



Volcom resolves 27% of their ticket volume with DigitalGenius Automation within 4 weeks.

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



Stats

60%

Average Overall Response Time Reduced by

20%

Average Overall Full Resolution Time Reduced by

27%

of all cases resolved with no agent involvement

Company Description

Volcom was founded in 1991 and creates products for the persistent who are true to their passions. Volcom designs, markets, and distributes boardsports-oriented products



Challenge

01

Volcom saw a huge growth in e-commerce sales through the COVID crisis and this resulted in a big influx of customer service requests. Volcom were not in a place to hire more agents so were looking for ways to intelligently automate some of this volume.

02

In addition Volcom are supporting customers across the globe, with contact centres in America, Asia and Europe. It was critical for Volcom to find a solution which could support multiple languages including Japanese and multiple integrations with carriers around the world

03

Ultimately, Volcom wanted to offer a high quality of service to their customers without needing to grow their team.

Solution

Volcom deployed DigitalGenius' e-commerce offering in a matter of a week. 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 it's AI model to identify cases related to Order Status, Returns, Exchanges, Edit Order, Cancel Order, Missing Item, and Warranty requests incorporating Volcom's business logic within the DigitalGenius process builder. This includes using DigitalGenius pre-built integrations with Shopify and various international carriers around the world.

Through the first few weeks of the project the Volcom US team built standardised processes for each use case which could then be customized for each of the other local markets. This is easily done using the DigitalGenius process builder user interface.



Automated Responses
27%

of all incoming inquiries were accurately resolved without human intervention.

Fast Resolution Time
20%

The Average Full Resolution Time has dropped by 20% across all tickets

Decreased Reply Time:
60%

Average Reply Time has dropped by 60%, with many customers receiving answers in seconds

Results

Due to the fast deployment time, Volcom started seeing results almost immediately

What Our Customers Say



"DigitalGenius has really helped us in a time of need. Our ticket volumes to grow significantly during COVID and were not in a place to hire more agents. Within 6 weeks DigitalGenius was able to resolve 27% of all incoming tickets and reduce our overall First Reply Time by 60%. With DigitalGenius we were able to bring things back under control and confident we have found a partner that can help us scale"

Derek Boede
Head of Customer Support