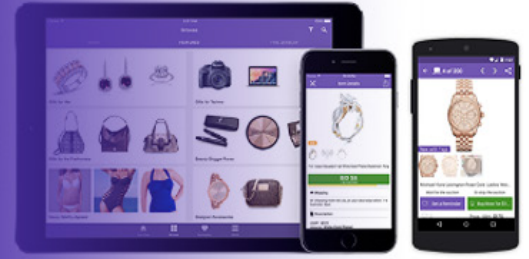


Case Study

Tophatter



E-commerce giant turns to artificial intelligence to improve customer service satisfaction and average handle times

With Agent.ai, Tophatter customers can get simple questions answered quickly without requiring agent support

"We see a huge opportunity for AI to enhance our overall customer service model," said Aimee Valle, Customer Support Manager. "Agent.ai helps us add in a layer of helpfulness for our customers before reaching out to live support. Customers can quickly get the answers they need, so they can carry on with their shopping experience."

Aimee Valle, Head of Buyer Support, Tophatter

CASE STUDY

Tophatter is revolutionizing the e-commerce landscape with a discovery shopping app that's truly one-of-a-kind. Shoppers compete in fleeting, 90-second auctions to win deals of up to 80% off jewelry, electronics, beauty and fashion. Leveraging smart technology to serve shoppers a unique experience every visit, Tophatter delivers the world's most efficient rapid marketplace and connects sellers to over 12 million shoppers across the globe, selling an average of 2 million products each month.

With such a fast-paced shopping model, Tophatter's customers expect an equally quick and easy customer service experience. Tophatter had developed an email-based response system to handle customer service inquiries. However, as a fast-growing company, they were looking for a solution that would scale well and reduce dependency on live agents for solving simpler problems. Tophatter needed an adaptable platform that would give them multi-channel support, while seamlessly complementing their existing email infrastructure.

Like most companies, Tophatter found that it's the common, straightforward questions which make up the bulk of their support. With Agent.ai, Tophatter can help buyers by using AI to answer frequently asked questions or guide them to find information within their account. The AI learns the appropriate responses to customer questions by training with Tophatter agents on live tickets, as well as through historical customer service interactions, FAQs and support documentation.



CUSTOMER

Tophatter
<http://www.tophatter.com>



INDUSTRY

e-Commerce



LOCATION

San Francisco, California



AGENT.AI INTEGRATION

Mobile App Chat Support



CASE STUDY (CONTINUED)

Having the AI be the first responder for common questions enables Tophatter's customer service agents to focus more on complex questions that required in-depth responses. And if a problem arises that can't easily be solved by AI, Agent.ai automatically escalates the case to a human agent and the appropriate department queue for handling.

"I've been consistently impressed with the work the Agent.ai team has done, building the AI's ability to develop and learn," said Aimee Valle, Head of Buyer Support. "I would recommend incorporating Agent.ai's technology for anyone already using a chat-based support system."

Agent.ai's mobile-optimized chat support interface integrates directly within the Tophatter app to provide customers with help right when they need it. Combined alongside their pre-existing email support channel, Agent.ai helps Tophatter deliver forward-thinking, customer-friendly service that matches the speed of their business.

ABOUT AGENT.AI

At Agent.ai, we believe that all companies – regardless of size or resources – should be able to deliver customer service that's responsive, personalized and helpful.

That's why we've built an artificial intelligence-powered customer service software that helps companies increase support team productivity, grow customer satisfaction, and build customer loyalty.

For more information :

Call : 1-800-381-3312

Email : support@agent.ai

Visit : www.agent.ai

DETAILS

Tophatter is revolutionizing e-commerce! Shoppers compete in fleeting, 90-second auctions to win deals of up to 80% off jewelry, electronics, beauty and fashion.

CHALLENGES

Tophatter wanted a way for customers to find the answers to their questions quickly, that would seamlessly integrate with their existing support solutions

SOLUTION

Leveraged Agent.ai's artificial intelligence technology to serve as a first responder for common customer inquiries

RESULT

- Determined that AI could be used to handle upwards of 80% of Tophatter's customer inquiries
- Reduced average first response time from 1 hr 28 mins to fractions of a second, for frequently asked questions that the AI was trained on
- Developing a rules-based escalation path to quickly get customers needing extra support to the right agent