



The Intelligent Cloud Contact Center

Five 9 Helps Pilot Freight Services Cut Call Abandonment to 2%



Pilot Freight Services (Pilot) moves freight anywhere in the world. Serving a global customer base of big box retailers and major brands, its agents grew overwhelmed with high call volumes from customers that needed to track shipments. Customers were waiting longer than average to speak with an agent. Not surprisingly, call abandonment averaged 56%. In fact, a single chaotic high-volume day in December 2020 resulted in 3,220 abandoned calls.

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Gary Lisbon, GL Voice Solutions

Lacking an automated system, only live agents could track shipments. So, once customers got through to a live agent, they were placed on hold again while the agent located shipment status at the local shipping station. As the pandemic brought more frequent surges in call volume, Pilot knew it needed to automate its contact center.

Finding a Solution

Pilot engaged independent consulting firm GL Voice Solutions to analyze, recommend, negotiate, and implement a solution to remedy the extended hold times. Consultant Gary Lisbon led the charge to modernize the contact center, ultimately deploying intelligent virtual agent (IVA) technology to the company's national call-service center.

IVAs help customers resolve routine requests through self-service while providing a smooth escalation path to a live agent.

The IVA uses cloud-based artificial intelligence technology that augments live contact center agents with a digital workforce using technologies including:

- Speech-to-text
- Natural language processing
- Machine learning
- Text-to-speech

"Pilot needed to be able to offload shipment tracking from agents and implement a self-service solution that would speed call resolution," Lisbon says. "We evaluated many IVA vendors and chose Five9 Intelligent Virtual Agent for its standing as an industry leader."

Keeping Customers on the Line

When Pilot Freight went live with Five9 IVA in the call center, the team changed the call flow to deflect calls and improve the customer experience. Now, instead of waiting on hold while agents manually track shipments, callers are prompted to enter their shipment reference number and the IVA provides automated tracking information. If the caller still needs to speak to an agent, the IVA bypasses the



Pilot Freight Services Case Study

Pilot Freight Services is a full-service global transportation and logistics company with more than 70 locations throughout North America and Western Europe; administration offices in the Netherlands and Spain; and a worldwide network of overseas partners in 190 countries.

Industry

Freight Transportation
Consumer Services

Challenges

- ~56% call abandonment rate
- Long hold times
- Complex issue-resolution process

Benefits

- Lowered call abandonment rate to ~2%
- Fully resolved 45% of calls with IVA
- Achieved 44% cost savings in the contact center

Five9 Solutions

- Intelligent Virtual Agent (IVA)
- Agent Desktop
- Blended Inbound Voice
- Digital Engagement – Chat, Email

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Gary Lisbon, GL Voice Solutions

central call center and transfers them directly to the local shipping station delivering their freight.

As it prepared to implement the new system, Pilot discovered that the majority of abandoned calls came from several major retailers that did not have the time to wait on hold. The company collaborated directly with the retailers' agents to introduce the self-service IVA. The result: a drastic reduction in abandoned calls.

Resolving Calls through Self Service

Today, the IVA fully resolves 50% to 52% of incoming customer calls. During the busy holiday season, the percentage of calls answered within 45 seconds shot up from 17% in 2020 (without the IVA) to 78% in 2021 (with the IVA). Meanwhile, the answer service factor (ASF) increased from 53% in December 2020 to 94% in December 2021. And as a direct result of the IVA implementation, the abandonment rate dropped to less than 2% during Pilot's peak season from the previous 56% average.

"The IVA resolved a lot of calls, which frees agents to be proactive with live shipment tracking to update orders in the background," says Lisbon. "Now when people call, the work has already been done."

"The Five9 IVA solution is phenomenal. We are extremely pleased with what we received and what it's doing for us," said Mike Hess, Pilot's Director of National Customer Service. "We're amazed by the positive difference in the numbers we're seeing."

Uncovering Cost Savings

The team at Pilot looked back on that fateful December 2020 day that logged 3,220 abandoned calls. That same high-volume day one year later, only 34 customers abandoned calls.

Improved customer experience is just one part of the equation. Pilot Freight has also realized a 44% cost savings resulting from reduced lower spending on long distance and toll-free calls.

Going forward, Pilot is integrating Five9 chat and email and has plans to expand the IVA to other parts of the business.

"Pilot has also seen less agent turnover as agents focus on high-value work and deal with less frustrated customers," says Lisbon. "In addition, there are real cost savings from not spending time on training, interviewing, and staffing new agents."

About Five9

Five9 is an industry-leading provider of cloud contact center solutions, bringing the power of cloud innovation to more than 2,500 customers worldwide and facilitating billions of customer engagements annually. Five9 provides end-to-end solutions with digital engagement, analytics, workforce optimization and AI to increase agent productivity and deliver tangible business results. The Five9 platform is reliable, secure, compliant and scalable. Designed to help customers reimagine their customer experience, the Five9 platform connects the contact center to the business while delivering exceptional customer experiences that build loyalty and trust.

For more information visit www.five9.com or call **1-800-553-8159**.

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3001 Bishop Drive, Suite 350
San Ramon, CA 94583
925.201.2000

www.five9.com