

CASE STUDY

Solvaderm USA



Solvaderm is a leading provider of skin care products that are widely used across the globe. Having worked for years with prominent international medical experts, Solvaderm is well known for its highly innovative products. As a pioneer in phyto-stem cell products that involve a vast range of botanical active ingredients, Solvaderm's identity includes performance and safety.

Solvaderm has an accomplished team that works with leading researchers and physicians to develop cutting edge skin care treatments well recognized in the field of microbiology and dermatology. The skin care treatment products are widely prescribed by dermatologists, skin care professionals and plastic surgeons.

The company distributes a large range of skin care products through its official distribution website. Solvaderm makes customer satisfaction it's number 1 priority and believes in offering the best and most efficient service possible.

Challenges

Solvaderm, in order to achieve excellence in customer service and omni channel engagement, required a solution that would address the following needs of users:

- 1 Find the best suitable product
- 2 Identify the best available deals
- 3 Get details on a product, product usages and combinations
- 4 Obtain information and engage through the Web and the phone

Additionally, Solvaderm also wanted to gather user information to understand customer preferences in being contacted for product marketing, information and direct sales.

Solvaderm analyzed Centurysoft's AI enabled solutions to overcome their challenges and identified them to be the right choice for addressing their needs.

Centurysoft's solutions for Solvaderm

Following a detailed analysis of Solvaderm's needs and challenges, Centurysoft found that the AI powered chatbot would be the ideal solution for these requirements.

With Natural Language Processing (NLP), and the ability to transfer customers to a live agent when required, the chatbot would assist Solvaderm clients in the following ways:

- 1 Understanding customer needs and helping them through general chat conversations
- 2 Enabling tele customers to call the chatbot using telephones for a direct Voice to Voice conversation
- 3 Offering product choices based on customer preferences
- 4 Helping them find available and relevant deals

The AI enabled solution would also help in lead generation to help Solvaderm identify whether customers wish to be contacted for product marketing, information or direct sales.

Upon deploying the chatbot,
Solvaderm would experience the
following benefits:

1

Ease of product information and product suggestion to customers

2

Multi-channel communication flow to cater to all customers from Website users to tele callers

3

Reduced costs of live (In Person) agents

4

Fast and reliable responses for user queries and multi-channel interaction

5

Easy identification of user queries and common patterns

Result: Once the AI based solution is deployed, Solvaderm would be able to offer a seamless and delightful customer experience and meet its goals in customer service excellence.