

## How Harry Rosen Resolves 70% of Tickets with Netomi's AI

Ticket deflection:

70%

Accuracy:

96%

### Hanging by a thread

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

### Tailor-made to handle seasonal spikes

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. from several days, as was the case during the 2020 holiday season.

### A close-knit relationship between agents and AI

Hailey, the Netomi-powered AI, began by assisting agents with suggested replies and actions. Today, Hailey is an integral part of Harry Rosen's workforce, interacting directly with customers to resolve tickets on both email and chat for the retailer, as well as its discount, digital-first brand FinalCut. Integration with Harry Rosen's back end systems offers effective resolutions to the most repetitive customer queries, such as order status and cancellations, exchanges, alterations,

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



**Ian Rosen**

EVP of Digital and Strategy  
Harry Rosen

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.



How can you integrate AI into your workforce?

[Reach out for a demo](#)



Customer service has been firmly entrenched in the DNA of Canadian menswear retailer Harry Rosen for decades.