

AUTOMATING 60% OF LIVE CHATS USING AN AI-POWERED DIGITAL ASSISTANT

Thousands of customers access international payment services digitally, alleviating pressure on live chats during the pandemic and for the future.

WorldRemit was founded in 2010 to provide expatriates with a secure, low-cost way to transfer funds digitally to their family and friends. Now it is a leading digital international remittance provider, enabling five million customers in 50 countries to securely and quickly transfer funds to their loved ones in over 150 countries. Operating 6,500 money transfer corridors worldwide, WorldRemit saves customers time and money and makes international transfers quicker and safer for recipients, who can receive payments in the form of mobile money, bank deposits, cash collection, and mobile airtime top-ups.

As the COVID-19 pandemic swept the globe in early 2020, forcing money transfer premises to close, customers started looking for a digital means to send money home. Many had never used a digital money transfer service before. This resulted in high demand on World Remit's customer support team, just as agents were adjusting to working remotely. To address this, WorldRemit sought a conversational AI solution that could engage with customers and resolve common queries at scale, alleviating pressure on live chat agents.

THE CHALLENGE

When the COVID-19 pandemic swept the globe in early 2020 and forced business closures, millions of customers required a digital solution to meet their money transfer needs. However, since online transfers and digital services were new to many of them, the demand on customer support agents quickly increased. This, combined with agents adjusting to working from home, meant that World Remit needed to find a solution that would engage in more automated and digital ways with their customers and could be rapidly implemented and scaled.

WorldRemit wanted to find a way to allow people to easily find answers, without simply pointing them towards a multi-page FAQ on the website.

Also, because they have customers with varying degrees of comfort with online transfers and digital services, they recognized the need to be able to communicate with different people in different ways.

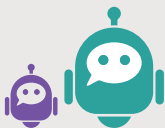


Previously, our customer service team talked people through questions such as ‘how do I use the service, where am I able to send funds to, and how much does it cost?’

Because of the sheer volume of calls we were receiving during lockdown, we needed to move away from having an agent on the phone with a customer talking them through the process, especially when they were repeatedly answering the same questions. We needed to find a different method.”

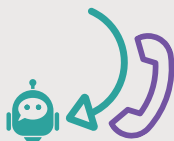


Justin Sebok, Senior Product Manager, WorldRemit



30%

BOT ENGAGEMENT
(OF ALL VISITORS TO CUSTOMER SUPPORT PAGES)



60%

FULLY SELF-SERVE
(DIVERTED AWAY FROM LIVE CHAT)



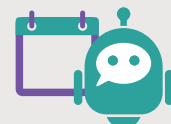
40%

ESCALATE TO LIVE CHAT AGENT
(USING A TRANSACTION ID)



140,000

DIGITAL ASSISTANT INTERACTIONS
(PER MONTH)



2 WEEKS

INITIAL BOT LAUNCHED

A CUSTOMER SERVICE AI ASSISTANT TO THE RESCUE

As the COVID pandemic hit, WorldRemit was under pressure to find a solution that could be rapidly implemented and serve thousands of customers.

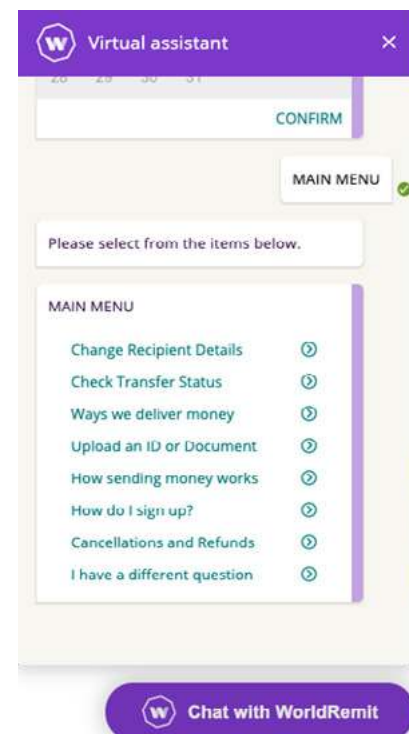
WorldRemit began looking for an AI chatbot solution that could engage with customers and resolve common queries at scale. They selected conversational AI platform provider, ServisBOT, to help them get a digital customer service assistant in place as quickly as possible and have it focus on resolving simple queries on both the website and its mobile app.

Common queries being fielded by the customer service team included:

- Change Recipient Details
- Check Transfer status
- Ways we deliver money
- Upload an ID or document
- How sending money works
- How do I sign up?
- Cancellations and refunds

If none of these met the requirements of the customer they had the option to choose a different question where they could self-serve with the FAQs from the website or choose to be transferred to a live chat agent.

“ We needed a service which could be adapted over time to answer different queries and facilitate various business processes.”



“ The ServisBOT platform met our criteria. We started with a simple bot with menu-based guidance, that allowed customers to select the questions they wanted to ask from the main menu. We were able to automate answers to these questions in front of our live chat functionality, resulting in a lower percentage of queries needing to be handled by live agents.”

Once common questions were successfully being answered via the digital assistant, the team added a feature that allowed customers to select self-service options providing real-time information about queries. These include questions such as tracking refunds, checking transfer status and options for resolving related issues, such as uploading a driving license required for identity verification.

“As an example, for refunds, we built an algorithm that looks at the date of cancellation and calculates the date the refund should be expected. If overdue, customers are given an escalation route.”

A PATH TO AI AUTOMATION

The first version of the WorldRemit AI digital assistant was up and running within two weeks. Since then the team has worked on a number of improvements. Weekly meetings are conducted with cross-functional teams to capture fresh business requirements. In addition, key learnings are implemented throughout the product development process, to address any recurring issues that drive customers to seek support.

Justin Sebok, senior product manager, and his team also have daily meetings with the customer service team to discuss the nature of queries that are not being resolved by the solution and are diverted to agents. He also describes how he routinely studies chat transcripts to discover what customers ask. Both of these processes helped to provide insight into how queries could be automated on the front end. A new FAQ page was also created so that it worked in tandem with the ServisBOT digital assistant.

“We did a lot of work on answering questions better. We’re working on helping people to self-serve where possible.”

The limited screen space on mobile phones presents a challenge when delivering customer service through a mobile app. WorldRemit found that the in-app digital assistant makes better use of the screen space because customers self-select the relevant questions and are automatically presented with brief responses. Alternatively, they are directed to the right information, rather than being forced to scroll down through a long list of FAQs on a tiny screen.

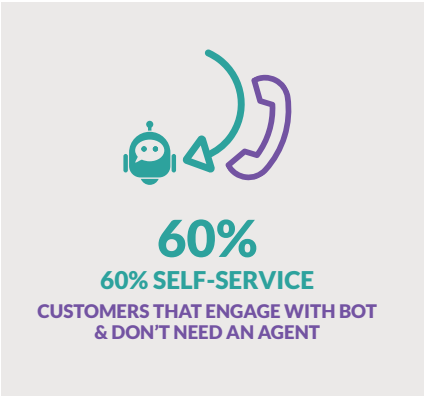
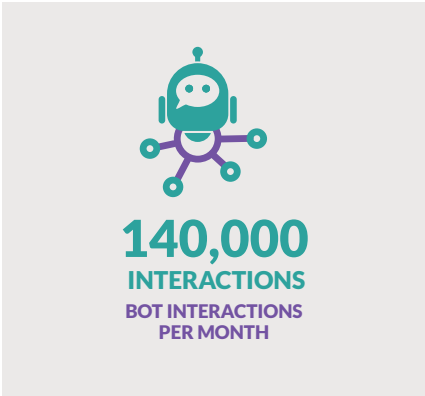
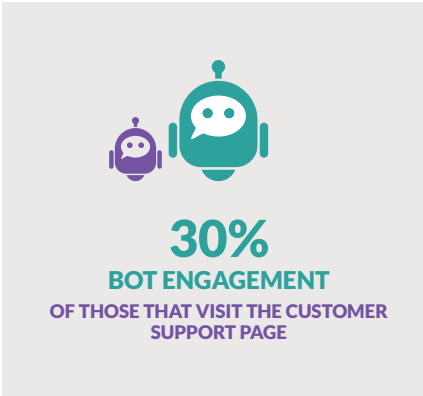
MEASURING SUCCESS

To measure how well the digital assistant was working, WorldRemit worked with ServisBOT to develop a daily reporting system that tracks how many customers resolve queries with the bot, versus how many are ultimately handed over to a live agent by it.

A key element of WorldRemit's strategy to automate was to prompt active customers to provide a transaction ID, allowing WorldRemit to nudge able groups to either self-serve, or to find answers to basic questions in FAQs.

Channelling 60% of enquiries to self-service has reduced service costs for WorldRemit, improved customer satisfaction and reduced the pressure on customer service staff as thousands more customers used digital money transfer services for the first-time during lockdown.

“ We would have had to hire a lot more people. By using the digital assistant, we've been able to divert calls and greatly reduce the number of conversations initiated via live chat. We've removed a lot of repetitive manual effort that didn't add much customer value, and we're now continuing to add more automated options for our customers.”



“ ServisBOT provided a lot of suggestions about what was possible. They were very responsive when we requested changes and catered to our needs to ensure that we built something that really worked and got the results we needed.”

Justin Sebok, Senior Product Manager, WorldRemit

MONITORING AND IMPROVING THE BOT

WorldRemit can monitor the nature of queries that are being escalated to customer service agents and make appropriate adjustments so that more people can resolve their own queries using the digital assistant.

The purpose of the digital assistant is to help people to resolve their queries satisfactorily, rather than simply diverting them from contacting customer service agents. When customers are directed to upload a document or complete a specific task, they report a higher level of satisfaction than if they are simply directed to the FAQ page, where they have to search through lots of information to answer their query.

“ We are working on crafting shorter, more helpful, and simpler responses to improve customer satisfaction levels even further.”

WorldRemit’s customer service agents have also welcomed the introduction of the digital assistant, as routine queries being handled by the ServisBOT allows them to address unique customer issues more effectively.

“ Customer service agents previously had zero downtime between calls. Now, we’ve given them time to breathe, which has been much appreciated.”

THE FUTURE

WorldRemit is now exploring how the ServisBOT platform can be used to keep customers updated on outages experienced by mobile network operators or any of WorldRemit's other international money transfer partners.

“Whenever one of our partners experiences an outage, this results in a higher level of live agent chats than the 40% that we see normally. This data presents a huge opportunity to more actively identify issues and use the digital assistant for more timely and contextually relevant communication with customers, through channels they prefer.”

WorldRemit is also integrating the digital assistant with business systems to assist in the completion of transfers and provide additional information to service users and their payees.

“We're now integrating the digital AI assistant with some of our APIs, so we're able to provide either senders or recipients with some visibility on the real-time status of their transfer. This is the first time we've been able to do this for recipients. So, if a payment has been paused because we need their ID, we can point people to the place where they need to upload that ID.”

Having launched its digital assistant, WorldRemit is exploring ways to blend automated service with natural language to expand the digital conversation with customers worldwide.

ABOUT SERVISBOT

ServisBOT provides a Conversational AI platform that enables businesses to create chatbot solutions that automate key customer and employee interactions across multiple digital channels. The platform gives business users and enterprise developers the tools to get AI-powered digital assistants to market faster and integrate them securely with their business and live chat systems.

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