



Case Study: Navigating the "Amazon Effect" in Retail BPO with DATAMARK's AI Technologies

DATAMARK

America's Premier *Outsourcing* Partner

INTRO.

As customer expectations escalate, driven by innovations in customer experience, retailers are under more pressure than ever to raise their standards to keep pace with industry leaders - i.e. the Amazons of the world. This heightened demand for seamless, efficient, and highly personalized customer interactions presents a significant challenge for Business Process Outsourcing (BPO) providers. To address this, retailers need advanced tools to meet these elevated expectations while maintaining operational efficiency.

UNDERSTANDING THE AMAZON EFFECT

The “Amazon Effect” refers to the transformative impact of Amazon’s dominance in e-commerce on consumer behavior and expectations. Amazon has set new standards for customer service, including rapid delivery times, personalized shopping experiences, and a seamless, omnichannel approach to customer interaction. As a result, consumers have come to expect similar levels of service from all retailers, creating a ripple effect across the industry.



THE CHALLENGE

Amazon's influence has set a high bar for customer expectations, which now includes instant gratification through quick deliveries, personalized shopping experiences, and seamless interactions across multiple channels. Retailers are also expected to anticipate and proactively resolve issues before they become apparent to customers.

THE APPROACH

To tackle these challenges, DATAMARK has developed a suite of AI-driven solutions tailored to retail BPO operations. The focus is on enhancing the speed and accuracy of customer service responses, delivering personalized interactions, ensuring consistency across communication channels, and enabling proactive problem-solving.

THE SOLUTION

To tackle these challenges, DATAMARK has developed a suite of AI-driven solutions tailored to cater to retail BPO operations:

DataSmart is a generative AI tool designed act as a single source of truth for our agents by auto-populating information from the knowledge management system (KMS) in real time. It reduces the time agents spend searching for information by providing instant access to a real-time knowledge base. **This tool has led to a 22% reduction average handle time (AHT)**, significantly improving customer satisfaction.

DataScribe, DATAMARK's advanced call transcription tool, features sentiment analysis that simultaneously alerts operations supervisors when intervention is needed and collects valuable data. By analyzing customer interactions and integrating with the retailer's CRM system, DataScribe enables agents to deliver personalized support that mirrors the tailored shopping experiences consumers expect from leading e-commerce platforms. DataScribe also supports multi-lingual real-time transcription.

As a result, **clients have seen an 11 second reduction per call in after-call work (ACW)**, as well as unrealized benefits such as increased accuracy in agent pronunciation, and reduced attrition rates stemming from an improved overall agent experience.



A key differentiator for both tools is their CCaaS agnosticism. DataSmart and DataScribe are **not tied to any third-party** hardware or software and can be customized to fit each client's needs.

COST-EFFECTIVENESS

In addition, DATAMARK is committed to providing custom solutions tailored to each client's needs and budget. Both DataSmart and DataScribe utilize a usage-based pricing model, ensuring that clients pay for what they use without unnecessary expenditures. Additionally, DATAMARK operates contact centers and digital mailroom offices in Mexico and India, offering a cost-effective solution for sourcing agents. This global presence helps balance **high-quality service well within budgetary limits.**



RESULTS

The implementation of DATAMARK's AI-driven solutions has yielded significant improvements for retailers facing the "Amazon Effect":



DataSmart has streamlined operations, reducing average handle time (AHT) by **22%**, which results in faster response times and enhanced customer satisfaction.



DataScribe has improved the customer experience by reducing after-call work (ACW) by an average of **11 seconds per call** and providing real-time sentiment analysis that enables timely interventions. This has led to **more personalized and efficient customer interactions and better issue resolution.**

Overall, implementation of DataSmart and DataScribe have improved the consistency and quality of customer support, as well as an enhanced agent experience, resulting in higher levels of customer satisfaction and loyalty for our clients and their customers. **DATAMARK's blend of technological expertise and industry experience creates an ideal outsourcing solution for retail clients seeking to enhance their operations.**