



musicMagpie

musicMagpie works with Route 101 to implement DigitalGenius AI-powered automation - freeing up advisors for complex interactions and halving resolution times.

## About musicMagpie:

musicMagpie is an eCommerce business trading in refurbished consumer tech and physical media such as DVDs, CDs, games and books.

Customers use the kiosks, website, or app, to get an instant price for their items, before boxing them up and sending them off, free of charge, to musicMagpie's distribution centre. Customers receive a fast, same day payment, and their items are then sold or rented on musicMagpie's online store or on global marketplaces such as Amazon and eBay.

As the largest seller on Amazon and eBay - based on feedback - musicMagpie deals with a high volume of inbound contact.

The contact centre team handle email, phone, and web chat enquiries, however email is the primary contact channel for Amazon and eBay sales, making up nearly 1 million contacts per year, or over 90% of musicMagpie's volume.





## The Impact of the Solution at a Glance:

**2,000 tickets per week** resolved by DigitalGenius

**50.2% reduction in** Full Resolution Time

**40% reduction** in wait times between replies

**66.8% reduction in First Reply Time** (the time between ticket received and user first response) a 599 minute reduction

**Automated CSAT delivered 6% greater than agent average** (DigitalGenius automated CSAT >74%, agent applicable CSAT >68%)

**Automation of manual tasks** e.g. merging multiple tickets relating to the same customer enquiry



# DigitalGenius

## The Challenge:

The musicMagpie team use Zendesk as their main customer service tool.

The business had already made strides into creating super-efficient agent processes for certain types of customer enquiry using Zendesk's native workflow capabilities and through a custom Zendesk app that integrated with their Order Management System. This meant that some of the common reasons for contact like WISMO (where-is-my-order) and damaged item issues were taking just over a minute to resolve.

With the strong foundation of the Zendesk platform, the business began exploring ways to leverage AI to take the next step towards even greater operational efficiency and fully automate the simple, transactional tickets. In turn this would free up their most valuable resource – the agents – to focus on the more complex and emotive customer issues.



## The Solution:

Route 101 met with the musicMagpie team to run a series of workshops - conducting in-depth discovery work and building an understanding of the challenges faced by the customer service operation. Prioritising ROI, the Route 101 team explored various solutions to introduce further automation into the email channel and automate transactional customer queries.

The AI and machine-learning elements within DigitalGenius' market-leading, multi-lingual solution meant that the platform could understand the intent behind a customer email, and follow existing business processes and logic to automate a response, with >99% intent and public accuracy.

## Flexible Deployment and Carrier Integration:

**DigitalGenius has extensive experience within the Retail industry, offering flexible deployment options.**

This meant that the team were able to develop a bespoke RPA (Robotic Process Automation) integration to the musicMagpie order management system – leveraging the existing Zendesk application and replicating agent clicks to achieve the same outcome as with an API integration.

DigitalGenius' capacity to seamlessly integrate with any Carrier system (like DHL, WHISTL, UPS, USPS, Royal Mail) meant that this custom integration was built without requiring input from the Music Magpie technical team, so the deployment could progress at speed without placing additional strain on resource, and could begin delivering results almost immediately.

### Some of the Carrier integrations available:



Automate up to 70% of contact across the business, reduce full resolution time by more than 50%.

Following a successful 6-week pilot, where the DigitalGenius platform was deployed across musicMagpie within a number of days, the business had successfully automated 20% of total contact volume.

As a direct result of the solution implemented, the business reduced wait times by 40% and cut first reply times by 66.6%.

Through Route 101's ongoing customer success management engagement, the team are building more use cases for automation and improving platform accuracy to address further opportunities for automation within musicMagpie.

Looking ahead, there is a significant opportunity for the business to use DigitalGenius to handle up to 70% of contact volumes – as well as extending the deployment across additional channels.

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*Our partnership with Route 101 and DigitalGenius has allowed us to take some pressure off the agents - freeing them up to spend more time with customers with more complex questions that really need that human touch. Automating our routine tickets has enabled us to provide our customers with an incredibly low first response time while delivering a high quality service.*

- Jonathan Beirne, Head of Customer, musicMagpie



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musicMagpie



# DigitalGenius

## Meet customer expectations with DigitalGenius:

DigitalGenius is a full-service AI-powered CX platform that automates repetitive tickets, delivers human-like conversational assistance, and even connects with your existing tools to automate customer requests such as refunds and order status requests.

If you've been searching for a user-friendly, all-in-one solution that can be rapidly deployed to reduce ticket resolution time, allow agents to focus on more complex tickets, and increase CSAT, and meet evolving customer demands, DigitalGenius is the innovative platform you're looking for. Used by countless future-focused brands like Quiksilver, G Star, ON, Holland & Barrett, and many others, DigitalGenius is taking the CX world by storm. Are you ready to join them?

[Learn more](#) or [book a demo](#) to see it in action today!

## About Route 101:

Flexible, scalable contact centre, customer engagement, and unified communications software in the cloud.

Give your workforce the right tools to do the job and optimise the tools, processes, and technology behind the customer experience. Route 101 helps businesses choose and use the right technology to make sure their customer experience is the best it can be. Combining industry-leading communications and contact centre solutions, we provide the tools to help you deliver excellent customer experience goals and empower your workers. We do the heavy lifting, so you don't have to: evaluating your current setup, identifying key areas for improvement, and recommending the right route to take.

We help organisations choose and use the technology that makes them easy to work with, and great to work for. Make it easy for customers to talk to you, and help your employees stay engaged, valued, and connected.

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