ASAPP

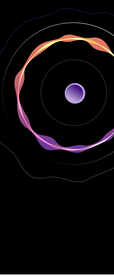
☆ USE CASE: CUSTOMER LOYALTY

GenerativeAgent® in action

GenerativeAgent is a fully autonomous virtual agent that handles complex conversations and takes action to resolve customer issues through easy integrations with your current CX technology ecosystem.

Because it can successfully navigate and resolve customer issues independently, it's a perfect fit for businesses that rely on customer loyalty to drive repeat business and higher revenue. GenerativeAgent can:

- Make, change, and cancel orders
- Handle payments and apply credits or discounts (with supervision if your policy requires)
- Help customers with even complex sales



Here's how it works

Jacob has decided to build a playhouse for his daughter's birthday, which is coming up soon. As he planned the project, he realized he needed some tools. Fortunately, he was able to get a Black Friday deal on a new drill from his favorite home improvement store's website. But he just got an email that the order has been cancelled, and he doesn't know why. He needs to get this issue sorted out fast.

Typical contact center

Because he's calling during the holiday season, the current hold time is 20 minutes. Jacob's frustration rises as he settles in for a long wait.

"All agents are currently busy. Please stay on the line. Your call is very important to us."

Eventually, Jacob reaches an agent, who explains what happened to his order and offers to exchange it for a different drill that can ship immediately. But with the queue backed up, the agent feels rushed and doesn't think to look up and offer in-store pickup options.

Jacob is already frustrated that the replacement drill will not arrive on time, so when he sees its current price on the website, he complains that it was cheaper on Black Friday and says he might as well look for an option at a different local retailer.

- Mindful of the backed-up queue, the agent doesn't offer to match the Black Friday promotional price. Instead, he simply apologizes that he couldn't find a solution and ends the call. It's not the level of service the retailer is aiming for.

Customer Lost

In the end, Jacob was unable to get the product he needed at the price he wanted delivered on time. So, he canceled the sale and bought from a competitor instead.

Contact center with GenerativeAgent

Because it scales to meet demand, GenerativeAgent answers right away.

Hello. And thank you for calling HG. I'm Jacob, an agent. How can I help you today?

I placed an order recently for several items. I had gotten a notice that it was delayed a few days ago, and today I got an email saying it was cancelled, but it didn't say why. I really need to get this order for a project I'm working on.

I'm sorry to hear that. I can see there's a problem with your order. Let me look into this calling from. To get the details, I'll need to verify your identity. Can you tell me the order number and last name on the account?

Sure. It's 1035061 and Lewis.

Thank you. I'm looking up that order to see what happened.

It looks like this order was lost during shipping. Three of the items have already arrived, but the drill you ordered, the DeWalt 7-Tube/Sheet 360 drill with drill bit package, is currently out of stock. That's why the order was canceled. It should be back in stock by the end of the month, but I can place the order again if it would ship as soon as it's back in stock and would arrive 2-3 business days after that.

That's not going to work. I really need the drill sooner than that.

I understand. I can switch the shipping method to expedited, which is overnight shipping. And I can waive the fee. Would you like me to do that?

Yeah, I still don't think that works. If it doesn't even ship for a few days, wouldn't it still be arriving late? I'd rather have your shipping location. For example, the Emerson 20-volt Max and the Titan V5-X I saw at one of those Walmart pick-up spots. Is it time to look for other exchange options?

When I made the order, I did look at the Titan V5-X. That would probably be a good option, especially if I could pick it up at the store. I'm looking at the website, and that drill is in your website right now, and it's more expensive than it was on Black Friday. Since that's when I originally ordered, could I still get the Black Friday pricing?

Because that promotion has expired, I'll need to check if we can offer you that pricing. Hold just a moment please.

Thank you for your patience. Yes, we can reduce the price $10 to match the Black Friday price. I'm also adding a free pick-up $5 gift your total order, which will be reflected on your credit card statement within 3 business days. Would you like me to place the order for the Titan drill with a pickup order at the Revine store?

Yes, that would be great. Let's do it. When can I pick it up?

I completed the exchange and placed your pick-up order. I sent the exchange confirmation to your email. The pickup will be ready for pickup within 2 hours, and you will receive an email when it's ready. Is there anything else I can help you with?

Thank you so much. No, that's all I needed.

GenerativeAgent identifies the customer's intent and authenticates the customer to check the order status.

GenerativeAgent checks the inventory for similar items that are currently in stock.

GenerativeAgent explains the situation to the human advisor and asks for authorization to use the Black Friday pricing.

The advisor approves the promotional pricing.

GenerativeAgent is able to execute the exchange for a customer and provide relevant information.

Maintained customer loyalty

Jacob is delighted that the AI agent took the time to find a solution that worked for him, including the promotional pricing. He raves to his neighbor about the great deal he got – and the great customer service.

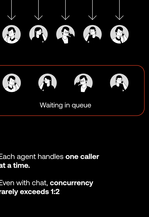
	Typical contact center	Contact center with GenerativeAgent
No wait time	✗	✓
Shipping issue explained	✓	✓
Offered product exchange	✓	✓
Offered in-store pickup option	✗	✓
Prevented sale cancellation	✗	✓
Maintained customer loyalty	✗	✓

Solves like a human. Scales like software.

GenerativeAgent autonomously and safely resolves complex customer interactions over voice or chat. When it hits a roadblock, it knows how to ask a human agent for what it needs to continue resolving the customer's issue. It scales automatically, so when volume spikes or agent turnover skyrockets, your contact center still delivers what your customers need, when they need it.

Typical contact center

Contact center with GenerativeAgent



- Each agent handles **one caller at a time.**
- Even with chat, **concurrency rarely exceeds 1:2**

GenerativeAgent knows when to engage a human-in-the-loop agent for support and approvals instead of handing off the interaction, which allows those human agents to support multiple calls or chats simultaneously.

GenerativeAgent expands your contact center capacity, improves customer satisfaction, and cuts your cost to serve.

- Always on, 24/7/365
- Scales automatically
- Seamlessly handles volume spikes
- Keeps queues and wait times short
- Resolves customer issues independently
- Frees human agents to focus on higher-value interactions

Real results with ASAPP GenerativeAgent

Cost savings

Self-service automation rates exceed 70%, deflecting otherwise high-cost interactions.

Enhanced customer satisfaction

Customers get what they need, when they need it, with 24/7, cross-channel availability and multilingual support, delivering **90+% first contact resolution rates.**

Increased agent productivity

With repetitive tasks handled by GenerativeAgent, **human-in-the-loop agents can support up to 3 calls at a time.**

To learn more about **GenerativeAgent**: TAKE A SELF-GUIDED TOUR | GET A DEMO

About ASAPP

ASAPP is an artificial intelligence solution provider committed to solving the toughest problems in customer service. Because we automate the highest volumes in customer service, we believe AI-native® solutions deliver more than efficiency gains. They redefine the role of AI in the contact center and lay the groundwork for businesses to reimagine their customer experience delivery for the age of AI. Leading enterprises rely on ASAPP's generative and agentic AI solutions to dramatically expand contact center capacity and transform their contact centers from cost centers into value drivers. To learn more about ASAPP, visit www.asapp.com.

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