

NatureMills - Better Customer Experience with Digital Assistants

Dataflix acted as an advisory and implementation partner to NatureMills helping them determine ROI, evaluate technologies, build a prototype and deliver the actual solution.

The challenge

Naturemill's customer support channel is limited to phone with limited working hours, which resulted in longer response times. Most questions to customer support are common, related to products and orders. A live chat channel has becoming expensive, hurting company's profitability. A single channel, longer response times and people dependent approach is creating poor experience leading to churn.

The solution

Nami is a chatbot built with Google Dialogflow and Dataflix Messenger supporting customers with all common questions that do not require human intervention – designed with persona, emotion and tone delivering rich conversational experience. This is a self-serve channel with faster, friendlier, consistent and seamless experience across all devices and apps, available 24/7.

The results

Three major benefits - • Better Customer Experience - With 24/7 availability and no wait time, Nami is improving customer experience. • Reduce Operational Cost - Nami answers good chunk of our customer's questions, freeing our agents time, resulting in reduced operational costs & human workload. • Improved Efficiency & Scale - Nami can scale from a single user to hundreds of thousands of users.

“ This is just the beginning of how Naturemills uses AI & digital assistants to drive personalized conversations and improve customer experience. ”

Thiruvengadam Perumal, President - NatureMills



About the customer
Naturemills US Incorporated

NatureMills is founded with a mission to inspire healthy life by providing healthy, authentic and natural food products. We believe the food products.

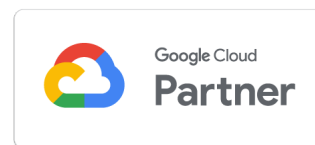
Industry: Retail & Wholesale

Primary project location: US



About the partner
Dataflix Inc.

Dataflix is a software company focused on emerging technologies – delivering data, analytics, AI and RPA solutions that drive growth & opportunities.



Products

Google Cloud Platform