



Best-in-Class Customer Service with Generative AI

## Revolutionizing Customer Experience with SMART HUB AI Solution

Elevated Customer Satisfaction Using Azure Open AI Enabled SMART HUB

Generative AI Analysis Enhanced Semantic Analysis Optimized Resource Allocation

### 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.

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### Overview:

Blinds 2go, a prominent online blinds retailer catering to customers across ten countries, grappled with managing a substantial volume of customer inquiries while striving to elevate customer satisfaction and streamline operations. Conventional data analysis methods are needed to provide depth and precision to understand customer sentiments and issues. To address this challenge, Blinds 2go turned to NowVertical and their cutting-edge AI solution, SMART HUB, powered by Azure Open AI. This AI-powered Text Analytics tool promises real-time insights into customer conversations and the ability to decipher the underlying drivers behind each customer interaction.

### Situation:

As a prominent online blinds retailer, Blinds 2go confronted the overwhelming task of managing and responding to thousands of monthly customer inquiries. Their objectives encompassed not only improving customer satisfaction but also reducing operational costs. However, traditional data analysis methods, including CRM entries, needed to be equipped to provide the intricate insights required to comprehend customers' nuanced sentiments and concerns. The need for an advanced solution capable of analyzing vast amounts of data and uncovering actionable insights was paramount.

### Approach:

NowVertical's SMART HUB, an AI-powered Text Analytics tool leveraging the capabilities of Azure



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 preferences, concerns, and expectations. Armed with this deeper understanding, Blinds 2go refined its services to align more effectively with customer needs, significantly boosting overall customer satisfaction.

**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

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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.