

CASE STUDY: CONVERSATIONAL AI & OMNICHANNEL

French sporting goods manufacturer and retailer redefines omnichannel support with AI bots by Parloa

Delivering smarter, more efficient service across phone, chat, and messenger



About the Client

The client is a leading French sporting goods manufacturer and retailer that has made sports accessible to everyone by offering innovative products at great prices. To deliver the best value for its customers, the company operates its entire value chain from end to end – from design and development to production and sales. It has over 1,700 retail locations across more than 60 countries.

Challenges

In Germany, the client operates more than 80 stores and employs over 5,000 staff. To meet the increasing demands of its growing customer base, who expect fast, accessible support via phone, chat, or messenger, it needed to scale its digital service channels. The company sought to:

- Provide faster, more efficient responses
- Automate repetitive tasks to empower agents
- Ensure scalable support across channels
- Maintain high service quality, even during peak periods

The company aimed to enhance its contact center with intelligent automation, ensuring agents could focus on high-priority and complex issues while bots handled frequent inquiries.

The Solutions

To meet its ambitious service goals, the company partnered with Servion, the implementation partner for the leading AI platform Parloa, Future of Voice, and Genesys to develop a cutting-edge omnichannel support solution.

The joint solution focused on:

- **Conversational AI Optimization:** Using Parloa's low-code platform and Future of Voice, Servion designed and rolled out intelligent bots tailored for each channel.
- **Omnichannel Integration:** Genesys Cloud CX™ enabled seamless orchestration across phone, chat, and messenger, tailored to customer and agent needs.
- **Expert Implementation:** Servion ensured a seamless deployment, drawing on its deep domain expertise in AI-powered CX to quickly bring Decathlon's vision to life.

A standout feature of the solution was the Phonebot, developed from the ground up by Future of Voice. It routes calls based on issue type and pre-identifies customers using order numbers, saving agents valuable time and improving the customer experience from the first interaction.

Benefits

This AI-driven transformation empowered Decathlon to deliver measurable improvements across its service operations:

- Over 500,000 interactions handled per year
- 74% of customers identified automatically by their order number
- 20% reduction in repetitive tasks for live agents
- Faster response times and higher customer satisfaction
- Continuous iteration and optimization of dialogues

For agents, this translated into less time spent on repetitive inquiries and more time solving meaningful customer problems. For customers, it meant faster support and a more seamless journey across their preferred communication channels. With Servion as its implementation partner, the client continues to optimize its AI bots and deepen internal capabilities for managing and improving digital service experiences.

Client Testimonials



Thanks to Parloa, our customers have the permanent possibility to receive automated answers to all their questions via various channels without being tied to opening hours.

Olivia Szpiech
Director of
Customer Service

DECATHLON



Servion is a US-headquartered global systems integrator with over three decades expertise in customer experience (CX) transformation. With over 1,000 employees worldwide, we support brands like Costco, Rogers, Roche, Farmers, and Citibank in delivering exceptional service solutions. Our JourneyWorCX™ framework amplifies human connection through intelligent technology, creating customer journeys that drive growth. Servion makes journeys that work.

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