

CASE STUDY JUNIQE

E-mail Automation for E-commerce Platform

Faster answers and standardisation of service quality for higher customer satisfaction and more efficiency in customer service with intelligent dialogue solutions by parlamind

JUNIQE

ART. EVERYWHERE.

CLIENT
JUNIQE.de by Kollwitz Internet GmbH

INDUSTRY
E-commerce

PROJECT
E-mail Automation for Online Art Shop

SYSTEM ENVIRONMENT
Desk, Zendesk

PROJECT PERIOD
since Q4 2017

BACKGROUND

About JUNIQE

Make your four walls a home with JUNIQE's carefully curated collection of premium posters, framed prints and more. Discover numerous sources of inspiration and the wide range of designs created by talented artists from all over the world.

Since its founding in 2014, JUNIQE has evolved into a successful platform for over 600 talented creative minds and their designs. As a leading online destination for affordable, carefully curated art, JUNIQE always strives to offer the best photographs, typographies, illustrations and more.

With the desire to inspire and delight its clients, JUNIQE's curation team carefully selects each work of art from its ever-growing portfolio. The designs are then printed to order on the extensive product range of premium posters as well as home and lifestyle accessories. The creative team ensures that the community of art and interior lovers is always up to date with the latest trend collections, artist interviews and more.



“With parlamind, our customers receive faster answers to their questions of consistently high quality. Our Customer Service is measurably relieved of the burden of processing standard enquiries and thus gains more time, which can be invested in the quality of individual customer interactions.”

Joël Ismail, Customer Service Team Lead, JUNIQE

CHALLENGE

Faster Answers Higher Service Quality Relief of the agents

With a view to customer service, JUNIQE pursued several goals. On the one hand, the optimisation of First Response Time through faster response to customer enquiries was identified as the primary challenge. In this context, JUNIQE also aimed to standardise the quality of its responses. On the other hand, JUNIQE needed a holistic solution to make the training of new customer service employees both more efficient and more sustainable.



SOLUTION

More Quality & Faster Answers with E-mail Automation

With the help of parlamind, JUNIQE has been achieving the defined goals for optimisation in customer service since 2017. After rapid integration into the ticketing system, artificial intelligence was first trained in customer service topics relevant to JUNIQE and other company-specific data. On this basis, the AI was able to correctly identify concrete topics and intentions in e-mail enquiries after only a short time and independently give recommendations for action.

In this way, the JUNIQE Customer Service teams benefit from automatically generated response suggestions and are effectively relieved of the burden of processing standard queries.

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Results

JUNIQE customers receive quicker answers to their questions and the quality of communication is effectively increased. The new knowledge database with response templates makes it even easier to train new customer service employees in line with brand requirements.



First Response Time

83%

All processed e-mails successfully supported by AI



Efficiency

92%

Use through the JUNIQE customer service teams



Quality

75%

Recognition rate of the customer concerns through the AI