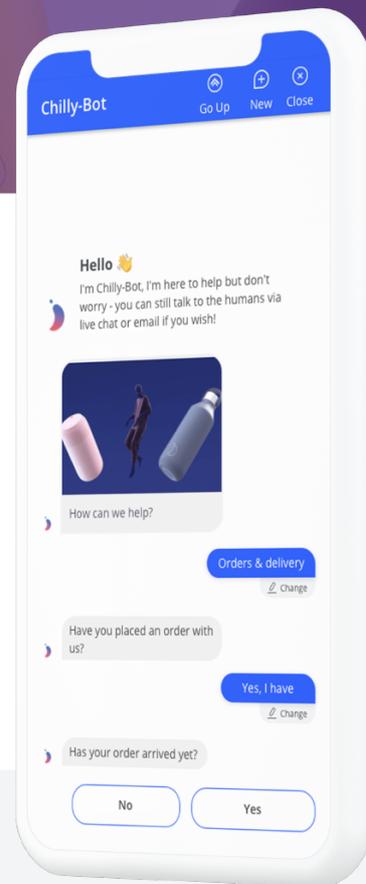


Chilly's Bottles

Live Since March 2021

How Chilly's Bottles Empowers Their Customers to Solve Service Requests in Just 22 Seconds

Chilly's Bottles is on a mission to accelerate the adoption and everyday use of reusable products. This sustainability approach also transfers to their customer service, helping them to easily scale up with customer service automation. Their chatbot Chilly-Bot helps them to not only master seasonal peaks, but also deliver great service experiences throughout the year.



Company

Challenges

Results

- ◆ Chilly's Bottles was founded in 2010, offering their products in 36 countries. Around 9.3 million bottles have been sold to date.
- ◆ In 2020, Chilly's Bottles grew more than 100%, now having 39 employees. 8 of them work in customer service.
- ◆ Customer satisfaction and an effortless experience are clear priorities, which is why they pursue a technology-driven approach in their service strategy.
- ◆ 2020 was a challenging year: Managing the effects of Brexit and Covid-19 while launching a new product resulted in a ticket volume peak of 19,000 in December (monthly average: 8,000).
- ◆ They noticed that a lot of simple, repetitive questions came through live chat which took up a lot of the agents' time, but additionally the sheer volume of these requests led to turning off live chat in December 2020.
- ◆ Both wanting and needing to scale up, Chilly's Bottles stood before the decision to either hire additional staff or invest more in customer service automation.
- ◆ Within the first three days after the bot go-live, they saw a 60% decrease in their number of daily live chats.
- ◆ Chilly-Bot handles around 2,500 conversations each month, offering a solution within just 22 seconds while reaching a CSAT of 70%.
- ◆ Adding a chatbot to the team has helped them to support their customers more efficiently: offering 24/7 self-service, making live chat more manageable and freeing up their agents' time for more complex cases.

How Chilly's Bottles Empowers Their Customers to Solve Service Requests in Just 22 Seconds

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Founded in 2010, Chilly's Bottles has its finger on the pulse of time with their reusable products, selling 9.3 million bottles to date. As a company they experienced a steep growth in 2020, more than doubling in size from 15 to 39 employees. About one fifth of them work in customer service, making it a core part of their business.

Improving customer experience is at the very heart of Chilly's Bottles: Even though they already have high Trustpilot ratings (4.5 out of 5), they're always looking for ways to improve their business and prepare for the future – even though there's

not a particular problem to be solved. With their customer-centric approach, they make customer satisfaction and creating an effortless experience top priority by empowering the team to provide feedback cross-departmentally and make continuous improvements based on it.

In 2020 Chilly's Bottles was not only growing as a business, but they also faced some challenges due to the implications of Covid-19 and Brexit which led to increased delivery demands and ultimately incoming customer service requests. Their customers had lots of queries about deliveries and import charges in particular which made it very difficult for them to stay on top of their backlog. Towards the Christmas season, they also launched a new product, leading to even more customer questions. On average, the customer service team of Chilly's Bottles was handling 8,000 tickets per month, but this number peaked to 19,000 in December 2020.



We are really technology-driven as a company and always look for tech solutions that help us solve problems – especially in customer service. Solvemate is the perfect partner for us to offer an automated 24/7 self-service solution.



Ellis Rickard
Customer Experience Manager
Chilly's Bottles



As a consequence, Chilly's Bottles needed to inform customers on their website of slow response times and were forced to turn off their live chat as they could not cope with the flood of incoming messages. This was particularly difficult from their perspective as queries at Christmas are very time sensitive and live chat would have been ideal for their customers. The service team really felt the stress of dealing with the mounting urgent queries, causing them to spend fewer minutes on emails as they normally would to deliver the best customer experience possible.

But even after Christmas, the rush for Chilly's Bottles and their service team continued until March 2021. Being in this peak phase for longer than the expected time forced them to find a strategic solution for their pressing business needs. Instead of hiring additional headcount, Chilly's Bottles decided to implement a chatbot to help them scale up their service and manage future demands and fluctuations. Within just a week, they were fully onboarded by Solvemate and launched their Chilly-Bot.

Creating an effortless experience for their customers means providing a seamless self-help solution. They encourage their customers to self-serve with the chatbot giving them a solution within just 22 seconds, resulting in a CSAT of 70%. Currently, the chatbot handles around 2,500 conversations per month, giving the team plenty of time to tend to cases that really need their expertise and empathy. Each conversation with the chatbot helps to improve the customer experience quickly, through harnessing insights to adapt the bot to customers' needs.

Chilly's Bottles' main platform to communicate with their customers is Zendesk. Integrating the chatbot was a crucial step to accelerate their customer service with the combined power of both softwares to deepen their level of automation. Since the implementation of Solvemate, Chilly's Bottles has seen a decrease in queries to orders by 10%, reducing further every month. The chatbot has successfully deflected simple FAQ tickets as well as more complex queries such as missing item queries, returns, stock inquiries and some faulty item requests.

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Chilly-Bot helps us to filter out those repetitive one-touch tickets and enables our agents to spend more time on those 'juicy' ones, offering fast and valuable support to all of our customers – no matter the question.



Ellis Rickard
Customer Experience Manager
Chilly's Bottles





Zendesk has always been a constant for us. Being able to easily integrate Solvemate in its CRM and chat makes it the perfect solution for us to automate our customer service holistically and seamlessly.



Ellis Rickard
Customer Experience Manager
Chilly's Bottles



As well as seeing the number of daily live chats drop by 60%, the ratio of live chats to orders fell to an all-time low of 0.87%. This makes the service team at Chilly's Bottles feel positive about keeping their live chat open during this Christmas season. Additionally, they have exciting plans for the future of the chatbot: offering it in more languages, adding one of Solvemate's Functions for re-sending order confirmations as well as integrating it with Facebook Messenger and WhatsApp.

Since launching Solvemate's chatbot in March 2021, **Chilly's Bottles** has noticed the following improvements:

Solutions displayed per month



Number of daily live chats decreased by



Ratio of queries to orders decreased by



CSAT



Time to solution

