

Award-winning CX Story

400% Higher FCR, 25% Lower Operational Costs: How Wakefit Streamlined CX with oneCXi



Use Case: Customer Experience | Industry: E-commerce | CX Tool: Zendesk

Objective

Wakefit wanted to improve operating workflow, enhance responsiveness, minimize delivery failures, and optimize logistics costs.

Solution

With oneCXi, they streamlined operations, addressed repeat queries using a Priority IVR, optimizing executive bandwidth and improving overall efficiency.

Results

Customer experience improved significantly, leading to notable outcomes including 400% higher FCR rate, 5% lower return rates, and 25% reduced operational costs.

About the Company

Wakefit.co is a research and innovation-driven sleep and home solutions company established in March 2016. Founded by Ankit Garg and Chaitanya Ramalingegowda, the e-commerce firm aims to make it India’s most beloved brand within this segment

Wakefit.co prides itself on its exceptional customer experience, serving over 2 million customers through various channels including online sales, offline retail stores, and popular online marketplaces over the past 7+ years.

How to Reduce Response Times, Improve Sales & Minimize Delivery Failures?

As a fast-growing e-commerce player, Wakefit has consistently prioritized customer experience. However, the company faced challenges in effectively communicating with customers, hindering their efforts to enhance the overall customer experience.

The company aimed to identify and address gaps in their existing SOPs, empower executives with contextual information, and minimize their dependence on other departments to reduce customer response time and optimize sales opportunities. They also wanted to effectively capture the voice of customers, minimize delivery failures, and address product usage-related queries through cross-channel awareness campaigns.

Features: Smart IVR | Self-service | Live Call Transfer

Streamlining Support to Achieve 5X Increase in FCR Rate

Earlier, Wakefit faced a significant number of non-FCR calls owing to gaps in their SOPs and this resulted in a low FCR rate of 18%. As a result, customers faced delays, causing frustration while waiting for callbacks. By integrating oneCXi CCaaS with their ticketing tool, Wakefit cut down interdepartmental dependency, empowering L1 executives with information to resolve queries without needing to raise extra tickets or follow-up with other teams.

Leveraging oneCXi's live call transfer feature, they could efficiently escalate calls and eliminate callbacks. They also created a separate funnel to address repeat inquiries. These changes led to a 75% increase in the FCR rate and a 25% reduction in resolution time. The improved FCR rate reduced customer repeat rates from 2.7 to 2.0 on average, leading to a 26% decrease in call volumes. This, coupled with automation and workforce optimization, resulted in a 25% savings in operational costs.

Reducing Delivery Failures and Optimizing Logistics

Wakefit aimed to minimize delivery failures by ensuring customer availability for receiving products. Increase in delivery failures led to additional shipping attempts, inventory management costs, customer service overhead for handling queries and potential loss of future sales.

To solve this, they used oneCXi's smart IVR solution and established a robust delivery confirmation process. With this automated approach, they could promptly update customers about their product's delivery status, ensuring their availability. Customers could now select their preferred delivery date and time, resulting in 10% less delivery failures which reduced both forward and reverse delivery costs.



With CXi, we were able to streamline processes, personalize interactions, and reduce response times, leading to improved user experience and cost optimization.

Rachit Saran
VP – Customer Experience, Wakefit

Addressing Repeat Queries with Priority IVR

One of the key problems with low First Contact Resolution (FCR) was repeat queries, which were directly impacting user experience and adding to call load as well as executive workload. To tackle this, Wakefit created a funnel to categorize customers who reach out repeatedly and established a separate queue to address their issues with priority.

They utilized oneCXi's Self-service IVR to automate query resolution, eliminating the need to reach out to executives. Through this system, they proactively solved queries related to orders, shipments, payment status, refunds, and replacements. As a result, customer repeat rate decreased from an average of 2.7 to 2.0, leading to a 26% decrease in call volumes.

Minimizing Product Return Rates Through Awareness Campaigns

Wakefit also launched omnichannel awareness campaigns to improve customers' understanding of their products. Earlier, they only provided customers with standard usage instructions which resulted in them reaching out for simple product-related queries.

To solve this, they used the voice feature of oneCXi platform for a product awareness campaign, engaging customers via calls and other channels following product delivery. This helped them address every query related to product usage. Consequently, customers felt far more involved with the brand and satisfied with their product, leading to 5% lower product returns.

Benefits & Overall Impact

With oneCXi platform, Wakefit was able to streamline their customer experience, increase customer engagement and improve interactions at every step of the customer journey. As a result, agents were more empowered, customers felt heard, customer trust and satisfaction significantly improved, and Wakefit could see a notable impact on business outcomes.

- 5X Improvement in FCR
- 10% Reduction in Delivery Failure
- 5% Reduction in Product Return Rate
- 25% Decrease in Resolution Time
- 25% Reduction in Operational Costs

About oneCXi

oneCXi is an industry-leading unified customer experience intelligence (CXi) platform that helps enterprises engage, convert, and retain customers, at scale. The AI-engineered platform empowers businesses to orchestrate journeys across a multitude of touchpoints, power billions of personalized conversations, and gain a 360° view of customers across the lifecycle. 3,500+ global brands trust oneCXi to capture the pulse of customers, drive cohesive experiences, and increase lifetime value.

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