Case Study

AI-Driven Consumer Success: Enhancing Engagement & Retention: (IT Service Delivery)

Client | **Large Global Food & Beverage Company**

Challenge:

Slow response times and inconsistent customer service reduced customer engagement.

High churn rates due to lack of personalized interactions.

Manual processes led to inefficiencies in handling inquiries and recommendations.

Solution:

Implemented **Nova**, an AI-powered engagement platform to automate customer interactions.

Deployed AI-driven chatbots for real-time responses and personalized recommendations.

Enabled data-driven insights to enhance customer retention strategies.

Result:

35% increase in customer retention through personalized AI interactions.

40% faster response times, improving customer satisfaction.

45% deflection of user calls reducing customer service costs immediately.