During the COVID-19 pandemic, lockdowns and changing customer behavior prompted a significant part of Canadian menswear retailer Harry Rosen’s business to shift to the digital realm, and with it came a sharp increase in digital customer service tickets. The customer service department was stretched thin, struggling as they became inundated with tickets. Initially, the company re-allocated in-store associates to help with digital customer care, yet that proved to be both

Hailey’s power truly shines during busy seasons. By automating repetitive tickets with zero human effort, the retailer didn’t need to add even a single agent to handle the increase in tickets during the 2021 holiday shopping season. Resolution time on tickets was drastically reduced to mere hours, down from several days, as was the case during the 2020 holiday season.

The AI deflects more than 70% of tickets and performs at 95.63% accuracy. Implementing Netomi has allowed our agents to focus on what to do best. The impact has been significant,” said Rosen. from several days, as was the case during the 2020 holiday season.

We didn’t hire any extra agents last holiday season. The AI was that good.

---

**Ticket deflection:** 70%  
**Accuracy:** 96%