bold360
by LogMeIn

Global Healthcare Company
Improves Technology Operations with Bold360

Bold360 enhances the internal technology experience for employees at global healthcare company through live chat and AI-powered self-service.

Challenge

A global healthcare company has put good health at the foundation of individual lives and communities. The company has aimed to keep people well at every age and every stage of life and remains committed to using its reach and size for good.

As such, its internal support teams, including technology, are charged with seeking greater efficiencies to drive a better user experience and get information to staff quicker. After extensively analyzing the data on help desk requests, the team found that they received a lot of questions on how to do simple tasks.

Additionally, the firm's IT team faces the unique challenge of providing support to employees around the clock in different time zones and in various languages. Self-service options offer employees the ability to access information in their native languages at the time most convenient for them.

"Our requests ranged from assistance with a program to 'my phone dropped in the ocean, and I don't remember how to enroll a new mobile phone.' Multilingual capabilities are a critical aspect to support employees around the world. To increase our efficiency, we chose to look for a technology solution that could help us address this ongoing need," said the firm's IT manager.
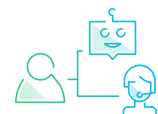
Solution

The IT team elected to use customer support technology to assist with managing and addressing the continual, simple requests from employees. After research and evaluation, the IT team chose Bold360.

"The integrated Bold360 chat is just as valuable as a phone call. This is due to a great user experience through the chat with a live agent or leveraging the AI capabilities to self-service and resolve problems quicker than a call. The AI-enabled chatbot is properly resolving about one-third of all chats that come into the system," said the firm's IT manager.

Revolutionize
Customer
Experience

Streamline
Customer
Service

Increase
Customer
Conversion

"We found that the use of a live chat solution to answer the 'How Do I...' questions allowed our employees to speak directly with the support team in real-time. It also tied into our larger program of providing a good user experience that could be globally supported and was more advanced than what we had in place," said the firm's IT manager.

The IT team also wanted to take their support strategy one step further to provide employees with the answers they needed at a faster pace. "While live chat brought us great results in expanding and improving our response time with employees, we wanted to do more. We conducted a long-term evaluation of artificial intelligence (AI) performance metrics. During that search, we found thatBold360, could offer us a balanced chat ecosystem with both live chat and an AI-powered chatbot ," said the firm's IT manager.

Results

The combination of live chat and the AI-powered chatbot allows employees to resolve their questions faster and improved efficiencies for the IT team. Since the deployment, only two percent of engagements that start with a chatbot engagement result in a telephone engagement with a support team member.

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What's more, Bold360 enables the firm to automate its service tickets to perform direct actions such as escalations, reopens, update information, etc., which previously accounted for 20% of normal contact volume. Bold360's digital engagement solution allows the technology team to continually reassess the quality of the information shared with employees.

"We are able to better understand the types of questions people ask and how they ask them to ensure that we have the right answers. As a result, we improve the quality of our self-service knowledge base," said the firm's IT manager. "And discovering data trends was an unexpected benefit. While we answer a large amount of different questions on various assets, the analytics allow for the uncovering of underlying themes."

With Bold360 and a combined live chat and self-service strategy, the firm experiences significant benefits, including:

- **Live Chat supports 24 languages** and the chatbot supports 11 languages

- **Resolution is four times faster** when the end user successfully engages with the chatbot first

- **2% of engagements that start with a chatbot** engagement result in a telephone engagement

- **More than one-third of all chats** are resolved via the chatbot