

Harry Rosen Extends its Long-Standing Commitment to Genuine Customer Experiences with AI

With Netomi's AI-powered virtual assistant Hailey, the menswear retailer deflected more than 70% of tickets

HARRY ROSEN

14

Brick and Mortar Stores

3

Outlet Stores

2

E-commerce Sites

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

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 expensive and inefficient. The team quickly recognized the sheer amount of administrative and repetitive tasks that these support agents were doing and decided to bring AI into the workforce to offload much of this work.

Hailey works alongside staff to provide the Harry Rosen Standard of Care on chat and email

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, and account updates. With Hailey managing these queries, "agents focus on what they do best, not just act like ducks."

"We ultimately chose Netomi due to their deep integrations with Zendesk. We were also looking for technology that was not trying to replace the individual, just make their life easier"

Ian Rosen

EVP of Digital and Strategy
Harry Rosen



Maintaining the Standard of Care During 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.

The chatbot is now deflecting more than 70% of tickets on chat, 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.

Email and Chat

70%+
Automation

95.63%
Accuracy

Want to see Netomi's powerful AI in action and watch your CSAT take off?

Reach out or a demo today!

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