

DSW Drives 30% CSAT Improvement with AI-Powered Virtual Agents

RETAIL INDUSTRY

DSW
DESIGNER SHOE WAREHOUSE®

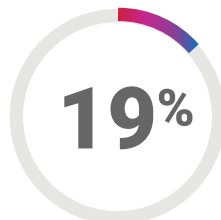
dsw.com

Success by the Numbers

In the face of rapidly growing call volumes, DSW activated an AI-powered Virtual Assistant to scale their operations without adding headcount – resulting in more than \$1m in savings from handle time reductions in its first year.



CSAT Improvement



Reduction in Agent Handle Time



Annual Savings

Challenges	Solutions	Results
<ul style="list-style-type: none">Scale organization to support a rapidly growing call volumeProvide additional self-service capabilitiesIntroduce AI without sacrificing Customer Experience	<ul style="list-style-type: none">Intelligent Front Door to identify customers and route to self-service or live agentAutomating complex transactions related to order management, account management, and DSW VIP Rewards program.	<ul style="list-style-type: none">Saves \$1.5 million per year19% reduction in Agent Handle Time (AHT)30% improvement in overall CSAT scores

DSW Shoe Warehouse is one of North America's largest designers, producers and retailers of designer and name brand shoes and fashion accessories.

Scaling a contact center from 50 agents to 500 agents in under 8 years is no small feat. As DSW Shoe Warehouse aggressively moved into the eCommerce space, its successes resulted in an influx of customer contacts. Meanwhile, customer expectations continue to rise as retail customers demand personalized, omnichannel, and transparent experiences.

Challenge

In the face of continued growth, DSW was tasked with either hiring more agents (or Shoe Lovers, as DSW calls them) or turning towards automation. They recognized the importance of the lasting impression their Shoe Lovers provided to DSW's customer base and didn't want to sacrifice an ounce of customer experience for cost savings. DSW sought a partner that would push their organization while ensuring that their path to automation was comfortable.

Solution

DSW partnered with SmartAction and developed a Virtual Assistant initially to greet the customer in a personalized and contextual manner, identify and authenticate unknown callers, discover caller intents, and route to the right Shoe Lover. Just through authentication alone, this resulted in an 85% success rate – which represented a major handle time savings for DSW. From there, DSW added several self-service destinations, including order management (identify order status, update shipping address, etc.), account management (password reset, etc.), and rewards management (update account addresses, etc.).



“Every time we grow demand, we can’t grow people. So that’s why we turned to SmartAction – to help us continue to grow our support functions as we grow our business.”

Tim Harpe
Director, Customer Operations

Results

As a result, DSW was able to save \$1.5 million in agent handle time reduction and call deflection. The Virtual Agent played a pivotal role in reducing DSW's average agent handle time by 2 full minutes, which represents a huge gain in their ability to scale in the next few years without adding additional staff. Most importantly, DSW has recognized a 30% lift on their CSAT scores within their contact center.



Tim Harpe
Director, Customer Operations

“The agent time we reduced represents a significant amount of savings that we can put back into our bottom line and we’re seeing that absolutely 100%.”