

Killer Apps for Conversational AI

By Industry

Retail

“Every time we grow demand, we can’t grow people. So that’s why we turned to SmartAction. They saved us \$1.5M first-year and delivered a 30% bump in CSAT!”



*Tim Harpe
Director, Customer Operations
DSW*

Killer Apps for Adoption

#1 Order Status

#2 Returns

3. Natural Language Intent Capture
4. Authentication & Routing
5. Rapid Reorder
6. Address Change
7. Billing, Payments, & Collections
8. Rewards Management
9. Store Locator
10. Skip-the-month
11. Outbound Notifications
12. Curbside Pickup
13. Password Reset
14. Surveys
15. Monthly Subscription Management



Manufacturing

“Now that we are 6-months in, virtual agent AHT is just under two minutes. At the same time, our live agent AHT has dropped by almost 2-min for a near 1:1 correspondence. When you’re talking about handling hundreds of thousands of calls, that really adds up.”



Ross Tudor
Head of Customer Engagement
Center
Electrolux

Killer Apps for Adoption

#1 Product
Registration

#2 Warranty &
Returns

#3 Tier-0
Troubleshooting

4. Natural Language Intent Capture
5. Authentication & Routing
6. Account Management (address change)
7. Scheduling (delivery/pickup)
8. Store Locator
9. Survey



SIEMENS

FRIGIDAIRE



White-Westinghouse®

Insurance & Financial Services

“We’ve grown by 400,000 customers but haven’t added a single headcount to our contact center.”



*Kris Wong
AVP Administrative Services
Legal & General*

Killer Apps for Adoption

#1 FNOL/
File a Claim

#2 Claim Status

#3 Lienholder
Verification

- 4. Natural Language Intent Capture
- 5. Authentication & Routing
- 6. Payments / Billing / Collections
- 7. Proof of Insurance
- 8. Policy Changes
- 9. Policy Information
- 10. Form Requests
- 11. Schedule Appointment
- 12. Account Management
- 13. State Regulation Updates
- 14. Branch/ATM Locator
- 15. Report Lost/Stolen Card



Utilities

“The SmartAction virtual agent offers a more compelling entry price and technology that beat all other SaaS solutions we considered.”



Wayne Calder
Director of Customer Care
ENMAX

Killer Apps for Adoption

#1
Start/Stop/Transfer
Service

#2 Report an
Outage

3. Natural Language Intent Capture
4. Authentication & Routing
5. Billing Inquiries & Payment
6. Payment Arrangements
7. Account Management
8. Collections
9. Meter Replacement
10. Past Due Bill Reminders
11. Outbound Outage Notification
12. Survey



Healthcare

“SmartAction has been a long-term partner and has allowed us to automate many of our simple to medium complexity calls, freeing up our human resources to focus on more value-added activities. SmartAction has been a true collaborator as we continue to evolve our business.”



*Dr. Stephen Shaya
CEO
J&B Medical Supply*

Killer Apps for Adoption

#1 HIPAA-Compliant Authentication

#2 Scheduling

#3 Refills & Reorders

4. Natural Language Intent Capture + Routing
5. Billing Inquiries & Payments
6. Payment Arrangements
7. Collections
8. Wait List Management
9. Patient Care Pathways
10. New Patient Enrollment
11. Case Management
12. COVID Symptoms Triage

Boston Scientific

ASPIRUS™
Passion for excellence.
Compassion for people.

J&B MEDICAL

MTM

brighttree®
by ResMed

FirstCredit
INCORPORATED

HEALTH™
INSURANCE
INNOVATIONS

Travel & Hospitality

"SmartAction has been a true partner, bringing their experience and expertise along with amazing conversational AI to our relationship. The SmartAction team truly helps us to engineer the right customer experiences to deliver the desired outcome."



Jason Coats
Senior Director, Customer Care
Strategy
Choice Hotels

Killer Apps for Adoption

#1 Reservations

2. Natural Language Intent Capture
3. Authentication & Routing
4. Rewards Inquiries & Management
4. Account Management
5. Travel Notifications
6. Password Reset
7. Surveys



Automotive

"We've been amazed to find out that speaking to a SmartAction virtual agent is as good as speaking to a live agent...at 1/3 of the cost."



*Patty Kleinfeldt
Director of Q & E
AAA National*

Killer Apps for Adoption

#1 Scheduling Service

#2 Recalls

#3 Emergency Roadside Assistance

4. Natural Language Intent Capture
5. Authentication & Routing
6. Rental Management



Service Providers

"I have enjoyed working with all of the SmartAction reps. They are great communicators, always stay on top of projects, and are a pleasure to chat with. They have made suggestions on improving our current programs and worked with us continually over the last few years on upgrades. I am very happy all aspects of the service."



Shannon Campeau
Consulting Director of Operations
Walton Management Services

Killer Apps for Adoption

#1 Scheduling

2. Natural Language Intent Capture
3. Authentication & Routing
4. Triage (type of service needed)
5. Information Gathering
6. Payments & Collections



OLD REPUBLIC INSURANCE GROUP



Shipping & Logistics

"Smart Action is willing to work with us on our needs and is able to quickly put together solutions to things that we are currently having trouble with."



Brian James
Manager, Dispatch Operations
Estes

Killer Apps for Adoption

#1 Scheduling

#2 Status

- 3. Natural Language Intent Capture
- 4. Authentication & Routing



The logo for SmartAction, featuring the word "Smart" in a thin, white, sans-serif font and "Action" in a bold, white, sans-serif font. A small icon of a person's head and shoulders is positioned above the letter 'i' in "Action".

SmartAction

Conversational AI. Less Hard.