Gnatta

Using Quick Replies

A Customer Service Case Study

About this
case study.

This case study explores the use of quick replies by a Gnatta client — referred to as 'Client A'. All their data has been anonymised, and figures have been rounded to protect the client's identity.

Client A is a household name retailer with a sizeable customer care offering. During the summer of 2020, Client A implemented quick replies to help handle the rise in contacts due to Covid-19.

This study focuses on the cost savings generated, and goes further to project potential savings for other businesses.

What is a quick reply?

Hi Sam — thanks for getting in touch. Please select the option below that is most relevant.

Order tracking   **Returns process**

None of these   **Change address**
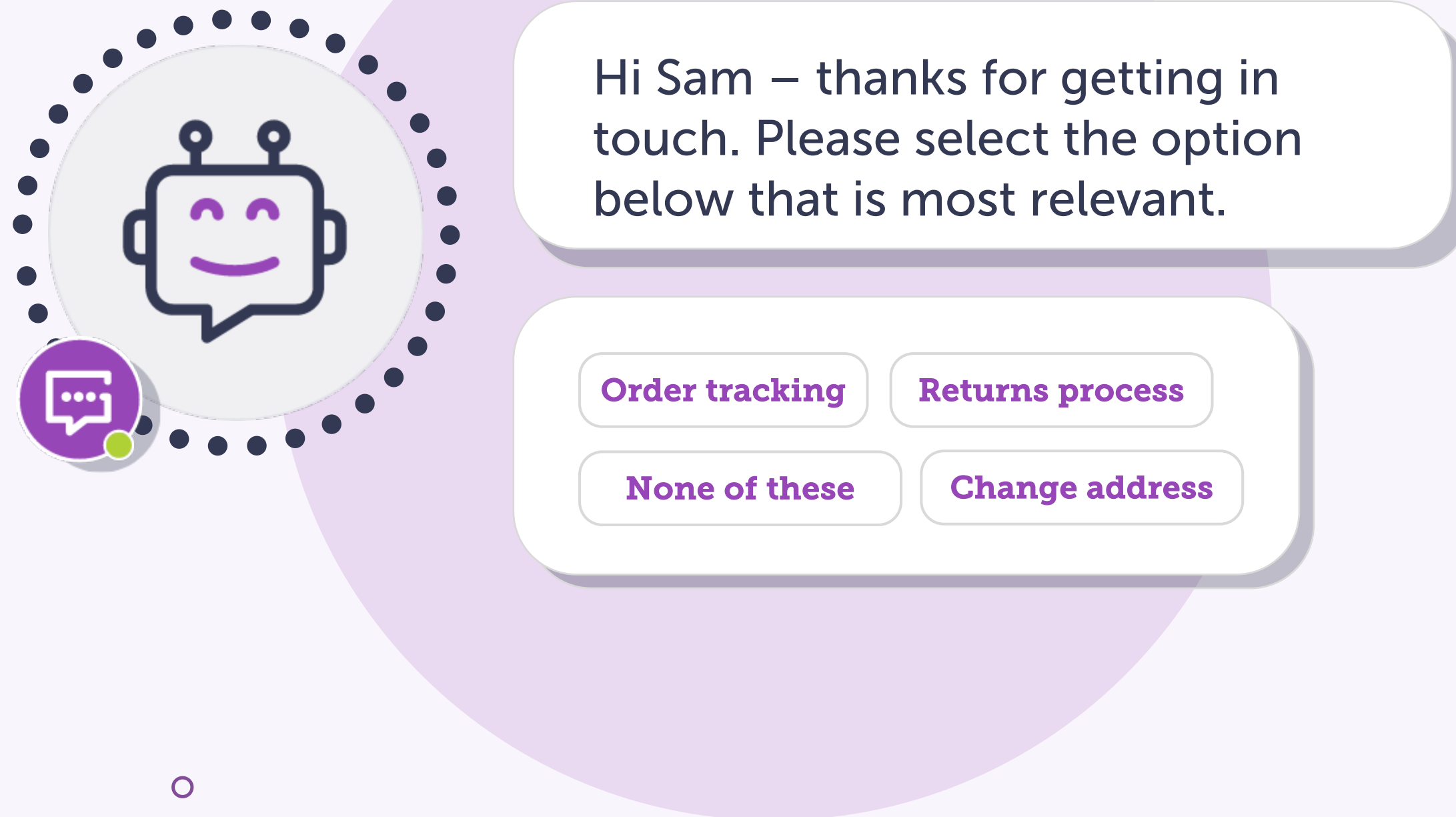
Quick replies are automated self-service replies, currently available on some social platforms such as Facebook messenger, and from some webchat providers. With pre-written questions in the form of buttons, customers can find a solution to their question or connect to an agent.

Why use them?

- ✓ Deflect straightforward questions
- ✓ Gather information to pass to an agent
- ✓ Improve first contact resolution rate
- ✓ Boost customer satisfaction

Two primary use cases.

Whilst it may seem a good idea to fully automate as much as possible – in truth, partially automated queries have equally huge potential, and are more likely to create positive customer experiences in complicated query types.

Fully Automated

These are handled beginning-to-end by quick replies – with no agent involvement at all. This might include simple tracking queries, or store visitors checking your opening times.

Partial / Assisted

These conversations begin with gathering information about the query and integrations collecting external data, before passing to a human agent to complete the interaction.

Digging into interaction data.

This is the raw interaction data from Client A in a single month — one of their busiest months in the Christmas trading peak. In this context, efficiency is the average number of messages it takes to resolve an interaction and is key to estimating the savings made.

2.41
Efficiency

30,000
Interactions

160,000
Messages

70%
Used Quick Replies

5

How much did it save?

Costs are estimated based on private client data, such as operator wages and office costs. The below assumes an efficiency rate of 2.41 before quick replies were implemented, and a cost-per-contact of around £1.33.

Fully Automated

6,500 interactions were fully automated — that's more than 10,000 individual messages deflected.

Initial Savings

£10,300

For fully automated interactions only in **one month**

Partial / Assisted

24,000 interactions were partially automated —with an astonishing 44% closed by the agent at the first point of contact with thanks to the quick replies.

Total Savings

£58,000

Across all interactions, in **one month**

To Year End

£118,000

Across their **trading peak** to the end of the financial year

Estimate your potential savings.

For fully-automated queries, we can keep the maths nice and simple. Swap our figures for yours, get your calculator, and find out how much you could save by fully-automating your FAQs with quick replies.

Monthly Interactions	50,000
% Fully Automated	8%
Efficiency Rate	2.5
Cost Per Contact	£1.33
Monthly Savings	£13,300

This is just the beginning!
Remember, this is just the queries that are fully-automated – the cost savings on partially-automated queries could add 4x the savings!

(i) How to calculate

Take the number of fully automated interactions and multiply them by your efficiency rate to get the number of messages (contacts) deflected.

Multiply the number of messages by your cost per contact.

Thank you

for reading.

Want to try quick replies for your business?
Book yourself a no-strings Gnatta demo.

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Radar · Reporting · Dashboards · Queue radar

Radar

David Harris · #6843

Sam Kyle · #6943 · 1

Alan Walker · #6993

James Hutchson · #7120

Peter Foster · #7143

Update

Queue
Escalations

Topic
Refunds

Status
New Chat

Phone Number

Customer Reference
#23469

Order Status
Refund processing

Order number
#46CS324

Email address
samkylerocks@gmail.com

Payment Method
Stripe

Country
UK

Sam Kyle

Refund

To: Sam Kyle

Enter your message he