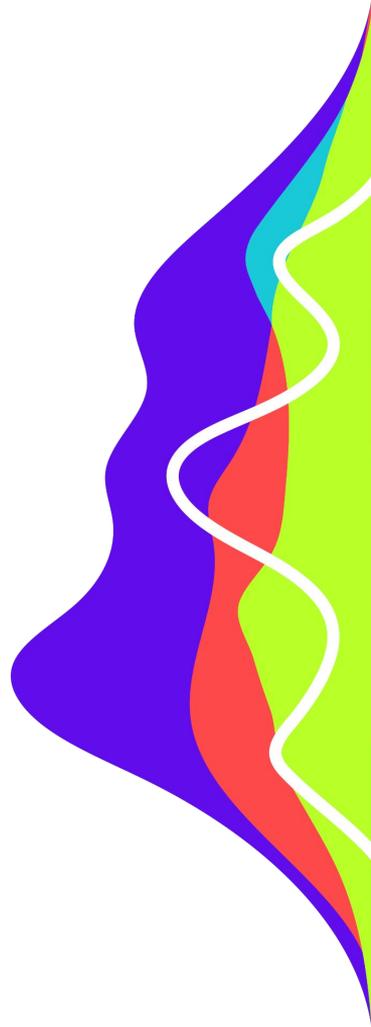


Customer logo

Date

 **FLIP**

Listen Mode Analysis



Goals Review

Priorities, KPIs, Roadmap

- Efficiency, cx, business/sales metrics impact
- Peak season prep
- Add AI

CX Stack

- Phone =
- OMS =
- Helpdesk =

Volume

- Phone: 2.7M/year (~50% of contacts)



Turn Voice into a Performance Channel

SAVINGS

GROWTH

AUTOMATION

Automate 200+ routine intents

Answers, Actions, SMS Deflections, Resolve via Ticket

\$1.50 per success

CX METRICS

Instant resolutions

After hours, Flip queues

AI CSAT, AHT, Missed calls, etc

RETENTION

"Save" returns, cancellations

Suggest alt step, offer discount

Collect reasons automatically

MARKETING

Turn callers into conversions

SMS subscribe, app, brand quiz

Personalized offers

DIRECT SALES

Identify sales opps for queue

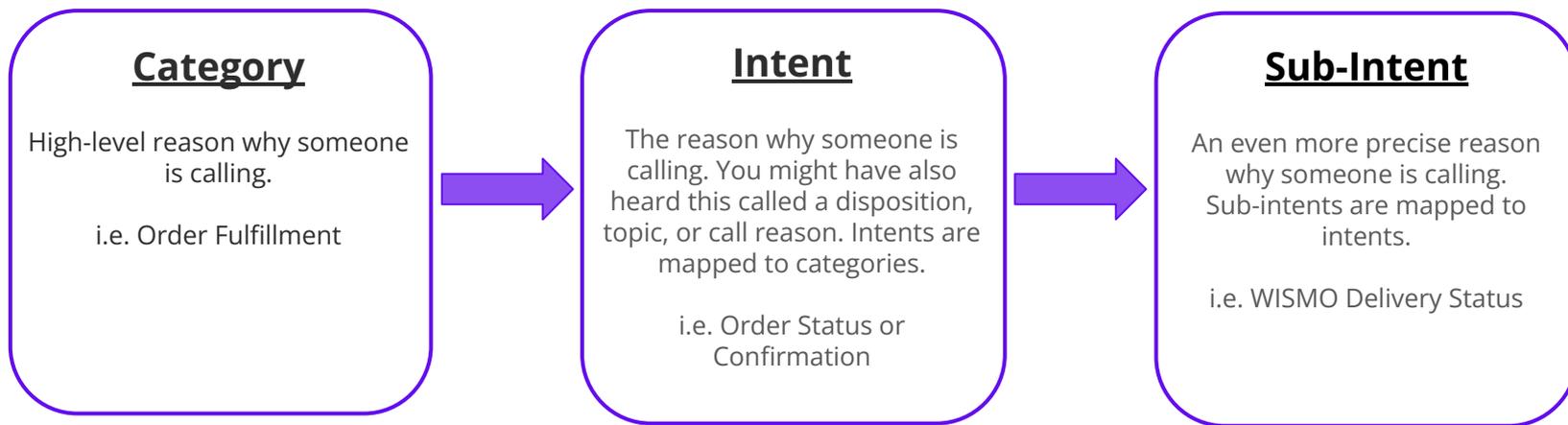
Detect items in cart, final sale \$

Measure sales w/ AI Analytics



Congrats, you've started your AI journey!

Let's quickly go over some Flip definitions:



Call Breakdown by Category

Account Match

N/A

(50% benchmark)

Engagement

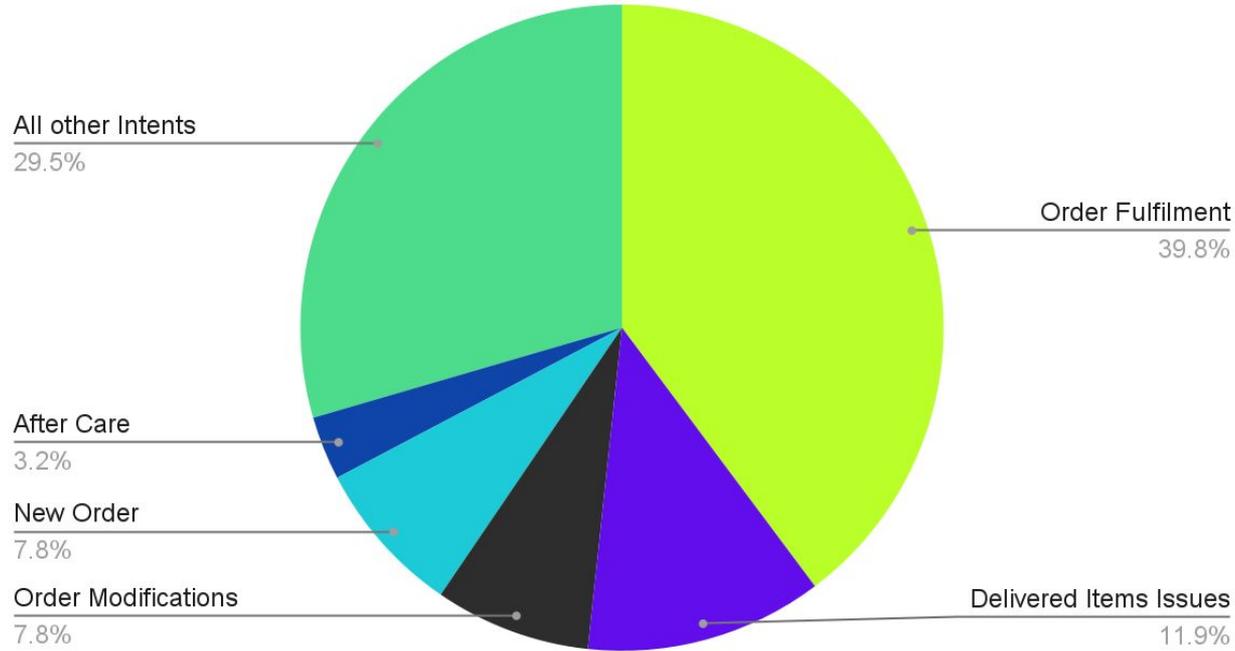
90% 🎉

(70% benchmark)

Name	Count	Average Call Duration
Order Fulfilment	3,530	6:58
Delivered Items Issues	1,060	6:41
Order Modification	696	5:55
New Order	691	9:16
After Care	283	7:12



Distribution by Category



Call Breakdown by Intent

Intents Detected: 120 of 218

Top Intents:

Name	Count	Agent Handling Method
WISMO	4,353	Tell customers when their order is set to be delivered. If same day order, will confirm with delivery company or florist
Order by Phone	691	Help customers with placing their order online, answer all questions related to products and their seasonality
Change Items	199	Help customer with order modification if possible, will phone florist and check on status if ambiguous
Cancel Order	313	Help customer if possible, will see if reschedule is necessary
Receipt Invoice Request	99	Direct customer to their emails



Revenue Analysis



Insights:

- Lots of opportunity for revenue prioritization, esp during the peak season
- It takes nearly 2x as long to handle a call with a sales opportunity (*New Order*)
- Agents only attempted appeasement (save) on 27% of calls with a save opportunity



CX Analysis

AI CSAT (1-5)

3.96

AHT

5min 11sec

Same-Day Callback

16.7%

Best Agent

Susie
4.22 CSAT

Agent w/ Opportunity

Charton
3.58 CSAT

#1 Rated Call – Details

Agent name: Fred
Score: 4.7

Speed of resolution: 4.5

The representative quickly identified the reason for the call and efficiently addressed the customer's concern. There were no unnecessary delays or long pauses during the conversation.

Completeness of resolution: 4.5

The representative successfully confirmed the order details and assured the customer that the delivery would be made before the funeral starts. The customer expressed satisfaction and did not have any further questions or concerns.

Emotional polarity of caller (or, overall UX): 5.0

The customer's tone throughout the call was polite and appreciative. They expressed gratitude for the assistance provided by the representative. The overall user experience was positive, with no signs of frustration or dissatisfaction.



Automation Opportunity

Projected Automation: 30%

Phase 1 Intent Recommendations:

Name	Projected Automation	Flip Proposed Handling Method
WISMO	40%	Offer to text the link to the tracking page, with a special message about same day delivery Offer to subscribe to SMS Marketing for proactive delivery updates
Order Modifications (Cancel, Change, Update payment or address)	40%	Offer to text the link to the tracking page or account page OR Resolve via Ticket - Automate the call & open a task in Gladly with all the info to update
Order By Phone / Product enquiry	0%	Escalate to sales queue
Delivered Items Issues (Incorrect, damaged)	60%	Offer to text the link to the account page OR initiate MMS - Text for caller to respond to with picture of damage & open ticket in Gladly



Savings Projections

Inputs

Cost per Call (with agent)	\$6.25
Number of Inbound Calls	45,000
Cost for Call Center (per month)	\$281,250.00
Flip Inbound Automation	30%
Flip Cost / Call Automated	\$1.50
Flip Platform Fee	\$7.500



Outputs

Monthly cost for Flip (incl/Platform Fees)	\$27,750
Monthly Cost for Call Center Post Flip	\$196,875
Total Monthly Cost for Calls	\$224,625
Monthly Savings	\$56,625
Annual Savings	\$679,500



Next Steps

Immediate:

-

Nice to Have:

-



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