Executive summary:

NowVertical’s SMART HUB AI Solution, powered by Azure Open AI, revolutionized Blinds 2go's customer experience and operational efficiency. With real-time text analytics, Blinds 2go gained deep insights into customer interactions, enhancing satisfaction and reducing costs. SMART HUB’s advanced capabilities pinpointed customer needs, enabling tailored services and streamlined resources. The result: improved CX, cost-effective operations, and an enhanced self-service ecosystem. NowVertical’s SMART HUB redefined Blinds 2go’s approach, solidifying their position as an industry front runner in online retail.

Business needs:

Blinds 2go, as a prominent online blinds retailer serving a diverse global clientele, faced the critical challenge of efficiently managing and responding to a high volume of customer inquiries across multiple countries. The business recognized the paramount importance of both enhancing customer satisfaction and optimizing operational costs. The existing traditional methods of data analysis, such as CRM entries, proved inadequate in capturing the nuanced sentiments and concerns expressed by customers.

Business results after implementation:

Elevated Satisfaction: SMART HUB boosted customer contentment through tailored services and offerings.

Efficiency Gains: SMART HUB cut costs by preemptively addressing common concerns and optimizing resource allocation.

Seamless Self-Service: SMART HUB enhanced self-service options, reducing direct customer engagement and operational expenses.
Open AI, emerged as the solution of choice. This innovative platform enabled Blinds 2go to analyze customer conversations in real time, offering a comprehensive understanding of the underlying reasons and sentiments driving each customer contact. NowVertical’s SMART HUB harnessed AI’s advanced capabilities to delve beyond surface-level analysis, revealing hidden patterns and fundamental issues within the extensive dataset.

Outcome:
Enhanced Customer Experience: The real-time analysis of customer conversations provided by SMART HUB empowered Blinds 2go with invaluable insights into customer conversations and the ability to decipher the underlying drivers behind each customer interaction. Open AI, emerged as the solution of choice. This innovative platform enabled Blinds 2go to analyze customer conversations in real time, offering a comprehensive understanding of the underlying reasons and sentiments driving each customer contact. NowVertical’s SMART HUB harnessed AI’s advanced capabilities to delve beyond surface-level analysis, revealing hidden patterns and fundamental issues within the extensive dataset.

Cost-Effective Operations: By identifying common triggers for customer contacts and proactively addressing them, Blinds 2go reduced the need for repeated customer interactions. This strategic approach led to notable cost savings through operational streamlining, while SMART HUB’s
insights enabled the company to allocate resources more efficiently.

Elevated Self-Service: NowVertical's SMART HUB insights empowered Blinds 2go to revamp their self-service solutions comprehensively. The introduction of comprehensive FAQs, instructive video guides, and self-help tools directly addressed prevalent customer queries and concerns. This strategic enhancement significantly curtailed the necessity for direct customer engagement, allowing Blinds 2go to offer a more efficient self-service experience.

Conclusion:
NowVertical's SMART HUB AI solution, powered by Azure Open AI, emerged as a pivotal tool for Blinds 2go's transformation. This collaboration enabled Blinds 2go to deeply understand customer interactions, resulting in an upsurge in customer satisfaction, substantial cost savings, and a streamlined self-service ecosystem. By harnessing SMART HUB's advanced text analytics capabilities, Blinds 2go achieved elevated customer experience and operational efficiency, positioning itself as an online retail industry leader.