

DigitalGenius helped Odlo automate over 35% of chats in just one month



Odlo is a 75-year old sports fashion brand based in Norway that manufactures modern, comfortable, and functional sports apparel for skiing, snowboarding, and other outdoor activities.



Using DigitalGenius has helped us tremendously, particularly during our peak season. Thanks to the automation, our agents could fully focus on more individual requests and advising on products. The customer experience has improved significantly due to the fast first response time, 24/7 availability and high accuracy of the automated answers, which is reflected in the best rating ever for Odlo on our review platform

Anne-Catherine Grunholzer, Head of Customer Service Odlo

The Challenge

Like many medium-sized businesses, Odlo didn't have the CRM in-house to handle their customer service, so they had to rely on an external customer support agency to manage their high volume tickets during their peak winter season.

They tasked DigitalGenius with providing better, faster customer service through automation- without a CRM and giving their external agency fewer tickets to manage to lower their costs.

The Solution

We deployed DigitalGenius before Odlo's peak ticket times to help them manage their next peak. Using our carrier and Ecommerce integrations, DigitalGenius set up Zendesk for Odlo and integrated it with Commerce Cloud. Since they had no in-house customer support team, we developed a **unique prompt** to send unresolved tickets to their external agency, ensuring their customers always got a human response if they needed it.

We also **set up an alert system** that let management know if there were issues with ticket quality. Odlo is now working on an **ERP integration** that will allow DigitalGenius to handle the majority of their customer queries and further decrease the dependency on the external agency. Overall, DigitalGenius allowed Odlo to gain more control of their customer service performance and reduce the number of tickets sent to their external agency, reducing their customer support costs.

Results

35%

Messages automated in just 1 month

90%

of applicable tickets resolved automatically

5

Languages enabled in the first month

We would love to hear from you.

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