

CASE STUDY



How Freshly Increased
Concurrency While
Improving Customer
Satisfaction





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FRESHLY'S CHALLENGE

Freshly is a direct-to-consumer subscription meal company that focuses on making healthy eating fun, exciting, and simple. Freshly's customers choose prepared meals that work for their dietary needs from a rotating menu of 30+ options. Every week, their meals are cooked and delivered fresh to their doors, each ready to heat and eat in just 3 minutes. Menus are designed by a team of chefs and nutritionists using real whole food.

Customer experience and satisfaction are critical to Freshly's growth and success.

Freshly delivers millions of meals and deals with hundreds of thousands of support questions every week. With a significant number of these requests coming through chat, it was imperative that they elevate this experience to ensure customers have a positive experience every time they reach out to Freshly's chat support team. To do this Freshly looked to impact key performance metrics including:

- First Response Time
- Average Handle Time (AHT)
- CSAT

ENTER LORIS

Freshly uses Zendesk as the main platform for customer support agents to communicate with customers, and a solution to help drive growth in these key metrics needed to embed into the existing tech stack. This is where Freshly turned to Loris, as the solution is uniquely positioned to help customers improve their service-based conversations with its multiple integrations, including Zendesk.

Working closely with the team at Loris, Freshly launched their initial engagement. Working with a select group of agents and establishing a baseline over a set time period, Loris was able to measure:

- First Response Time
- Engagement Average Reply Time
- Engagement Duration (aka AHT)
- Chat Satisfaction Score
- Daily Average of Chats
- Concurrency

The teams then turned on the Loris solution for this group and measured the impact the tool had on individual and group results.

RESULTS

Reduced Response Time, Enhanced Agent Productivity & Increased CSAT

The results were immediate. After just one month, agents were able to reduce response time and take more chats per day, all while increasing already high CSAT numbers. Within the tight window, Loris helped Freshly realize a 33% increase of the remaining CSAT potential, with CSAT scores rising to as much as 97%.

CHAT
CONCURRENCY

↑50%

ENGAGEMENT
AVERAGE
REPLY TIME

↓25%

ENGAGEMENT
DURATION

↓14.3%

ENGAGEMENT
FIRST
REPLY TIME

↓13.6%



"Loris has elevated our chat support by making our support team more productive and empathetic. Our agents are getting through more tickets, can handle more chats at the same time and are getting higher CSATs. Very quickly, Loris has become a key part of our support operations."

Ben Segal, Director of Infrastructural Efficiency

Agents Love Loris

In addition to the raw metrics, Loris distributed an anonymous survey to agents. This additional insight showed that not only was Freshly doing more to help their customer experience and improve satisfaction, they were also enabling their own agents to feel more confident in their jobs:

78%

OF AGENTS BELIEVE
LORIS HELPS THEM
TAKE MORE CHATS

100%

OF AGENTS FEEL
MORE SUPPORTED
TAKING CHATS

100%

OF AGENTS BELIEVE
LORIS CAN BRING VALUE
TO NEW-HIRE AGENTS

"Loris helped me become more empathetic towards customers, and also helped me make my sentences sound a lot like 'Freshly voice'"

"Loris helped me respond quickly and in an appropriate way, especially in providing empathy with the help of text suggestions"

WHAT'S NEXT

The Freshly study shows that Loris understands what it takes to help your agents reach more customers effectively without sacrificing customer satisfaction. With chat becoming a channel where customers expect to engage with brands, it is imperative to have a plan to succeed and win here, and Loris is well positioned to help you make this transition successfully.

THANKS



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