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Case Studies

Top Ride-Hailing Company Chooses Rulai to Deliver Cutting-Edge Customer Experience

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>
> **- Voice of Customer Director**

One of the largest and fastest growing ride-hailing companies in the U.S attributes its success, in large part, to its commitment to innovation throughout the company. When the current voice of customer director joined the company, she saw an opportunity to use cutting-edge technology to rapidly scale customer support capabilities, improve users' experiences and increase operational efficiency.

"We were providing our ride-hailing customers with a great digital experience until they went to seek help and were redirected to our website," said the voice of customer director. "It was clear that we needed to improve help access points and the customer experience. My team went to work assessing ways that we could make it faster and easier for customers to access help."

Why Rulai

The voice of customer director was referred to Rulai and was impressed. "Rulai's presentation was compelling. Rulai was the first AI vendor, that we worked with, that had the ability to talk through the phases of AI and show the promise of what it can do," said voice of customer director. "And, it was clear that Rulai's product was what we needed to help us significantly improve riders' customer service experience."

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Getting Started

The company's customer experience team designed and developed the chatbot via the drag-and-drop console on Rulai platform and two teams worked together to integrate chatbots into the ride-hailing company's system. "The initial launch of Rulai went well. We saw promise immediately, then started iterating to improve how riders move through help to ensure that they left satisfied," said the voice of customer director. "Rulai was great partner for us. We couldn't have been successful without the good teamwork."

The ride-hailing company had its first chatbot launched in less than three months then began optimizing and expanding. "After getting our first use case optimized, we quickly deployed 12 more. Now, we can solve 12 use cases with Rulai chatbots, rather than giving users 12 drop-down menus on our website," said the voice of customer director. "Our riders can use the Rulai chatbots to get help in real time and seamlessly transfer to a human, if escalation is required."

## Chat Transcripts and Comprehensive Analytics Improve Customer Service

With Rulai, analyzing data comes easy and transcripts from all chat sessions can be accessed. "Rulai makes it easy for our associates to access chat transcripts, so they can review what happened. We can capture a lot of information through very comprehensive analytics features, which helps both with resolution and systemic improvements to customer service," said the voice of customer director.

Positive User Feedback

The ride-hailing company did user research with customers to assess their experience with the chatbots. When the company initially asked customers about chatbots before launching the chatbot, most said that they hated them. But, when asked after interacting with Rulai chatbots, their feedback was very positive. Most customers wanted self-service as long as they could get to a human when needed.

"When we followed up with customers about their experience with our Rulai chatbots, most of them had good things to say. They were particularly happy with the escalation capability made possible with Rulai," said the voice of customer director. "Our customers saw the chatbots as very helpful in terms of getting them what they needed to resolve issues as soon as possible. They also liked the conversational tone of the chatbots. Customers said that they felt like the chatbots treated them and their situation individually. We like the fact that all these can be customized via Rulai platform by customer experience team."
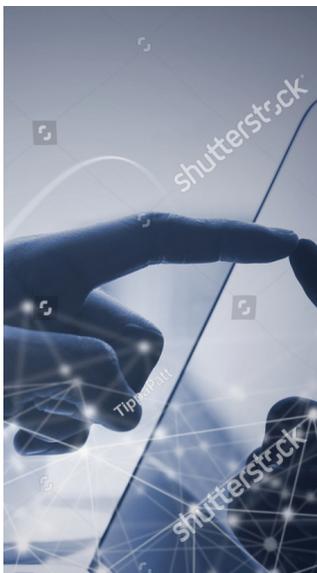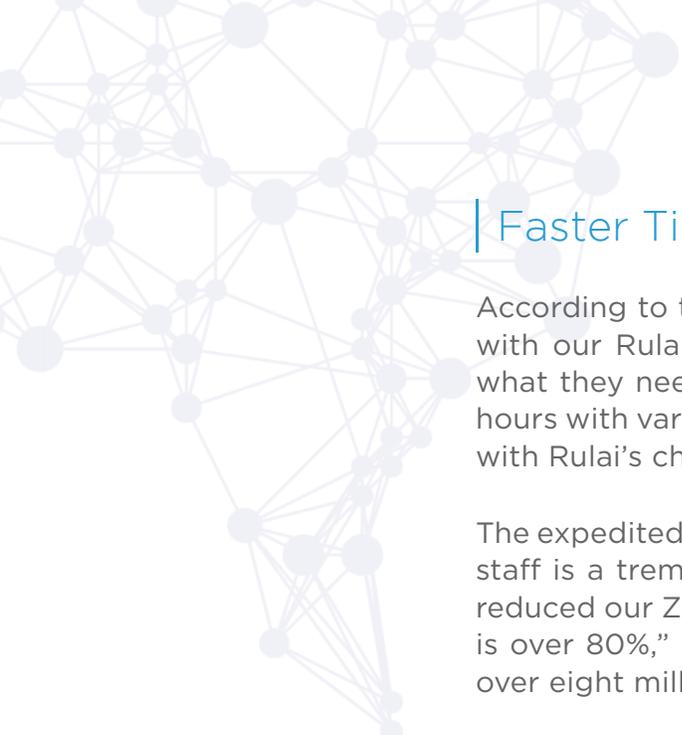
Faster Time to Resolution

According to the voice of customer director, "The average interaction with our Rulai chatbots is about 60 seconds. Customers get in, get what they need and get out. Before, resolution could take up to four hours with various emails back and forth. It's a much better experience with Rulai's chatbots."

The expedited resolution time and that it is achieved without additional staff is a tremendous benefit for the ride-hailing company. "We have reduced our Zendesk ticket volume by 69% and our bot resolution rate is over 80%," said the voice of customer director. "We are projecting over eight million customer inquiries, so the savings are enormous."

Personalized and Context based Chat

Rulai's chatbots use artificial intelligence (AI) and natural language understanding (NLU) in a way that makes interaction with them conversational and overcomes negative perceptions naturally. "In the conversation flow, the chatbots can present content or transfer to a human based on what the customer says. Rulai's ability to give answers based on context is very powerful," said the voice of customer director.

The voice of customer director continued, "We are working on perfecting the NLU to allow for escalation based on details related to the issue. The bots will be able to understand nuanced intentions and identify differences in issues with a driver and escalate accordingly. For example, escalation determination would vary between a driver having body odor or a driver who touched a rider."

Easy-to-Use Console for Bot Design, Develop, Test and Deployment

A drag-and-drop bot design console, allows the customer experience team to quickly build conversation flows as well test the performance of the chatbot. Cases are also saved, so regression testing can be run. "With Rulai, our team can run simulations to talk to the chatbot right after any change, in real time, before deploying to production," said the voice of customer director.

"The design console is unique to Rulai. It allows my team to control and think through design, configure it and tweak it over time – without engaging engineering. With other tools, it is far harder to control and implement the experience that you want and difficult to tweak. And, Rulai enables complex interactions rather than just knowledge-based search," said the voice of customer director.

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System Performance Delivers

Rulai system is designed to handle single point of failure problem and to scale up smoothly. The voice of customer director said, "We are very happy with Rulai's performance. It far exceeds the experience that we have with our other vendors."

Results

"We are excited about how Rulai is letting us change our tooling and break the email support cycle. With Rulai, our customers can get real-time help live, in a dynamic, customer-friendly way," said the voice of customer director. "Rulai might be a small company, but no other vendor, big or small, could give us the same thing. And, our experience working with Rulai is on par with our biggest vendors."

Moving Forward

The ride-hailing company plans to work with Rulai to have 100% native help in app for passengers and drivers. "Now that we are well under way using Rulai chatbots for rider help, we are launching a driver-focused chatbot. We will use Rulai chatbots to identify when and where drivers need help – pre-ride, mid-ride and post-ride," the voice of customer director said.

"Rulai's natural conversation is innovative and a competitive differentiator. With Rulai's unique offering, we have been able to significantly improve our customer experience when seeking help. What we are doing is cutting edge and Rulai is playing a key role in it," the voice of customer director concluded.

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Rulai was founded on a simple, powerful idea – a low-code conversational platform that enables domain experts to take control with limited IT resource. It is shaping the next wave of customer experience (CX) with an award-winning research team comprised of global leading experts in the field of machine learning and artificial intelligence. The company's Interaction Design Console, a no code chatbot development tool for business users, is making groundbreaking contributions to AI development across natural language processing, deep learning, and personalized recommendation systems. Rulai, founded in 2016, is based in Campbell, California.

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