SPITCH

driven by voice

RENT A RIDE
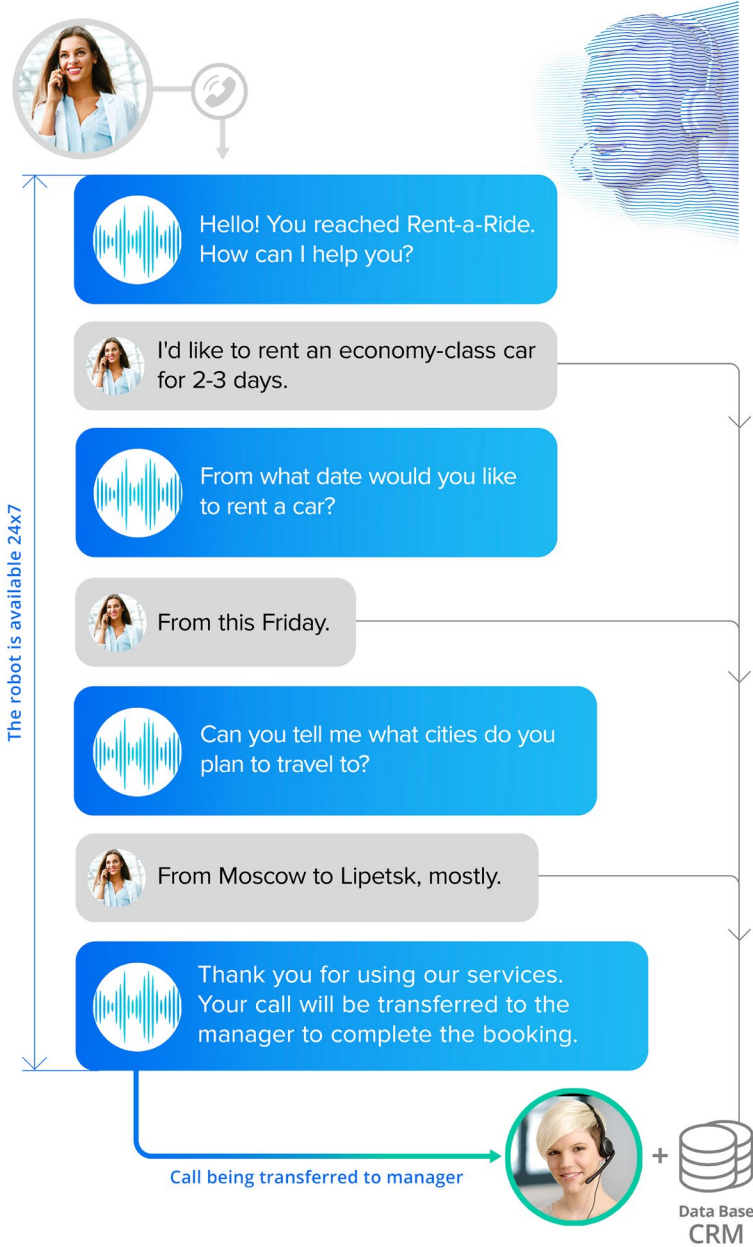
Contact centre robot for a car sharing marketplace Rent-a-Ride

Rent-a-Ride offers privately owned cars for short-term rental.

The robot is available 24x7

Hello! You reached Rent-a-Ride. How can I help you?

I'd like to rent an economy-class car for 2-3 days.

From what date would you like to rent a car?

From this Friday.

Can you tell me what cities do you plan to travel to?

From Moscow to Lipetsk, mostly.

Thank you for using our services. Your call will be transferred to the manager to complete the booking.

Call being transferred to manager

+ Data Base CRM

Problem:

- Despite the availability of a high-quality website and a mobile app, approximately 25% of customers prefer to make orders by phone.
- Outsourced contact centre operators made mistakes or transferred incomplete information to Rent-a-Ride managers.
- Customers had to wait on the line during the information transfer.

Solution:

- Rent-a-Ride deployed Spitch's neurobot to increase profit margins, cut costs and eliminate mistakes. The bot is capable of processing retrospective customer data for precise segmenting. The aim is to single out and fast-track customers ready to place an order and quickly transfer the call to an appropriative manager.
- The order parameters extracted during the call appear in the CRM immediately, and the manager sees all the necessary details.
- The bot can handle certain calls without managers getting involved at all, e.g. informing taxi drivers about the rental limitations, identifying them by keywords and phrases (car for work, large mileage etc.).
- The neurobot also generates a flow of structured data on all the calls, constantly improving the quality of analytics.

Benefits for business:

- Sales conversion growth of 30%.
- Revenue growth of 1,5 times on orders placed by telephone.
- Customer experience improvement (no waiting on the line, fast resolution).
- Precise adherence to scripts. Reducing workloads for managers by more than 20% and eliminating mistakes in customer segmenting.
- Reducing the time for customer intent recognition and order information transfer to managers to 2 minutes.
- Eliminating the need to re-train contact centre operators if scripts change.

Next steps:

- Spitch bot will be able to conduct automatic outgoing call campaigns to collect information on cars availability and rental conditions.
- It will be possible to fully automate the processing of orders by telephone, ensuring 100% adherence to scripts for each customer segment.

Alexander Ladygin
CEO Rent-a-Ride

«Business effectiveness directly depends on the conversion of the incoming calls flow into purchases. One of the key metrics, according to our analytics, is the time period between the customer query and the detailed response to it. The bot allowed us to significantly reduce this time, thereby increasing the revenues with unchanged customer engagement costs».

Spitch is Cool. Recognised by Gartner.

Spitch has been named a "Cool Vendor" by Gartner in the "Cool Vendors in Speech and Natural Language" report[1], as one of only three innovative companies that provide custom-made, highly performant speech and natural language systems that move beyond what standard API and cloud offerings provide.

Gartner COOL VENDOR 2019

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[1] — Gartner Cool Vendor 2019 https://www.gartner.com/doc/3970415

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