

CX Best Practice Award Winner

Award for Web Self-Service:

FexEx Express

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CX Best Practice Success Story – Web Self-Service



Company Description

Federal Express Canada Corporation is a Canadian logistics and transportation company offering domestic and international shipping, and e-commerce solutions. The company uses advanced package status tracking systems, automated customs clearance services and a world-class air and ground transportation network to serve Canadian and global markets. FedEx Express Canada employs approximately 6,400 people in over 70 facilities coast-to-coast. For more information, visit fedex.ca.

FedEx Express Canada Ltd. began operating in 1987

Canadian Operating Stations – 67

Canadian Airports Directly Served – 18 Airports

Canadian Workforce – Canada has just over 6,400 employees

Air Operations – 19 intra-Canada flights (Domestic), 13 transborder flights (International)

Vehicle Ground Fleet – approximately 1,900 vehicles

FedEx Contact Center Description

Locations

Montreal, Quebec, Canada

Toronto, Ontario, Canada

Vancouver, British Columbia, Canada

Contact Types

Tracking/tracing, pick-up, rates, locations, supplies, payment calls, new account set up

Operating Hours

We offer 24x7 customer service in Canada through home-based employees and contact centers

Contact Volume

4 million calls

130,000 digital interactions

48 million fedex.ca self-service transactions

130 million fedex.ca page views

Federal Express Canada Corporation SQM Awards History

- Best Practice Winner - Standard Operating Practices (2015)

Background

FedEx provides so much more than package delivery - we're in the business of serving customers. In fact, we have 300 Customer Representatives serving our customers 24x7 to provide tracking, pick-ups, location information, new account set ups, and payment. And with our contact centers engaging in millions of calls and digital interactions every year in Toronto, Montreal, and Vancouver, it's imperative that at FedEx we provide excellent service in a consistent way. Customers are offered self-service options on fedex.ca. Our customers benefit from many features on-line including:

- Opening accounts and updating contact information
- Viewing current bill and account information
- Managing bill and payment options
- Tracking a shipment
- Finding locations
- Getting a Quick Rate
- Scheduling a pick-up
- Self-help features include a Customs Document Preparation Center

There are many facets of shipping a package, and since our website is so dynamic, we wanted to create an easier way to assist customers in their contact channel of choice. In June 2016, FedEx Express Canada in conjunction with Nuance Communications, Inc. and FedEx Services (our FedEx corporate services company which assists subsidiary companies in offering superior customer-driven solutions) launched a Virtual Assistant on fedex.ca.

Overview

The Virtual Assistant (VA) is an artificial intelligence that is embedded on key support pages on fedex.ca offering customers assistance to navigate the website. Customers can ask questions about FedEx products and services, how to schedule pickups, etc. The VA looks and feels similar to a chat session for the customer, yet it is an automated FAQ tool. The tool has contextual awareness and the ability to see where the customer has been on the website to help guide them to new content as a targeted experience. The VA is embedded on the Contact Us page and offered as a "slide-in" on other web pages to offer customers the choice to ask a question and

find quick assistance. Included with the VA is web chat integration providing a seamless way to interact with a live Agent through web chat.

The VA has the ability to transfer a customer to a live Chat Representative if they require additional support or information. The Chat Representative receives the transfer and has visibility to see why the customer was using the VA thus providing a smooth transition between contact channels, allowing an Omni-channel engagement. Post chat, a survey is offered to the customer to gather the Voice of the Customer (VoC) feedback and help guide future customer satisfaction.

Methodology (Planning & Design, Content Production, UI Integration, and Development)

Originally, the learnings began from the VA tool implemented on a FedEx website in Europe. After successfully deploying the VA on the US fedex.com site, Canada was the next region to kick off a VA project. The Technical Principal from FedEx Corporate Services and the Nuance project management team combined with the FedEx Express Canada team, which included Brand Marketing, Digital Solutions Marketing, and Customer Service Project Engineering. The project team gathered all requirements, reviewed content, assisted with UI and integration development, UI integration, and final testing and updates. Post-launch there was “Intensive Training” which consisted of 30-45 daily reviews of conversations from actual users. During this time, we analyzed metrics, added content, and analyzed KPIs.

Special attention was paid to the design of the VA on the website, especially around the look and feel of the graphics. Canada chose embedded graphics, including a picture of a Customer Service Representative with the tagline: “Contact Us - We’re here to help” to provide the human touch of using the VA. The placement of the embedded VA on the “Contact Us” page allows the customer alternative methods to choose their contact channel of choice when reaching out to us.

Ongoing Optimization

This is a new self-service tool, and we are continually looking for improvements to increase the customer experience. After the initial “Intensive Training”, the VA team continues to work on optimizing the tool. Since launch, there are monthly reviews of content and questions being asked in the VA. Conversations are reviewed specifically looking for questions that were not answered, that are new, and/or updates to current content. The list of recommendations is passed to our SME team (Senior Trainer, Brand Marketing, and a FedEx Services Senior Business Advisor) who review the information and retrieve the correct content/information to be updated in the tool.

This quality assurance process will continue as we seek ways to achieve the best possible customer experience.

FCR/Csat Outcome

The VA is offered 24x7 and has been a resounding success with our customers. Since June we have seen the following results:

- Over 75,000 conversations
- 78% First Contact Resolution
- It is still very early in the evaluation phase; however, we have seen increased customer acceptance usage month over month
 - In the second month, there was a 50% increase in conversations
 - In the third month an additional 34% increase in conversations
- Web Chat post-chat surveys increased 5% (top box score)

The next step is to continue with analysis to improve this channel access point.

FedEx Express Canada is continually looking for ways to improve the customer experience in all touchpoints across the customer journey. The Virtual Assistant is a tool we are very happy to have seen immediate customer acceptance, and we're very enthused to learn more as we measure and monitor the increased customer experience on our web channel.