

PFS

Tailoring eCommerce solutions and 24/7 support to each customer.

With chatbot technology powered by Bold360, PFS equips its customers with 24/7 service without the expensive overhead.

Challenge

Born from a wholesale distributor of computer and office automation supplies, today PFSweb Inc. (NASDAQ: PFSW) has a strong commitment to leading brands to commerce success. Its two business units – LiveArea for professional services and PFS for operations – offer brands a unique partnership for optimizing customer experiences, enhancing operations and creating a commerce platform without compromise.

Specifically, PFS's focus is on delivering outstanding customer experiences through complete order fulfillment, contact center, order management and smooth payment processing. Each brand that works with PFS can select the services that best fit their needs to deliver intelligent commerce operations and digital brand experiences.

In delivering these unique, personalized experiences, PFS sought customer experience partners that could provide 24/7 support without expensive overhead. The team also required a non-branded solution that could be used within the brands' locations, which is often required for companies in highly regulated industries. PFS forged a partnership with Bold360 by LogMeIn to integrate chatbot and artificial intelligence (AI) technologies into its customer experience portfolio.

"We evaluated multiple platforms and ultimately selected Bold360, as it met the majority of our needs and was a multi-tenant solution, had the ability to be used across multiple locations, and allowed us to own the relationship with the customer," said Dawn Brewster, Vice President, PFS Global Contact Centers. "We can do omni-routing for various contacts, which creates greater efficiencies for our team and customers,

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Solution

PFS leverages Bold360 for several of its brands today, which allows the company to maintain the customer interactions for each brand and manage email and website chats in an all-in-one platform for greater efficiency. Bold360 also provides PFS agents with the ability to have a seamless transition from chatbot to a human agent when more detailed or in-depth interactions are required.

In the case of one of PFS’s customers – in this case, a cosmetics and beauty company – the team sought a cost-efficient solution to address the high number of customer inquiries outside of contact center hours. Bold360 handles 43% of after-hours inquiries, allowing customers to be served at the time that works best for their schedules.

“The use of this AI technology for our customer has been incredibly successful, and they have greatly benefited from it. We are looking forward to building out additional AI solutions for other customers in the coming months,” Brewster said.

Results

Bold360 provides PFS customers with a 24/7, always-available service option where customers can self-serve at any time, eliminating the frustration and lag time of having to wait for a human agent to respond during normal business hours. Bold360’s technology is increasing the effectiveness of existing chat agents, as it can quickly identify issues and add self-service options in response to spikes from promotions, weather, retail seasonality, etc.

By tightly integrating the agent and AI solution, Bold360 enables customers to start an inquiry with a chatbot and, if their query is not quickly resolved, seamlessly transitions the chat to a human agent – in the same window, and with all the context of the bot conversation. Alternatively, if the interaction occurs after hours, the bot can assist the customer in creating an email for the support team. In addition, the Bold360 chatbot is always learning. The platform provides the PFS team with deep insight into new questions the chatbot receives so those can be addressed proactively in the future.

One of PFS’s customers, a global beauty and cosmetics firm, is using Bold360 and started seeing results nearly immediately:

- 11,000 chatbot engagements in the first month of use
- 58% of customer inquiries self-served
- 29% of total customer contacts managed by the chatbot
- Overall customer care center volumes were reduced: email (23%), calls (5%), chat (1%)

Because of the success of the initial implementation, PFS is looking to further extend this chatbot technology to support multiple languages and integrate customer care into various social media channels.