

On Outpaces Competition with 60% of All Queries Resolved by DigitalGenius



Over the last 9 months, DigitalGenius has resolved 60% of all incoming customer inquiries, doubled the Happiness Delivery team's productivity and helped On to continue growing without sacrificing the customer experience. On Running now handles 250% more customer inquiries, with only 10% more happiness delivery agents.



Our expectations of what was possible with AI were 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, Head of Customer Experience

The Solution

On Running is not a company known to shy away from innovation. So when their customer service team became overwhelmed due to their sudden success, they wanted to find a creative solution. They turned to AI to allow them to maintain quality while decreasing the overall response rate. On deployed DigitalGenius' e-commerce offering in a matter of days. They've integrated the platform with **Salesforce Service Cloud** along with other backend 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.

Results

93%

Reduction in Customer Wait Time

60%

Cases resolved without Agent intervention

2x

Improved Agent Productivity

50%+

of all cases resolved in less than a day during peak

We would love to hear from you.

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🌐 digitalgenius.com