

# Using AI ticket analytics to reduce support ticket volume by 37%

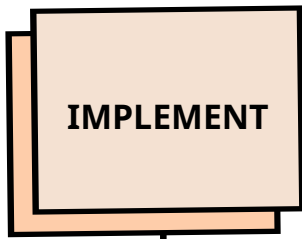
## BACKGROUND

Our client is a successful eCommerce retailer with a large volume of support tickets per month. In 2019, SentiSum implemented AI support ticket analytics on the retailer's Zendesk emails. We've since expanded analytics to multiple contact channels, including Facebook Messenger, NPS surveys and Trustpilot reviews. We continue to work together today as their trusted partner.

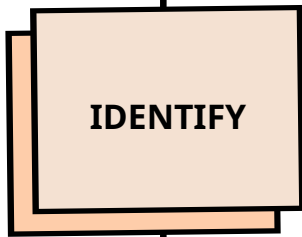
## CHALLENGE

The company had consistent problems with their booking system. The problems meant customers would frequently turn up without an appointment and then contact customer support for help. They were aware there was a problem but didn't have the evidence nor depth of understanding of the issue to understand the root cause.

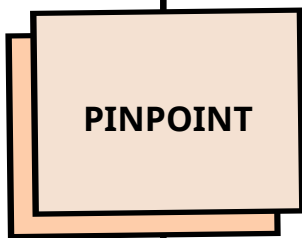
# WHAT WE DID



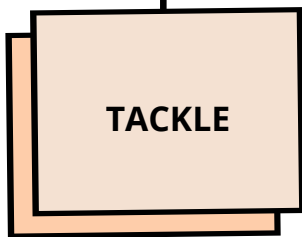
We built a customised AI model and rolled out within one week. The AI applies granular tags to every support ticket in real-time, enabling an accurate and timely understanding of underlying trends driving customer contact.



Our support ticket insights showed the client's problem was actually their number one cause of customer tickets. Topic volume allowed our client to quantify the problem and its cost to their business.

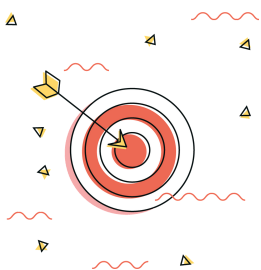


SentiSum's granular ticket tags allowed the Director of Customer Service to understand the root cause of the problem. They found that some partners were routing bookings differently and that 2-3 specific problems with the website were causing confusion.



Armed with quantitative evidence, the contact centre manager was able to direct the web team to prioritise fixing the booking page without the effort of manual analysis. They also communicated expectations more clearly to their third-party partners, solving the problem.

## KEY RESULTS



# 37%

Within three months of working with SentiSum, our client reduce support ticket volume by 37%.

*"SentiSum helps us identify problems that previously went unnoticed and would have continued to cause issues for our customers."* —Contact Centre Manager

Learn what we can do for you. Book a demo at [www.sentisum.com](http://www.sentisum.com)

## Trust our customers

"I better understand patterns now and over time which leads the team to taking action on customer friction."—**Sean Mckee, Director of eCommerce at Schuh**

"In less than 5 minutes, we are now able to understand the drivers of our advocacy from over 100k tickets""—**Catherine Onion, Director of Customer Service at British Airways**



"We're buyer centric. Every customer can undertake a free trial first and you're never tied in to a long-term contract."

Sharad Khandelwal, Founder & CEO of SentiSum