Packlink resolves 30% of their total volume automation with DigitalGenius.

Since implementing DigitalGenius, Packlink has reduced response times, increased CSAT scores and freed up agents to spend on more complex cases.

**Highlights**

<table>
<thead>
<tr>
<th>Highlight</th>
<th>50%</th>
<th>2.5x</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response Time Reduced by</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improvement in Agent Productivity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cases resolved with no agent involvement</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Packlink Mission**

Packlink’s mission is to make shipping simple and transparent for people and businesses throughout the world! Packlink is an online shipping service offering individuals and eCommerce merchants a fast and easy way of booking parcel deliveries with the world’s top carriers.

**Challenge**

**01**
Over the last two years, Packlink’s contact center volumes increased by 78%. Overwhelmed by these enquiries, response times started slipping, even as low as a week in some cases. The team simply wasn’t able to keep up.

**02**
A large majority of this volume is related to orders, refunds and cancellations. Packlink also has to support a multitude of languages, which provides an additional challenge, offering quality support for every customer.

**03**
Ultimately, Packlink wanted to offer high quality of service to their customers without needing to grow their team.

**Solution**

Packlink deployed DigitalGenius’ e-commerce offering in a matter of weeks. They’ve integrated the platform with Zendesk 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.

DigitalGenius uses AI to identify cases related to cancellation and refunds incorporating Packlink’s business logic within the DigitalGenius process builder. This includes using DigitalGenius pre-built integrations with Zendesk, UPS and various other couriers around the world.

**Results**

Automated Responses
30%
Of all incoming inquiries were automatically resolved.

Decreased First Reply Time
50%
Average first reply time has dropped by 50%, with many customers receiving answers in seconds.

Increased Agent Capacity
2.5x
Packlink is now solving 2.5x more tickets per month with the same number of agents.

**What Our Customers**

---

**Antonio Naddeo**
Director Customer Support at Packlink

“DigitalGenius has transformed our operations and it has been critical during this unprecedented time. Our agents can now focus on more complex issues as cancellation requests are now being successfully automated.