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Artificial Intelligence (AI)-Driven Personalized Voice Assistant (PVA) lets a US tire retailer better connect with its customers, strengthening omnichannel presence

Client challenges

A major US tire and wheel retailer wanted to sharpen its competitive edge by improving the customer experience and strengthening its omnichannel presence. Specifically, the retailer wanted to roll out a technology solution that would enable it to better connect with customers booking appointments with its service center, and reinforce its reputation as a forward-thinking, technology-minded organization.

Solution

Together with Capgemini, the tire retailer rolled out an AI-driven PVA powered by the latest Intel® technologies as well as Google's Cloud platform. Using natural language processing the solution enables customers to use voice to book appointments with the service center from either their mobile phone, Google Home/Assistant or Amazon Alexa devices.

Using customer preferences, the PVA is able to recommend the nearest service center, and advise on distance, journey times and opening hours. It suggests appropriate services based on customer expressions and reactions using voice intelligence – for example, new tire fittings, tire rotation and balancing, flat repairs, winter tire changes, or tire pressure monitoring system (TPMS) services, and then guides customers to book appointments.

Success Story Overview

Customer: Major tire and wheel retailer

Industry: Retail

Location: North America

Client Challenges / Business Need:

- Wanted to more closely connect with customers, strengthen omnichannel presence

Results:

- Greater connectedness, unified experience across all touchpoints
- Better insight into customer behavior
- Strengthened omnichannel presence, improving competitiveness

Once an appropriate date and time is agreed, the PVA confirms the appointment by sending an email and automatically updating the customer’s Google calendar, as well as the service center’s appointment system – see figure 1.

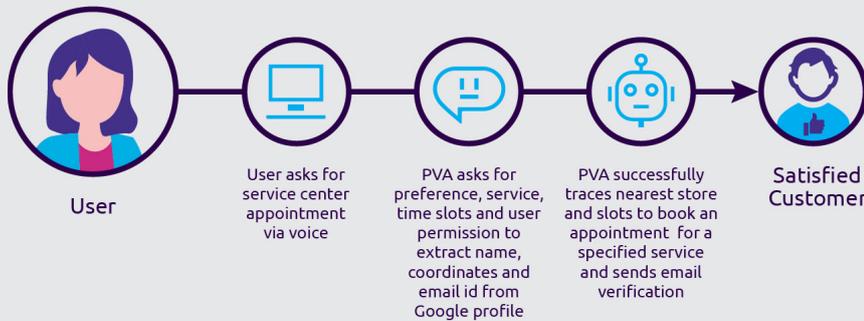


Figure 1. The tire service center appointment booking process using the AI-driven PVA

Results

The tire retailer anticipates that the PVA will improve the overall customer experience through greater connectedness, ease of use, and range of options in how they wish to interact, offering a unified experience across all touchpoints. Greater insight into customer behavior through analytics will help the tire retailer better understand which appointment slots are the most popular or the longest ones to process, allowing it to continuously improve the customer experience. Moving forward the tire retailer is looking to expand the capabilities of the PVA beyond appointments to include tailored product and service recommendations through integration with social media – for example, inviting them to come in for a tire check in advance of a long trip. The retailer is also looking to offer other services via voice such as selecting tires, inquiring about discounts and rebates, and applying for its financing program.

Interested? Contact one of our Smart Digital Store experts

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