Skullcandy is now able to 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.

Challenge

01

At the world changed with 2020 whole home work, home working and other forms of activity became more individualized. The need for good DIY headband with 2-in-1 options dramatically increased. Skullcandy's digital commerce team handled a spike in queries and customer support in a matter of days to get it right.

02

In April, Skullcandy also launched one of their biggest promotions, which led to a 70% increase in ticket volume. That general spike, along with internal training, regarding how to claim these vouchers.

03

This short burst of tickets meant that Skullcandys wanted to provide the best possible service in the quickest time.

Solution

DigitalGenius uses its 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% CSAT on all tickets handled by DigitalGenius