



## Purity Products Chooses SmartAction for All its Call Automation Needs

Purity Products is a leading nutritional and health products company. It is a pioneer in science-based nutraceuticals and employs a panel of notable advisors to help formulate its flagship nutritional formulas. It is known for its evidence-based products and its tight focus on meeting its customers' needs.

### Business Challenge

Purity had relied on a simple touch tone IVR to supplement its live agents in handling customer calls. Faced with growing call volume, the Company realized that it could handle more calls and handle them more effectively with an intelligent call automation system from Smart Action.

In addition, Anuj Gupta, Purity's Chief Technology Officer appreciated that Smart Action developed the application risk free and he could try out the system before going live.

### The Smart Action Solution

Many of Purity's customers use "Continuity" orders, orders that recur automatically at a time, frequency and date the customer chooses. Purity first used Smart Call Agents to

handle calls from customers wanting to make changes to their orders that didn't require a live agent, but were too sophisticated for the touch tone IVR already in use.

Smart Agents help customers modify the quantity, frequency, and/or delivery date for future orders. The Smart Agents interface directly with Purity's website, pulling real-time information and writing customer specified changes back to the database.

Purity polls its customers on a regular basis and found they were very satisfied with the performance of the Smart Call Agents.

### Smart Call Agent Business Benefits

- Handles 3000 calls a day
- Sells a new product to about 4% of callers who change continuity orders
- Transfers to live agent with account info, saving 15 seconds of agent time
- Continuous tuning cut operator transfers in half
- Comprehensive turnkey service minimizes work for IT department

Another benefit for Purity was Smart Action's comprehensive turnkey service. Anuj Gupta says, "The project team is very solid. They meet my high standards and I have high confidence in them. They are also very self sufficient. My team doesn't have to do much."

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After the success of the initial application, Purity then decided to have Smart Agents make a discounted product offer at the end of the change order call. A new SuperSaver product is offered to customers who use the system to successfully change an existing order. About 3 to 4 percent of callers take advantage of the offer, which offsets about 25% of the cost of the calls for continuity order changes.

SmartAction also began intelligent routing of calls and phone number updating. If the caller ID does not match an existing customer, the Smart Agent will prompt the caller for a new phone and update the customer's profile. Calls are then transferred to live agents with account information saving 10-15 seconds per call of agent talk time and improving the customer experience. With the addition of this application, Smart Action handled as many as 1800 calls per day.

With tuning and the added functionality, total operator requests have been cut in half to about 18% of calls handled. Anuj Gupta, Purity chief technology officer says "Smart Action has done a great job in multiple respects—keeping performance high and gradually improving it.

Smart Action has recently begun automating the last applications formerly handled by the touch tone IVR service: order status, continuity order status and credit and return status. Smart Call Agents now interface in real time with UPS and other carriers and Purity customers now receive a delivery date as well as a tracking number.

Purity has now completely replaced its touch tone IVR with an intelligent call automation system from Smart Action. The Company expects Smart Call Agents will soon be answering 3000 calls a day.

#### **Smart Action Application Service**

- Answers calls in natural language
- Changes date, frequency, or quantity of a continuity order
- Sells additional continuity products to callers
- Updates phone number records for better customer identification
- Calls can be transferred with customer info, reducing agent talk time and costs
- Provides complete order status, including delivery date
- Provides return status details