



CASE STUDY

## AUTOMATING 20% OF COMMON CUSTOMER COMPLAINTS USING A BOT

**Bot enables faster complaint resolution and refund validation, fully resolving 20% of inbound queries and pre-processing another 80% for agent validation.**

CarTrawler is the leading B2B provider of car rental and mobility solutions to the global travel industry. CarTrawler creates innovative, data-led solutions for some of the largest travel brands in the world. As a B2B company, CarTrawler focuses solely on helping airline and travel partners build their brands, versus building their own. The company is headquartered in Dublin, Ireland, with an office in New York.

CarTrawler wanted to explore how a chatbot solution could provide customers with a more convenient and self-service way to resolve common complaints, a significant part of which involves validating refunds so that customers can be reimbursed in a timely manner. The goal was to improve customer experience and reduce the cost of handling complaints, validating refunds, and fulfilling document requests. While COVID-19 impacted global travel operations, the team forged ahead building and tuning their complaints bot.

# THE CHALLENGE OF MANAGING CUSTOMER COMPLAINTS ON BEHALF OF MULTIPLE BRANDS

The post-rental team at CarTrawler wanted to explore how a chatbot solution could provide customers with a convenient and self-service way to resolve common complaints. Besides fully automating the responses to simple queries and deflecting these from any agent handling, the objective of the bot was to enable faster validation of customer refunds by agents, with the bot pre-processing and gathering supporting documentation upfront.

“ We handle a wide array of customer queries, some of which are complex while others are easier or repetitive. We wanted to see how we could automate the latter so that we could speed up the process for the customer. This would then also help free up our agents to utilize their skills in handling more complex customer issues.”  
**Kim Kavanagh, Outsourced Performance and Support Manager at CarTrawler**

Prior to the bot project, complaint handling was quite manual and often incurred delays in resolution, sometimes due to insufficient information provided in the initial inquiry, resulting in the agents having to chase down missing data via email or phone. The bot now can ask a customer a few questions and capture uploads of supporting documentation before creating the ticket in Salesforce for an agent to further process and resolve.

## RESULTS



## DESIGNING A COMPLAINTS BOT & INTEGRATING IT WITH SALESFORCE

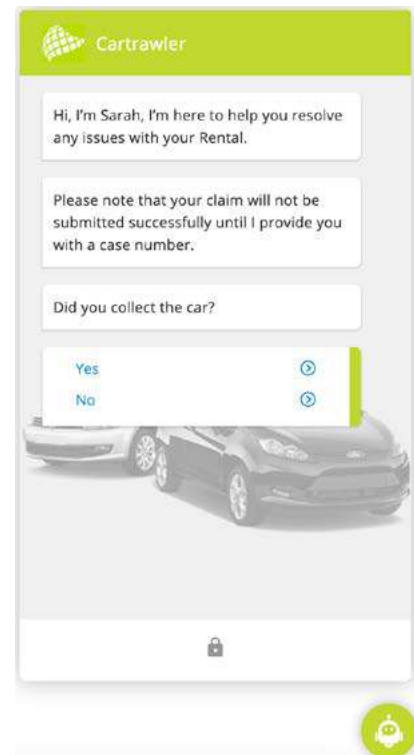
A single bot intercepts all customer complaints, across over 30 partner websites and 5 languages (English, French, German, Italian and Spanish). It then either automates the response to the customer query or pre-processes the request before handing off to the complaints team.

“To be able to manage complaints across multiple brands and multiple languages with a single bot solution is impressive. When you’re in the depths of it and going through the implementation it may not seem so, but in the end it’s an exciting solution.”

**Kim Kavanagh, Outsourced Performance and Support Manager at CarTrawler**

### The bot was designed to handle different scenarios or workflows.

1. It fully automates some of the more straightforward queries without any human intervention, totally deflecting these from CarTrawler agents.
2. As an intermediary service provider, CarTrawler can't handle all incoming customer queries e.g. damage to a rental vehicle needs to be dealt with by the car rental company itself. The bot deflects these from agents by gathering information and escalating to the appropriate supplier.
3. For cases that need to be reviewed and validated by agents, the bot captures relevant information and docs. Integration with Salesforce.com enables the bot to dynamically access case details. This has reduced the friction in agents having to chase information, facilitating faster resolution and issuing of refunds.



The customer operations team was largely self-sufficient in building and integrating the bot with Salesforce and required minimal support from their IT department.

When a customer signs in to log a complaint, their original booking information is passed to the bot, providing it with the context and language of the booking.

The bot integrates with CarTrawler's instance of Salesforce.com so that customer data such as case number, customer name, travel supplier, refund status, and more are accessible by the bot, without the customer having to provide all these details.

In the case of a complaint needing to be reviewed by an agent, the bot creates a summary of the chat transcript and documents the customer query type so context and history are visible to the agent. The bot also logs a full copy of the conversation history for easy reference.

“ We enjoyed working with ServisBOT.

No question was too hard and they always came back quickly with solutions. Their support and staff were great. We will definitely continue our relationship with ServisBOT.”

**Tara Carmody, System Support Manager, Customer Operations at CarTrawler**

## BOT SUCCESS AND RESULTS

Despite the upheaval in the travel industry and the disruption caused by the COVID-19 pandemic, the bot has demonstrated very positive results, with 78% of those that click the bot continuing to engage with it. Given that this is a complaint bot, this engagement rate is excellent, showing the willingness of customers, even when they are dissatisfied, to self-serve in the expectation of faster response and resolution times.

Between May 2020 and June 2021, of the 78% that engaged with the bot and completed the journey, 20% were fully automated by the bot, by either fully resolving a query or routing supplier-specific issues appropriately. 80% were pre-processed before raising a case in Salesforce for an agent to validate and resolve. Because the bot gathers appropriate information and docs related to refunds, the agents can validate them faster so that the refunds are issued more promptly to customers.

Even though the past 13 months are not representative of business as usual, CarTrawler has had the opportunity to tune and improve their bot and is in a great position to embrace the return of a more normal travel market and meet their customers' needs for faster resolution, without necessarily having to scale up their agent support.

## FUTURE PLANS

CarTrawler plans to expand the conversational AI element of their solution so as to increase the amount of free-flow conversation. The post-pandemic business environment will likely provide opportunities for further enhancing the bot experience and extending the functionality to automate an even broader range of customer queries and issues. The company is well placed and experienced to make these changes.

Additionally, the company is introducing an NPS rating for the bot experience in order to capture customer feedback that can be used for future bot improvements.

## 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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