



Quiksilver were able to automate 65%+ of all tickets within two weeks of launching DigitalGenius

Using DigitalGenius's integrations with DPD and Salesforce Commerce Cloud, Quiksilver resolved common order related issues with no coding and setup within 2 weeks.



Stats

65%

Of all cases resolved automatically

75%

Reduction in average resolution time

99%

Of all cases resolved with no agent involvement

Company Description

Quiksilver is a brand of surf inspired apparel and accessories that was founded in 1969. It is part of the Boardriders Group, the world's leading action sports and lifestyle company that designs, produces and distributes branded apparel, footwear and accessories for Quiksilver, Billabong, DC Shoes and others.



Challenge

01

When the COVID 19 pandemic hit, Quiksilver stores closed all over the world and customers moved online. With physical stores closed, online sales increased exponentially. This resulted in a big influx of questions from customers, only exacerbated by shipping delays.

02

Quiksilver were not in a place to hire more agents so were left with large backlogs. The problem was made even more difficult to handle supporting customers across the globe in multiple languages and timezones.

03

Agents were also faced with the problem of having to access data from multiple e-commerce platforms, different carriers and support other brands in the Boardriders Group.

Solution

Quiksilver deployed DigitalGenius' e-commerce offering in a matter of a week. It was integrated with Zendesk and Salesforce Commerce Cloud. 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, Order Modifications and Returns in English, French, German and Dutch incorporating Quiksilver's business logic within the process builder. This includes using pre-built integrations with various international carriers around the world.

Next the DigitalGenius platform will be rolled out to chat and social channels, the other brands in the Boardriders Group and other markets around the world.



68%

of incoming inquiries were accurately resolved without human intervention.

Automated Responses

80%

of all automated tickets were fully resolved.

Full Resolution Rate

75%

of Average Reply Time has dropped, with questions answered in seconds.

Decreased Reply Time

Results

Due to the fast deployment time, Quiksilver, Roxy & DC Shoes started seeing results almost immediately.

What Our Customers Say



"DigitalGenius has really helped us in a time of need. Our ticket volume grew significantly due to COVID and became worse when Brexit hit. Moreover, our customer service team was really pleased to have some additional help during this unprecedented period. DigitalGenius really helped us to deliver fast and effective service during this challenging peak period."

Eleanor Gatte

Head of Customer Service at Boardriders