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 cases within 24-hour windows across DPD, a global last-mile delivery company, the world’s leading omni-channel retailer, 65%+ of cases automatically resolved with a customer satisfaction of >99%

**Stats**

- 65% of orders resolved with self-service
- 75% of orders resolved within 30 minutes
- 99% of customer satisfaction

**Company Description**

Quiksilver is a lifestyle and apparel company inspired by the surfing lifestyle and way of life around the globe. The company distributes surf apparel, footwear, accessories and various lifestyle products through a network of stores and online. Quiksilver also licenses products to other brands in the Boardriders Group.

**Challenge**

Quiksilver faced a unique challenge in 2020 with COVID-19 and Brexit, leading to an unprecedented spike in customer support queries.

- **Challenge 1:** The pandemic caused a significant spike in ticket volume due to customer inquiries about returns, shipping, order tracking, and other issues.
- **Challenge 2:** Brexit exacerbated the problem, as customers faced delays and uncertainty.
- **Challenge 3:** The company had to support customers in multiple languages and time zones.

**Solution**

Quiksilver deployed DigitalGenius to automate support tickets in a matter of weeks. The solution was fully integrated with Zendesk and ticket force remained in place to handle unresolved or complex tickets, ensuring an up-to-date response rate without agents waiting on hold.

DigitalGenius uses AI and natural language processing to understand customer queries and resolve them automatically. This led to significant improvements in resolution time, with 99% of cases resolved within 24 hours.

**Results**

- **68%** of the company’s least expensive cases were automated
- **89%** of all resolved tickets were resolved within 30 minutes
- **75%** of all open cases were closed during this challenging period
- **Increased resolve time**

**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.”

Eleonore Eiffel
Assistant Director of Customer Service, Quiksilver