

DigitalGenius and Route 101 help Beauty Pie to achieve a CSAT score of 95% through automation



BEAUTY PIE

Beauty Pie is a fast-growing beauty subscription designed to challenge established mainstream brands. As a subscription business it deals with high volume of transactional customer service requests, which were ripe for automation.



We were able to launch within a couple of weeks. In no time at all we were automating 40% of our contacts, with a resolution rate of over 90%, whilst hitting our CSAT goal of 95%... we are so happy to have Route 101 and DigitalGenius as partners for the future.

Chandni Bhatt, Senior Manager, Beauty Pie

40%

Enquiries Handled Without Human Interaction

Stats

95%

CSAT score

90%

Reduction in First Response Time

The Challenge

- Repetitive, low-complexity enquiries were taking a lot of agent time and effort
- Beauty Pie customers were frustrated when cancelling or downgrading subscriptions, causing problems for agents.
- Reducing the number of transactional tickets agents were handling
- Cutting down the time and cost to serve customers

Beauty Pie and Route 101 recognised that the cutting-edge AI platform from DigitalGenius would be a perfect fit.

The Solution

The Beauty Pie team could see the obvious benefits and agreed to a trial. During this relatively short trial period, the AI was incredibly successful, handling 12,000 tickets per week or **40% of the total enquiries**, easily doubling expectations for the trial. Not only this but it was handling tickets with a **96% success rate**, with only a small number being handed on to agents.

These incredible figures show that the introduction of DigitalGenius has allowed Beauty Pie to break the connection between the growth of the business and headcount. No longer does an increase in customers immediately mean they need more agents, as the AI is on hand to deal with such a high proportion of incoming customer interactions.

40%

of Enquiries Automated

90%

Reduction in first response time

5

full time employees' work saved

We would love to hear from you.

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