



## ~60% of Tickets fully resolved by DigitalGenius

Skullcandy is now able respond to customer's WISMO, troubleshooting and warranty enquiries in minutes rather than hours. This has freed up agents to spend time on more complex cases



## Stats

**+50%**

of tickets automated

**80%**

of WISMO queries handled by DigitalGenius

**97%**

accuracy



## Company Description

Skullcandy Inc. is an American company based in Park City, Utah, that markets headphones, earphones, hands-free devices, audio backpacks, MP3 players, and other products.

01

As the world changed over 2020 where home workouts, home working and other forms of activity became more individualised, the need for good quality headphones increased dramatically. Skullcandy experienced a rise in customer service tickets, but crucially wanted to enable customers to troubleshoot their issues easily and effectively without having to wait hours or delays in order to get a response from agents.

02

In April Skullcandy also launched one of their biggest promotions which led to a 50% increase in ticket volume. These queries were only customers reaching out regarding how to claim their vouchers.

03

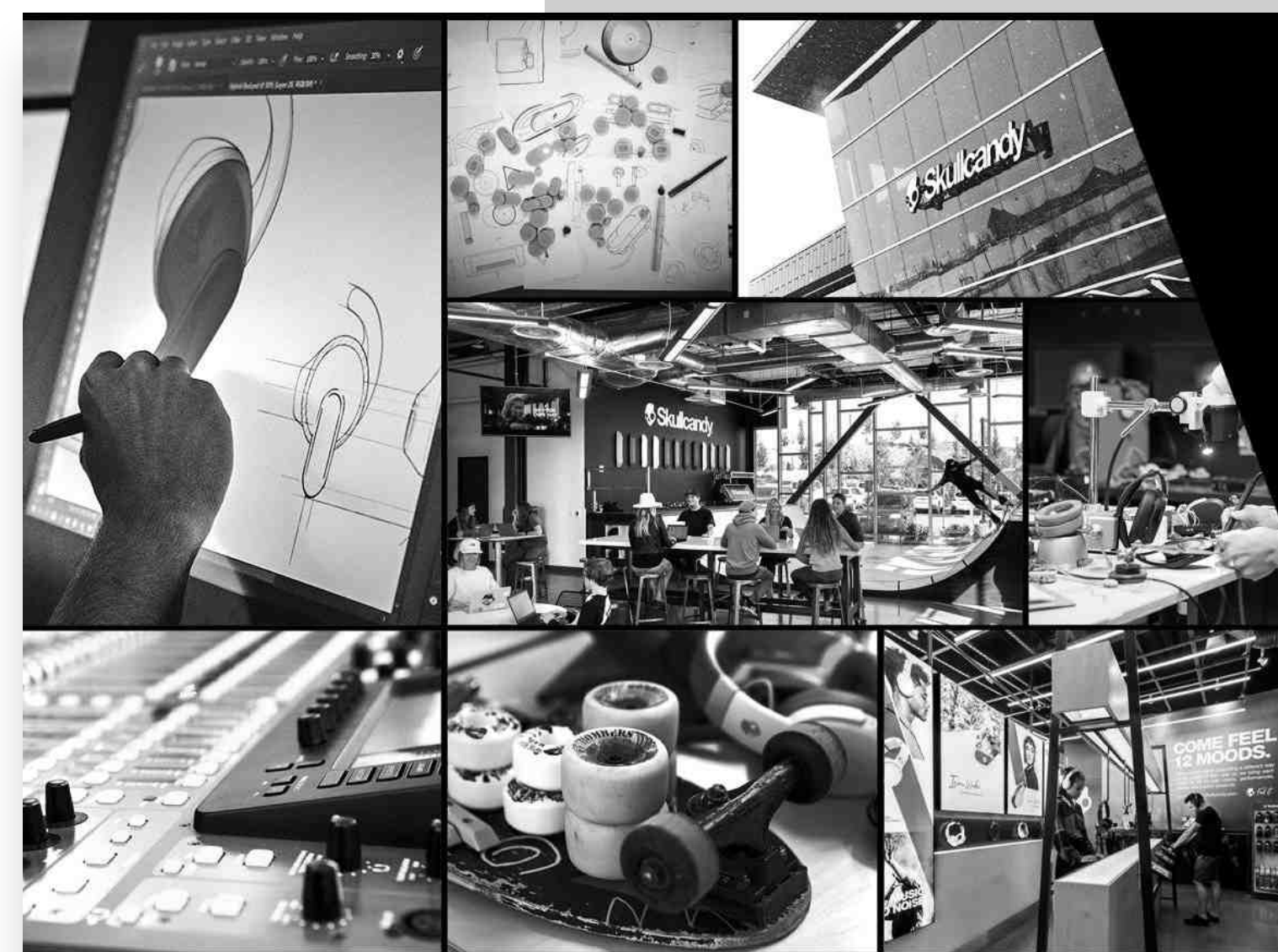
This short boost of tickets meant that Skullcandy wanted to provide the best possible services in the quickest time.

## Challenge

## Solution

DigitalGenius uses it's AI model to identify cases specifically related to technical queries as well as general e-commerce queries. These included charging issues, troubleshooting (product specific), Warranty Request and Status, Order Status, Return and Refund Status.

For the promotion, it took the DigitalGenius team a day to spin up a flow in order to help manage the influx of tickets.



## Results

Automated Responses

**48%**

of tickets automated

Cases Resolved

**57%**

of all cases resolved with no agent involvement

Queries Handled

**80%**

of WISMO queries handled by DigitalGenius

Tickets Handled

**+10%**

+10% CSAT on all tickets handled by DigitalGenius