



# Case Study: Chatbot Optimization at Embark

How Embark achieved a 75% reduction in volume and 96% chatbot resolution rate with an optimization from Peak Support

“Peak Support has been wonderful. I really cherish the relationship. The weekly reports are so good, sometimes I take pieces and send it to our CEO. **You're more than partners to me, you're like colleagues.** I really appreciate everything that Peak has done, from the basic support to the detailed analysis and proactive problem-solving.”

–Val Amato, Associate Director, Customer Support

# Our CX Tech & AI Solutions

We bring technology with a human touch. We can optimize your existing tech stack or bring new technology to improve quality and efficiency.

## Tech & AI Implementation

We implement a custom support platform and/or AI tools.

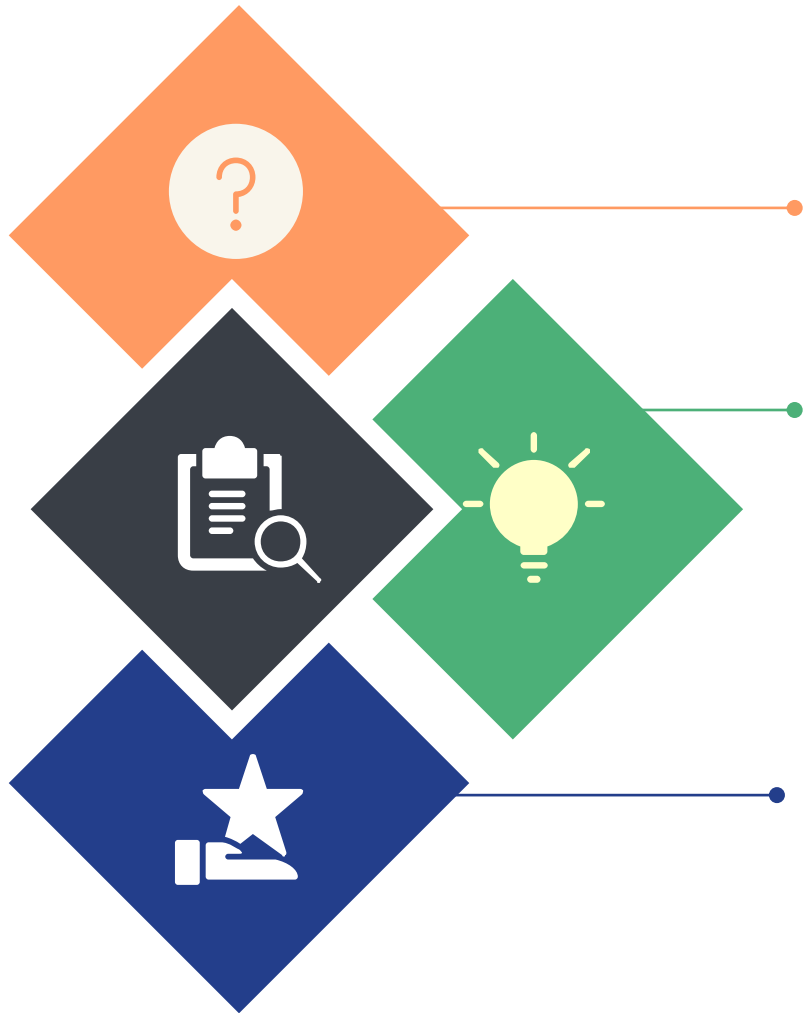
## Tech & AI Optimization

We optimize your existing tech stack to improve quality and drive results.

## Tech & AI Full Service

We take CX off your plate. We provide a complete solution including all tech and system administration responsibilities.

# Overview



## The Situation

Embark, an ecommerce company that sells pet DNA products, need to cut costs on its support team while maintaining exceptional customer satisfaction.

## The Solution

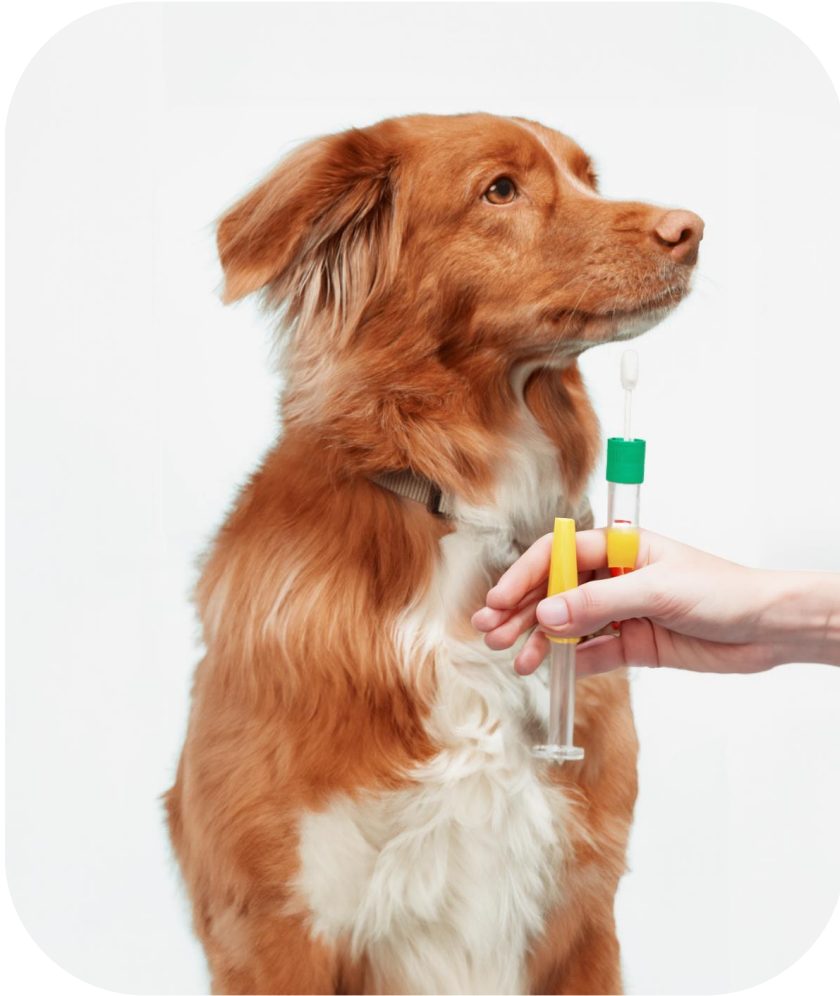
Embark engaged Peak Support's CX Tech & AI Solutions Team to optimize their chatbot. Peak Support updated the chatbot flow, optimized the client's help center, designed improved agent assist functionality, and launched pro-active chat to drive sales.

## The Results

- ❑ **75%** reduction of chat volume
- ❑ **96%** of chatbot engagements resolved without human intervention
- ❑ **97%** CSAT rating maintained

[Read on for more details!](#)

# The Situation



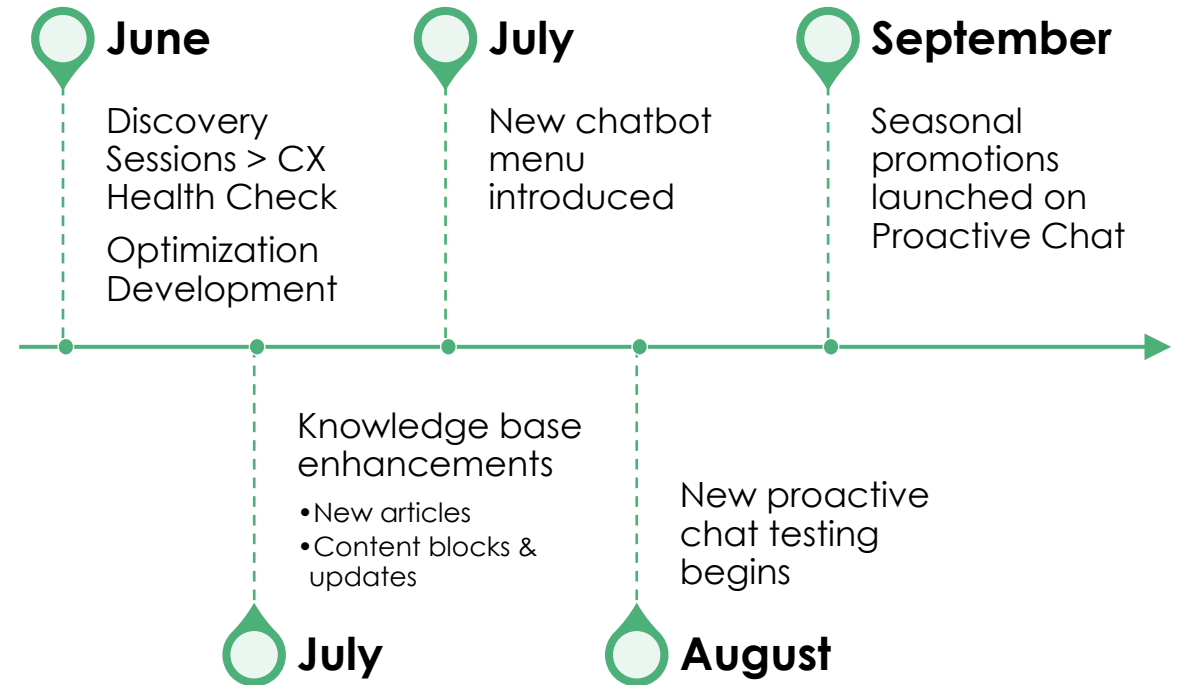
**"It's wild how good our CSAT is."**

*-Val Amato, Associate Director, Customer Support*

- Embark, a provider of pet DNA testing kits in the eCommerce industry, was seeking ways to **reduce costs** while maintaining an **exceptional customer experience**.
- Embark has been a Peak Support client since 2020, with 15 agents in the Philippines providing email and live chat support, regularly achieving QA scores of over 98% **and CSAT of over 95%**.
- Embark sought to **optimize its Zendesk chatbot**, to increase the number of tickets that didn't require human intervention, while maintaining high quality customer care.

# The Solution

- ❑ Peak Support ran a **60-day accelerated optimization**, including:
  - CX Health Check
  - Help Center Optimization
  - Updated Chatbot Flow
- ❑ Peak Support suggested that Embark launch **pro-active chat to drive sales**. Testing launched in August with pro-active chat going fully live in September.



# Key Improvements



## Updated Chatbot Flow

- Revised main menu to be more customer-centric
- Updated flow to ensure chatbot pointed to correct articles
- Redesigned to make agent transfer the last option



## Help Center Optimization

- Created 27 new articles, updated 201
- Updated headlines to question format
- Changed multi-topic articles to single-topic
- Created content blocks
- Added keywords and tags to articles
- Added more "Contact Us" links



## Improved Agent Assist

- When chats are transferred to an agent, we gave the agent more details about the customer's inquiry



## Launched Proactive Chat

- Launched proactive chat to drive sales
- Added widget to all "shop" pages excluding checkout
- Bot uses conversational phrases
- Auto transfer to a team member during online hours

# Results

96%

Of chatbot interactions successfully resolved without agent intervention, up from 77%

97%

CSAT maintained across all tickets

237%

Increase in revenue per chat for proactive chat

75%

Reduction in volume of chats handled by human agents

68%

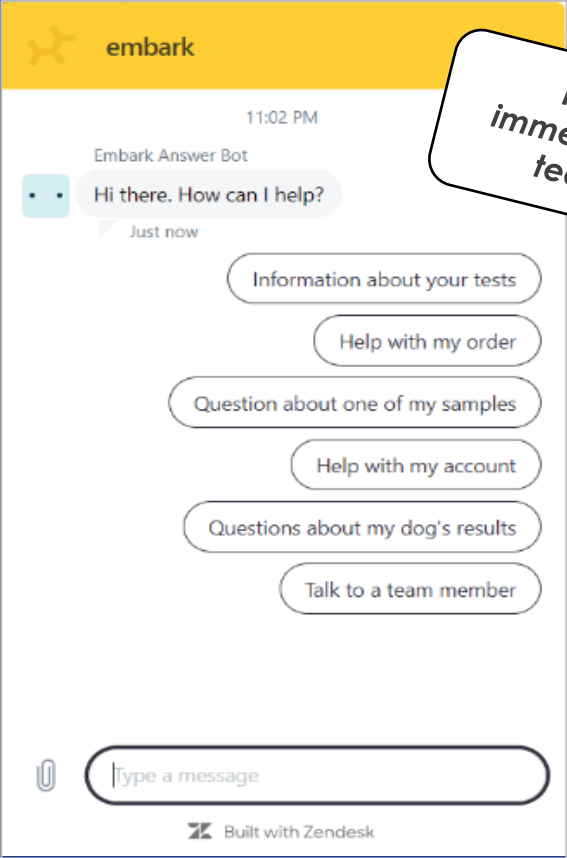
Improvement in first reply time on chat, from 28 seconds to 10

8%

Increase in average order size when customers engaged with proactive chat



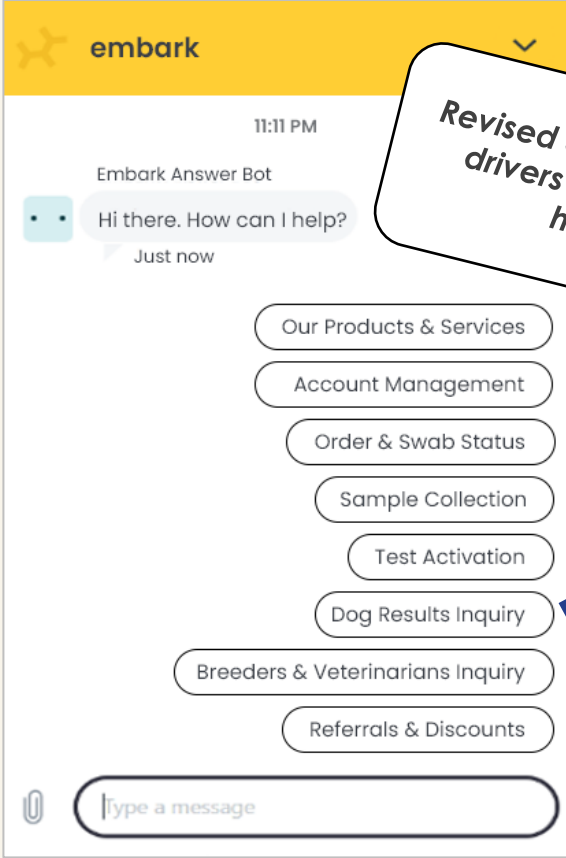
# Pre-Optimized Reactive Main Options



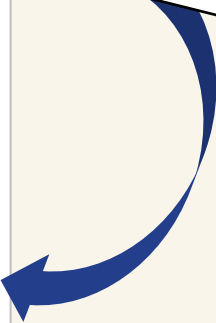
*Has option to immediately talk to a team member*



# Optimized Reactive Main Options



*Revised options based on ticket drivers and removed agent handoff option*



# Pre-Optimized Reactive Routing

Configure Preview

Embark Answer Bot (copy)

No problem! Let's connect you with a member of the Customer Support team. Please fill out the information below, including your order number:

Name

Email

I am a:

Please provide further details

4 of 4

Thanks! We're connecting you with a team member now.

Order Tracking inquiry automatically routes to a team member

# Optimized Reactive Routing

Embark Answer Bot

How can we lend a paw to help with your order?

Embark Answer Bot

After shipping, domestic orders should arrive within 5-10 business days while international package normally takes 14-21 business days to arrive

Please click the link below to track your pup's order

Answer bot will provide basic answer and refers to courier's website for tracking

# Helpdesk article reboot (slide 1 of 2)

Articles were revised to focus on one topic, and to be phrased as questions.

## Original Help Center Article

My breed club is interested in partnering with you. How do we get involved?

Will new health conditions be added to my dog's profile retroactively?

About the Embark for Breeders test kits

What's the difference between the Breed ID kit, the Breed + Health kit, and the Purebred kit?

What's the difference between the Embark for Breeders kit and the Breed + Health kit or Purebred kit?

## Article Title Revision

Does Embark offer partnership?

Will you update my results with the newly added health conditions?

What is included in the Breeders test kits?

What are the different kinds of kits for dog owners?

What's the difference between the Embark for Breeders kit and Dog Owner's kit?

1/2

# Helpdesk article reboot (slide 2 of 2)

Articles were revised to focus on one topic, and to be phrased as questions.

## EMBARC Help Center Articles

I got an email saying my results are ready, but when I log in, I don't see any results

I forgot my password and can't log in! How do I reset or change my password?

About Diversity, MHC & DLA

My registered purebred dog has mixed breed ancestry. Does that mean they aren't a purebred dog?

My results just say Bulldog. What kind of bulldog do I have?

## Article TITLE Revision

Why did I receive an email saying that my results are ready but I can't see it when I log in?

How do I reset or change password?

Y- What does Diversity mean?

Why does my registered purebred dog have mixed-breed ancestry? Is it, not a purebred dog?

What kind of bulldog do I have?

2/2