

CASE STUDY

Epiphany USA

Epiphany worked with us to come up with solutions that would accelerate customer engagement and bring a remarkable customer experience when users visited their website. They required features that would respond to users intuitively and enable a smooth lead capture process.

The Challenges

Epiphany's goals were to offer solutions that included the following features for better customer engagement and experience:

- 1 Customer text and chat support to respond to general queries
- 2 Ability to auto connect to the support team when AI was unable to handle queries
- 3 Generating email notifications tailored for customers
- 4 Lead capture via conversation flow

Epiphany also wanted customer qualification, CRM integration for leads and addition of data on new users in the CRM.

Upon analyzing Centurysoft's capabilities, Epiphany found us to be the right fit for addressing their challenges effectively.

Centurysoft's solutions for Epiphany

A detailed look into Epiphany's requirements and processes led Centurysoft to the conclusion that the SILVIA AI enabled chatbot would be the ideal solution for customer engagement and CRM integration needs.

The chatbot brought them the following features to enhance customer engagement and experience:

- 1 Assistance with answering general customer queries effectively
- 2 Lead capture through conversation and directing them to the CRM
- 3 Automated email messages with customer tailored content
- 4 Auto escalation to support when required

Machine Learning (ML) helped them with customer qualification, automated the process and made it easy to manage.

Epiphany discovered the following benefits after integrating our AI and ML solutions:

- Web based chatbot assisted them with a high quality customer experience
- 24/7 support with low resource costs
- Quick and reliable responses to customer queries

Result: Once the AI based solution was deployed, Epiphany was able to meet its goals of better customer engagement and experience, lead capture and customer qualification.