

# Decreasing Call-Center Costs and Increasing Use of Online Tools

Case Study | **Advanced Analytics**

## OUTDOOR APPAREL RETAILER

### THE PROBLEM

A top-10 outdoor apparel retailer was in the midst of turmoil as their IT organization went from a managed services provider to an In-house model.

One of the stated objectives of the new IT organization was to find efficiencies in their operations that would enable them to reduce headcount, as part of a larger corporate initiative.

They needed help and an objective eye to identify efficiencies and implement solutions.

### THE SOLUTION

Mastech InfoTrellis was engaged to develop an analytics strategy and roadmap for the client. We interviewed key stakeholders, catalogued the current state data and technology landscape, and suggested a roadmap to take advantage of several modern analytics technologies.

A cloud technology platform was selected as part of a follow-on project, and it was used to operationalize the analytical models and data interactions necessary to implement the client's roadmap.

As a quick win we suggested the creation of a chat-bot that could initially interact with website customers.

### THE OUTCOME

The chatbot itself was an overwhelming success for very small investment, and showed the power and flexibility of analytics. The system leveraged product, transaction, and order data and was able to handle simple interactions. Call-center expenses were reduced by 23%.

An analytical platform for the future has been implemented, connected to other systems, and democratized to allow open access to data scientists.