bold360**ai**

Build.com

Bold360 ai's Self-Service Solution Triples Conversion Rates

Bold360 ai is enjoyed by Build.com's agents and customers alike. After implementing Bold360 ai, agents responded to 70% fewer inquiries, and customers converted at a 300% higher rate.

Challenge

Build.com is the fastest growing online home improvement retailer. As their business grew to offer over 700,000 products online to more than 5 million monthly visitors, the need to provide excellent customer service was imperative. Build.com was looking for a solution that could efficiently deal with incoming inquiries and provide immediate accurate answers to their customers. They needed a simple solution that could be implemented quickly and used by a team of over 150 agents.

Build.com needed to increase efficiency in the following areas:

- **Volume**: Agents were handling over 130,000 monthly inquiries and calls.

- **Speed**: Long response times were an average of 9 hours.

- **FAQs**: The ever-growing FAQ list was becoming unmanageable for agents.

build.com™

700K
online products

5M
monthly users

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Solution

Build.com assessed several solutions and chose Bold360 ai because of its ability to automate the FAQ cycle, and provide immediate answers to customers. Build.com was pleased with the product's ease of use and quick ROI.

> "Bold360 ai improved our customer service with immediate answers to tens of thousands of monthly inquiries and tripled our conversion rate. So it is no surprise our reps are absolutely in love with it."

DAVE ISHERWOOD, *Director of Sales, Build.com*

- Magento Integration allows customers to click "Add to Cart" directly from the chatbot widget when on the product page, drastically increasing online sales.

- Contextual answers implemented on every product page provide immediate answers to customers without abandoning the shopping process.

- Dynamic FAQs efficiently manage a continuously growing product knowledge base.

Results

- 300% increase in conversions

- 40% more engagement with customers

- 70% reduction in number of questions answered by agents