

MosaicVoice partners with leading retailer to streamline customer rebate program while driving significant improvement in customer satisfaction



28%

Reduction in
handle time

17%

Increase in
CSAT

30%

Reduction in
agent churn

Campaign at a glance

Industry: Large-scale, US based retail business operating multiple unique brands

Use case: Streamlining complex rebate program to reduce handle time and improve CSAT

Deployment size: 15 agent pilot, later expanded to ~50 agents

Solution: Real-time, AI-driven scripting with automated QA & analytics

Impact: Streamlined and simplified call flows and knowledge management to reduce handle time and improve CSAT

Challenge:

A large-scale retail business, managing hundreds of unique SKUs across a family of brands, faced significant challenges with its customer rebate program. Each product's rebate varied depending on the sale date and location, creating complex conditions for both customers and customer service agents. When customers called in with questions about rebates, agents were forced to rely on an outdated, internally developed knowledge base to provide accurate answers. However, this knowledge base was difficult to navigate, often leading to prolonged hold times while agents searched for relevant information.

The inefficiencies in the process caused several issues. Customers experienced lengthy call durations, received incorrect information, and often had to call back to resolve their concerns. In addition, compliance violations became increasingly common, as agents sometimes mistakenly promised savings that couldn't be guaranteed. These factors, among others, contributed to a consistently low customer satisfaction (CSAT) score, a critical metric for the retailer.

After a thorough internal review, the management team recognized the need for a complete overhaul of their rebate program and set two key success criteria for the new solution:

1. 15% improvement in call handle time
2. 15% improvement in CSAT scores

Solution:

Following an extensive review of AI-driven customer support solutions available in the market, the company selected MosaicVoice as the optimal platform to address their needs. MosaicVoice stood out due to its ability to provide real-time, contextually relevant prompts for customer service agents. The platform was designed to seamlessly integrate into the agents' workflow, eliminating the need for them to sift through a cumbersome knowledge base. Instead, agents would receive instant, AI-driven prompts tailored to the specific questions and circumstances of the customer interaction.

*To learn more or
schedule a live demo,
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About MosaicVoice

MosaicVoice leverages recent innovations in Artificial Intelligence and Machine Learning to revolutionize call center performance.

Through a combination of real-time guidance, post-call analytics, and QA automation, MosaicVoice is able to:

- ✓ Identify, mitigate, and prevent compliance violations as they happen
- ✓ Dramatically reduce training time while improving script compliance and objection management
- ✓ Improve first call resolution rates and CSAT scores while lowering average handle time
- ✓ Automate manual QA review with human-like accuracy



Launching MosaicVoice:

Just one week after the retailer approved the implementation, MosaicVoice was successfully deployed across a team of 15 agents. The transition was remarkably smooth, and agents quickly adapted to the new platform. With MosaicVoice in place, agents no longer had to navigate the old knowledge base. Instead, they received real-time suggestions and guidance directly from the platform, significantly reducing hold times and improving the overall flow of customer interactions.

Within a matter of days, management observed a significant decrease in average call handle time, dropping nearly 22% from pre-MosaicVoice levels. This immediate improvement exceeded initial expectations and demonstrated the power of the AI-driven solution.

In addition to the reduction in handle time, the retailer's quality assurance (QA) team conducted their weekly review and discovered that compliance violations had dropped to near-zero levels. This was attributed to MosaicVoice's real-time alerts, which notified agents if they were about to make an inaccurate statement, such as guaranteeing savings when no such promise should be made. The AI's proactive approach helped ensure that agents adhered to compliance guidelines, further reducing potential liabilities for the business.

What truly set MosaicVoice apart, however, was the overwhelming enthusiasm with which the agents embraced the tool. In an internal survey conducted shortly after the launch, over 90% of agents reported that MosaicVoice had become "necessary" for their success. This was a particularly meaningful milestone, as it marked MosaicVoice as the highest-rated workflow tool in the company's history—a testament to its user-friendliness and effectiveness in improving agent performance.

Results:

The impact of MosaicVoice extended far beyond compliance and handle time reductions. By minimizing lengthy call durations, reducing compliance violations that led to unnecessary call-backs, and re-engaging agents with a more efficient tool, the company saw a substantial increase in morale and overall customer outcomes.

At the conclusion of the one-month pilot program, CSAT scores had increased by 17%, surpassing the original goal of 15%. Average handle time had decreased by 24%, again exceeding the initial target of a 15% reduction.

Importantly, three months later, the business reported that attrition had dropped nearly 30%.

Taking It a Step Further:

Following the remarkable success of MosaicVoice during the first month, the management team decided to explore additional ways to optimize their customer service processes. Leveraging MosaicVoice's powerful insights engine, they analyzed data from over ten thousand customer calls to identify further opportunities for improvement. Through this analysis, the platform provided recommendations on how to streamline certain elements of the call script, which led to even greater efficiency.

By reworking specific portions of the script, the company achieved an additional reduction in call handle time, bringing the overall reduction to 28% compared to the pre-MosaicVoice levels. This continuous improvement approach, made possible by the insights provided by the MosaicVoice platform, ensured that the company would continue to see operational gains in the months ahead.

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