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**

- **Average Overall Response Time Reduced by 60%**
- **Average Overall Full Resolution Time Reduced by 20%**
- **27% of all cases resolved without 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**

In addition to Volcom's impending 40th anniversary, they 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 various 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.

DigitalGenius uses its AI model to identify cases related to Order Status, Returns, Exchanges, Call 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 standardized 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 UI interface.

**Results**

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

- **Automated Responses:** 27% of all incoming inquiries were accurately resolved without human interventions.
- **Fast Resolution Time:** 89% of the average full resolution time has dropped by 26% across all tickets.
- **Decreased Reply Time:** 66% of average reply time has dropped by 66%, with many customers receiving answers in seconds.

**What Our Customers Say**

"DigitalGenius has really helped us in a time of need. Our ticket volume was growing significantly during COVID and we 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 66%. 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