






Case Study




Consumer Engagement: AI-Powered Customer Experience Optimization

 **Client** Large Global Food & Beverage Company

Challenge:

-  Customers faced long wait times due to inefficient chatbot interactions.
-  Chatbots failed to detect frustration, delaying issue resolution.
-  High-priority issues were often routed to less experienced agents.

Solution:

-  Implemented SpeciphicConnect for AI-driven sentiment monitoring and intelligent routing.
-  Enabled real-time alerts for agents to intervene at critical moments.
-  Provided a centralized dashboard for chatbot performance and customer sentiment analytics.

Result:

50%
fewer escalations by resolving issues proactively.

80%
faster response time for agent-assisted interactions.

30%
improvement in CSAT scores, boosting customer retention.