellation and refunds in English and French. This involved processing information from Zendesk and internal backend systems.

## The Results

- Automated Responses: Average of 3 minutes saved on every ticket handled by DG
- Fast Resolution Time: there has been a 50% decrease in average handling time
- Client Satisfaction: 90% CSAT on cases handled by DG