In 2020, Zinus launched AI over chat and email. Zinus set a goal of achieving 25% deflection based on the complexity of its customers' questions. In short order, Netomi met and exceeded their goal by reaching 40% deflection.

Many customers, satisfied with the superior experience received via chat, grew to favor this channel over telephone, and email has since taken over as the preferred channel for an AI-powered experience.

On a mission to “deliver the world’s finest sleep products for everyone’s lifestyle,” the Zinus team is envisioning a bright future, with Zuri by their side. With support delivered via chat and email having been put to bed, incorporation of voice capabilities as well as SMS to increase deflection even further is next on the list.

“One of the nightmares we had was a huge backlog of around 3,000 tickets, now, with Netomi, we have less than 50. Netomi stood out because of its people, and ability to support both chat and email...Netomi is our AI dream solution.”

Reuben Magbanua, Director of Customer Care at Zinus

Leveraging technology to plan ahead

With ticket volume averaging 5k tickets per month, ranging from issues related to warranty claims, product queries and order status, the Zinus customer service team was overwhelmed. When the pandemic hit, some customers were waiting for 30-40 minutes, sometimes even days, for a response.

“The pandemic really showed us that we needed a contingency plan,” said Reuben Magbanua, Director of Customer Care at Zinus.

As demand continued to rise and the company planned to scale internationally, Zinus looked to leverage AI to deflect many of the future contacts and maintain high customer satisfaction.

Meet Zuri: A powerful virtual assistant

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Zinus & Zuri: The Impact

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<th>Deflection:</th>
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How can you integrate AI into your workforce?

Reach out for a demo