CBOT & Zendesk co-created an effective customer support use case for
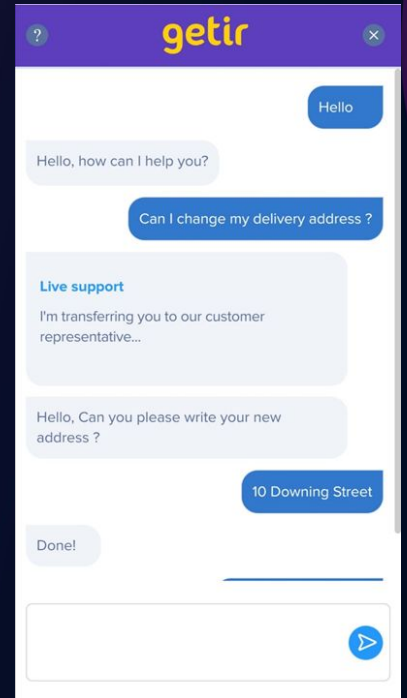
Getir - the successful fast delivery unicorn

**Ready to discover?**

Client Overview

Getir, founded in 2015, is a retail tech startup, valued at over a billion USD and became a unicorn in 2021. Getir has a unique rapid delivery service model at the global scale and delivers 1,500 varieties of groceries to millions of people in an average of 10 minutes. Getir started its global expansion in Europe in January 2021.

getir

Hello

Hello, how can I help you?

Can I change my delivery address ?

Live support

I'm transferring you to our customer representative...

Hello, Can you please write your new address ?

10 Downing Street

Done!

A fast-growing delivery company
-
a large customer base
with high expectations

Getir promises that they are aware of the value of the customer's time and aim to make their lives easy. Having such a mission means to provide instant support to customers as well, without making them wait in queues, search in menus or dial a call center number. To answer customer queries and solve their issues instantly, Getir prefered to deploy a conversational AI based customer support system.

Creating huge efficiency by handling the queries with the partnership of

Human & AI
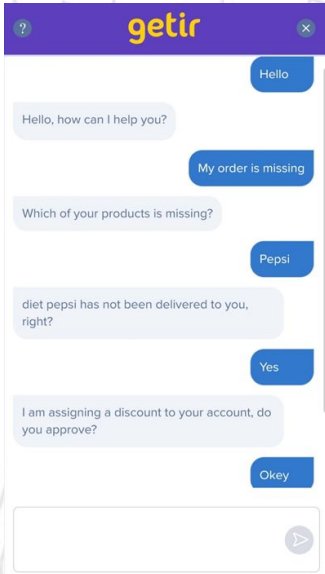
CBOT & Zendesk built a customer support system based on the collaboration of Zendesk Chat, Zendesk's live chat product and Getir Support, CBOT's AI-based virtual assistant.

The first component of this partnership, AI-based Getir Support, is available on Getir app, on 3 different sub-services:

- Getir (small delivery),
- Getir Supermarket (delivery for weekly grocery) and
- Getir Food (delivery from restaurants).

When the user orders a product in Getir app, Getir Support becomes available for this user, ready to help for the queries and issues. It provides fully personalized experiences as the customer is already authorized and recognized by CBOT system. Customer can write free text messages, AI-based Getir Support understands the query and responses with the accurate answer.

Getir Support, is available in Germany, the UK and the USA, in English and German.

Besides simple FAQ, it carries out a flow to the end and completes the task

The topics covered by Getir Support

- Where is my order?
- I want to cancel my order
- Add new product to my order
- Cancel product from my order
- I want to update my address
- How can I use my coupon?
- Note for the order - e.i do not bell the ring
- I want to receive my order hot
- I ordered by mistake
- There is a missing product in my order
- I want to receive an invoice
- I have a complaint about the product
- How can I get a chargeback?
- Can I learn about your campaigns?
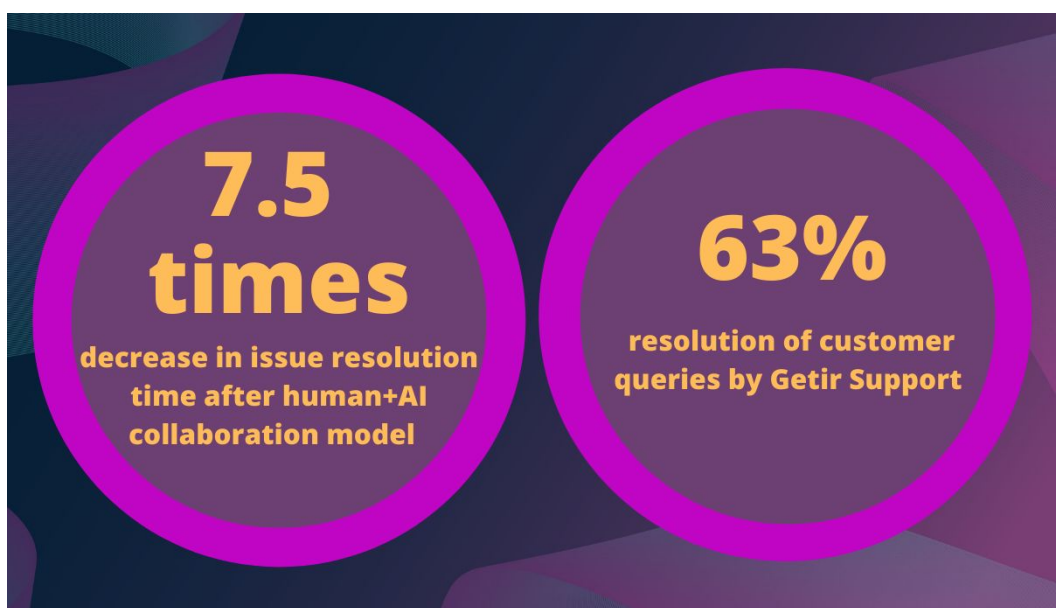- I did not want a product in my order
- Live agent
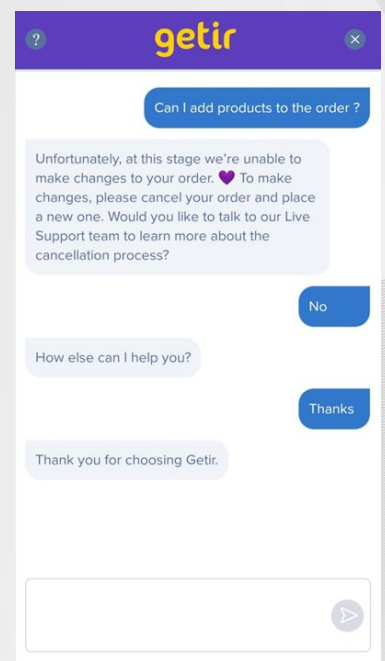
Getir Support is an agent in Zendesk Chat that collaborates with human colleagues

How does Zendesk empower its service with CBOT's AI Technology

Getir Support is integrated with Zendesk Chat to make Getir get the maximum benefit from CBOT & Zendesk partnership. Zendesk Chat enables brands to stay connected with their customers in any channel. Within this support model, Getir Support always welcomes the customer and tries to resolve the issue whether it is a simple FAQ or an issue that requires a transaction. The virtual assistant, Getir Support, is defined as an agent in Zendesk system who collaborates with human colleagues to provide resolution in the fastest and easiest way.

If Getir Support needs help from a human colleague, it directly handovers the conversation to the relevant agent and the human agent can see the whole transcript history in Zendesk interface. In Zendesk Chat, the human agent answers the query, provides a solution and the customer just sees his/her answers on the same chat box. The conversation is not handovered to a random agent but to a relevant support team based on the topic of the conversation.

7.5 times decrease in issue resolution time after human+AI collaboration model

**63%** resolution of customer queries by Getir Support
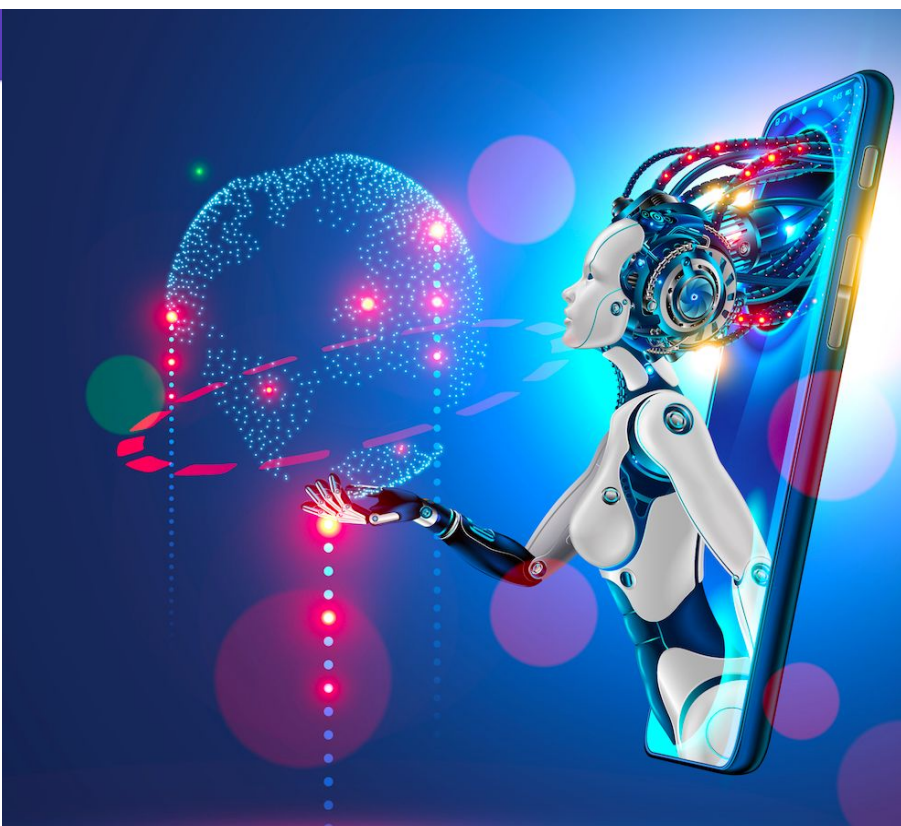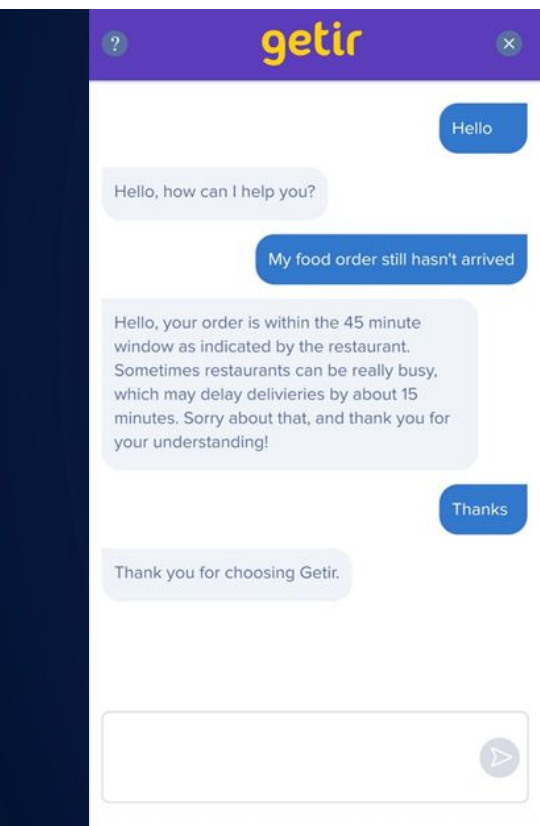
How did Zendesk contribute to this model?

Zendesk is a global customer service, sales and customer engagement software platform with 3,000 employees and 150,000 customers in more than 160 countries. It supports companies to improve their customer management. Zendesk software has been developed in a strong, flexible and scalable structure to meet the needs of companies of different scales. Listed on the New York Stock Exchange, the company is headquartered in San Francisco, California.

One of the products Zendesk offers is Zendesk Chat, a live support platform used for customer support. Companies can easily interact with their customers with a messaging box they add to their websites, answer their questions, and receive feedback.This interaction is of great value in terms of obtaining customer data, getting feedback on products and services, and better understanding the customer and his/her expectations.
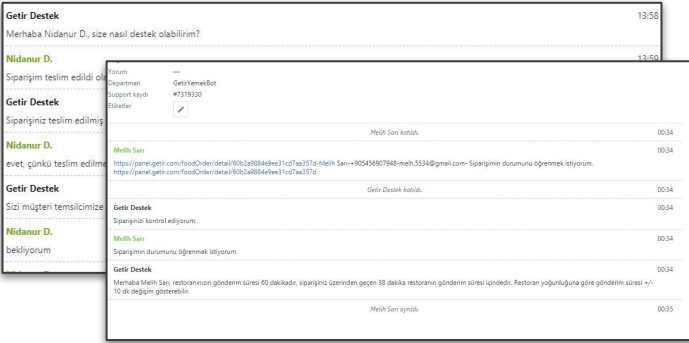
In Getir use case, Zendesk provides its Zendesk Chat product for Getir's agents to interact with the customers instantly.

Zendesk started to offer this service to its customers in Turkey and in the neighboring region with the power of CBOT's AI technology as of June 2020. Thanks to the integration between CBOT and Zendesk Chat, it is now very easy for the companies that already use Zendesk, to integrate CBOT's AI-based virtual assistants to their systems. Getir has been a success story for both companies that can inspire many companies to build efficient customer services to satisfy their customers.

How did CBOT contribute to this model?

CBOT is a leading conversational AI company that has been investing in R&D in artificial intelligence technologies since 2015 and developed a conversational artificial intelligence platform, CBOT Platform, that enables the development of virtual assistants.

CBOT created a high reputation and credibility with **CBOT Platform** and has proven success in building a conversational AI-based customer support systems through AI-powered text / voice based virtual assistants.

Zendesk Chat is integrated to CBOT and empowered by its

AI technologies

As experienced in Getir use case, thanks to this integration, companies can meet their customers with an AI-based virtual assistant developed by CBOT on their website, mobile app, WhatsApp account or other platform. The assistant is involved in Zendesk Chat as a separate agent and answers the questions and solves the issues in the defined area. The customer has the option to continue the chat with a human at any moment through the same platform. The customer representative reviews and considers the client's conversation with the virtual assistant, and provides the most appropriate answer based on the conversation history.

We are excited to promote the human-AI partnership model in all sectors that has high customer interaction and requires effective customer support.

Are you inspired by Getir's use case?

If so, we'll be happy to discuss yours, just reach out us at hi@cbot.ai