

SUCCESS STORY

Digital agents handle 42% of chats for leading theme park & entertainment company

INDUSTRY

Theme Parks

LOCATION

North America



Challenge

Facing seasonal surges in customer calls and the resulting increase in hold times, this leading theme park & entertainment company sought to improve CX and provide self-service solutions on a limited budget. Despite the budget limitations, leveraging AI technology to upgrade the contact center was a must.

Solution

Humach developed a web-based digital chat agent to troubleshoot user issues, provide guidance for self-service solutions, and assist web site visitors. Custom-made APIs allow for easy, instantaneous updates, while conversational guardrails guide users toward helpful information or live agents.

Impact

Generating 125,000 net-new conversations, our digital agent handled 42% of incoming chats, identified thousands of hot leads, and reduced headcount by 52 FTE. During the first year of operation, new opportunities were identified, leading to a 700% increase in intents handled by the digital agent.

Seeking A Versatile Solution

When a leading theme park and entertainment company needed to address long hold times in their contact center with a limited budget for staff increases, Humach proposed a strategy where digital agents would serve as the first point of contact for customers. As our client explained during the discovery process, a significant percentage of customer issues could be addressed by providing answers to a handful of FAQs (park hours, ticket prices, events). These FAQs served as the foundation of the new digital agent, while custom API connections to client data sources ensured that keeping answers up to date for all twelve of their parks remained as simple and efficient as possible.

Upon deployment of the digital agent, guest conversations were carefully monitored to not only increase response accuracy but also identify new intents, sales opportunities, and customer pain points. From there, new conversation flows were designed and implemented (upon client approval). Currently, the digital agent's most popular intents are those that were identified through this careful review process, not those provided during the discovery phase.

The Benefits of Automation



42% of chats handled by Humach digital agent



125,000 net-new digital conversations



700% increase in intents handled over 6 months



18% hot leads identified



Reduced headcount by 52 FTE

“We needed a partner who understood how important our guests are to us, a partner who could enable us to make an emotional connection through our technology platform and drive families to our parks. That was Humach.”

–Client VP of Contact Center

Slick, Agile, Effective

With the help of custom-built APIs, our client can easily change/update FAQ information for all twelve of their theme parks without assistance. In addition to this foundation, Humach provides daily, weekly, and monthly reporting to boost contact center efficiency, quickly address problems, and identify opportunities for improvement. Every week, the Humach digital agent handles thousands of chats without escalating to a live agent.



An Eye on the Future

At Humach, we approach every client relationship as a chance for an ongoing partnership. Our solutions, while painless on the client end, are never one-and-done, but rather multi-phase strategies where successes and shortcomings are assessed at every turn, calibrating future efforts. Our relationship with this client is no exception, with dozens of new intents and conversation flows identified and implemented within the first months after deployment of our digital agent.



"I felt abandoned by our last tech partner. Humach came in and made us feel like we were part of a true partnership. You have a personal stake in our success or failure."

—Client Manager of WFM, Training, QA, & B2B

Leading Together, Creating Memories

When our relationship with this client began, a mixture of operational complacency and underperforming partners were restricting their ability to adapt. With an eye on technology and the contact center, our client sought to reassert themselves as purveyors of awe-inspiring experiences and as caretakers of places where guests could make life-long memories and feel valued. Dissatisfied with their current technology partner, our client needed a new long-term partner who could provide cost-effective solutions, as well as someone who understood and aligned with their organizational goals.

Enter: Humach. Our greatest strength lies in our ability to craft solutions that utilize both humans and technology, a fact that resonated with a client weary of hearing pushy sales pitches. Rather than simply trying to close a sale, we used our early meetings with this client to understand their "big picture" and craft a custom solution to help realize this vision. It was this white-glove support that won our client over, and it's this same meticulous dedication that makes the partnership a productive one to this day.

Humach is a purpose-driven customer experience solutions provider that empowers companies to continuously improve the customer experience. Humach combines the strength of both humans and machines to simplify, streamline, and maximize the effort of both your customers and your teams.

