



CUSTOMER STORY

Acing high-velocity, high-volume customer service with conversational support

The story of **MUNZO**

featuring  Freshchat



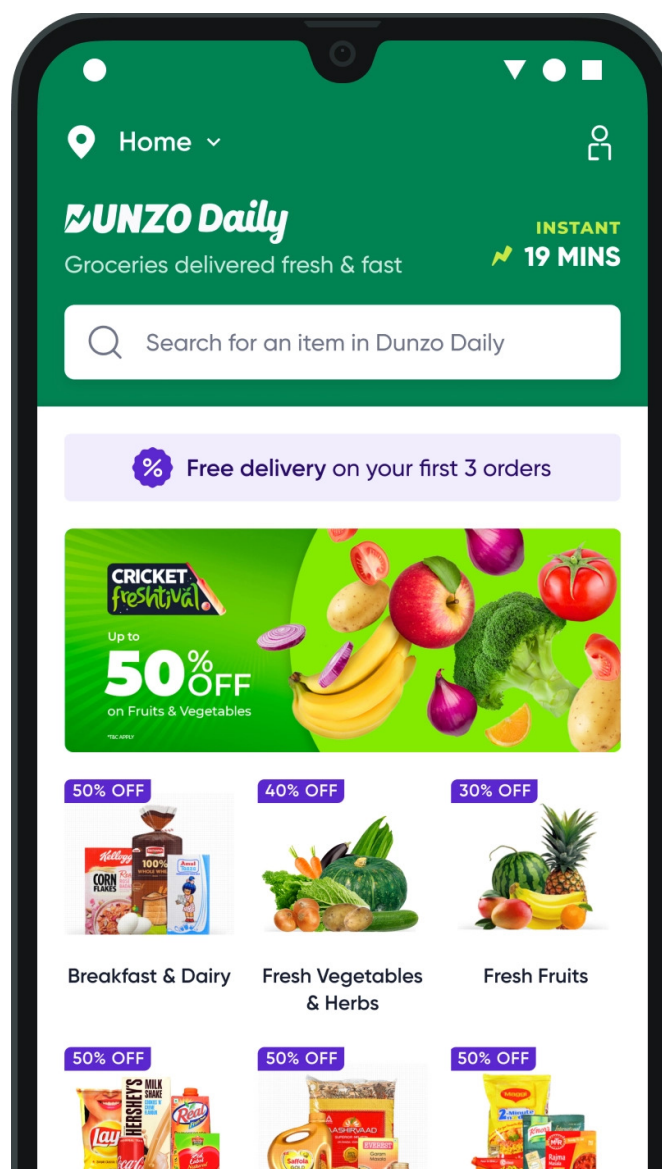


Dunzo is a hyperlocal doorstep delivery provider. It fulfills over 2 million orders per month – ranging from groceries and medicines to picking up and dropping packages for users across India’s 8 largest cities, and partners with 75,000+ local stores to do so. Dunzo is growing at a breakneck pace, thanks in part to loyal customers who have come to expect brilliant service from the brand.

A pressing need for scale, speed, and efficiency

As the scope of Dunzo's operations multiplied – now fulfilling deliveries of meat, pet supplies, and even fresh produce – the number of stakeholders grew exponentially, every order involving end-customers, merchants, retailers, and the delivery executives themselves. With a promised delivery time of 25 to 45 minutes, Dunzo's #1 priority was to ensure that its customer service was as agile and speedy as its logistics.

The customer service vertical has three constituent teams: One each for end-customers, merchants, and delivery partners. Given the nature of the hyperlocal delivery business, agents had to resolve a large volume of support requests from each stakeholder in minutes, often in tandem and in real time.



Dunzo's vision for customer service:

Driving smarter conversations

Dunzo knew that chat was the only support channel that hit the sweet spot for high-volume support, lightning-fast resolutions, and impeccable customer experiences. However, a simple live chat software wouldn't cut it. Dunzo aspired to go beyond simply resolving queries. They aimed to craft a system that allowed customers to have natural conversations with them – conversations that were both time-efficient and personalized.

To that effect, they were specific about what they wanted out of a high-velocity support platform:



AI-powered smart chatbots that allowed for effortless self-service, zero waiting time, and fluid escalations.



Live chat with features that eliminated tedium and frustration from agents' day-to-day operations



Reporting and analytics for managers to track team performance and customer sentiment

**Freshchat, the conversational support platform,
checked every box.**



Freshchat gets the job Dun-zo!

Dunzo's deployment of Freshchat was geared toward both customers and agents – customers received faster, personalized responses, while agent efficiency skyrocketed, thanks to convenient built-in automation.

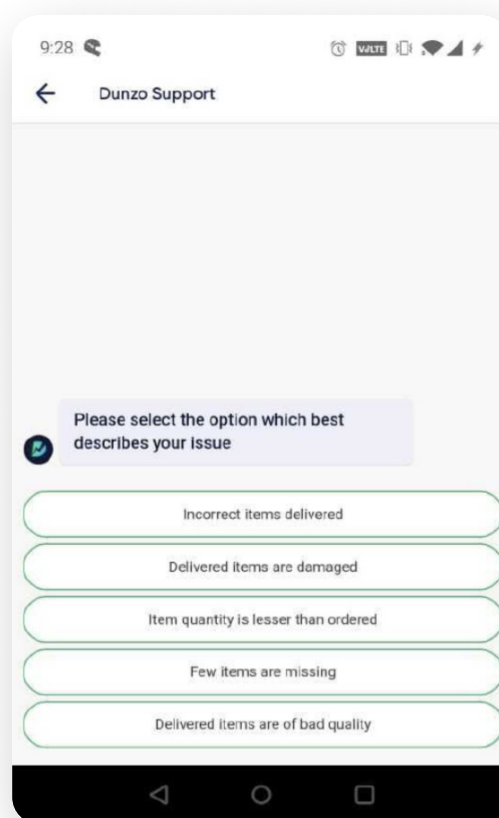
1 For Customers: Hyper-fast messaging-powered resolutions



Freshchat's chatbots are powerful ticket-deflecting tools. For Dunzo, they provided immediate, low-touch service for about 60% of all incoming support requests – requests concerning generic order-related questions about refunds or damaged items.

The AI-powered bots automatically pull a human agent into the conversation when they sense that an escalation is necessary.

48% of queries are resolved with zero human intervention, saving Dunzo 30% of their support expenses.



Automated conversation-routing kicks in once a chatbot triggers an escalation. Thanks to configurable assignment rules and user properties, the customer is instantly connected via chat with an agent that is best equipped to handle their query.

Freshchat's routing and assignment capabilities slashed response times by 80%, from 4 minutes to 46 seconds.

2 For agents: Context-rich customer interactions boost agent efficiency



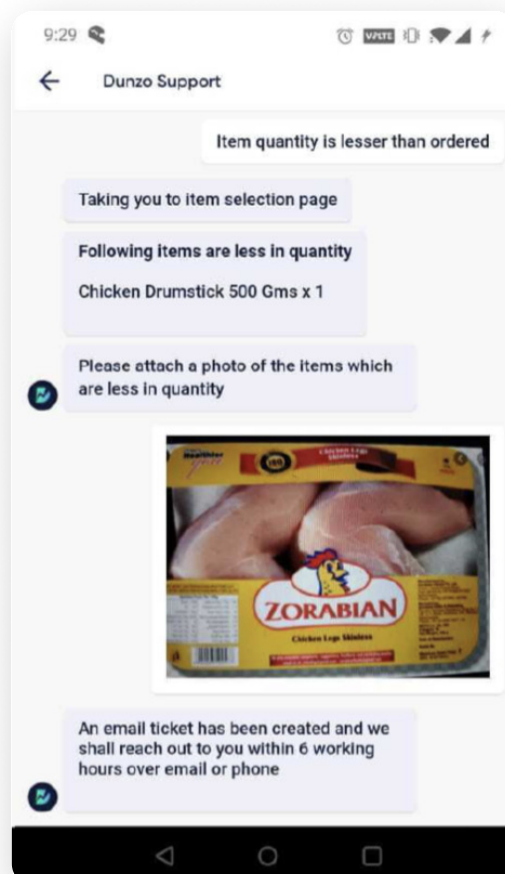
Flexible APIs and custom apps helped connect Freshchat to Dunzo's CRM and order management system. Now, agents can access customer information like order details, delivery partner information, and order status from right within Freshchat, eliminating the need to switch tabs or pore over countless records during every support conversation.



Bots capture customer context prior to escalating a conversation to a live agent. The agent has access to this context when the handoff occurs, allowing them to get right to the point with a waiting customer instead of requesting information again.



In-built reporting exists for critical metrics like response times, CSAT, agent concurrency, and agent occupancy. This simplifies team management and performance tracking for customer support managers and leaders.





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With any other technology or headcount investment, the incremental cost of reducing wait time from a minute to a few seconds would have been very high. But with Freshchat's' AI-powered bots, we resolve almost half of all our support requests without human intervention, and this saves us 30% of our support costs.

Arvind Prashanth
Program Manager





Power smarter customer conversations –
anytime, anywhere.

Ready to take the next step?

Try Freshchat



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