SUCCESS STORY | LOGISTICS & SHIPPING

A leading global shipping provider enhances customer experience and operational efficiency with Nuance-powered voice automation

Voice automation enables customers to access real-time shipment updates and resolve common queries independently—at scale.

About the client

The client is a leading global shipping and logistics provider operating primarily across the United States and Canada. Serving more than 3 million concurrent users, the organization delivers fast, reliable, and technology-driven shipping solutions for both individual consumers and enterprises worldwide.

Requirements

As part of its broader digital transformation strategy, the client aimed to improve customer experience while managing rapidly growing contact center volumes. A significant portion of inbound calls related to shipment tracking and missing package claims, placing pressure on customer service agents and increasing operational costs.

Key challenges included:

- Handling high volumes of repetitive shipment inquiries

- Reducing agent dependency for routine requests

- Enabling customers to self-serve shipment status and claims

- Maintaining high customer satisfaction while improving efficiency

- Supporting ongoing optimization as business needs evolved

Solution offered

Servion partnered with the client to design and implement a Nuance-powered speech application, delivering an intelligent, scalable, and customer-friendly self-service voice experience.

Key elements of the solution included:

- **Intelligent IVR design:** Enabled customers to track shipments and receive real-time updates through natural, intuitive voice interactions.

- **Claims automation:** Allowed customers to initiate and manage missing package claims independently, without agent intervention.

- **Agile delivery and continuous optimization:** Ongoing enhancements and call monitoring ensured the solution evolved with changing business requirements and performance goals.

- **Scalable voice automation framework:** Supported high call volumes while maintaining consistent performance and customer experience.

Business outcomes

The speech application significantly improved both customer experience and operational performance:

- **18% increase in self-service utilization,** significantly reducing inbound call volumes and agent workload

- **14.25% reduction in call transfers,** improving first-contact resolution and streamlining interactions

- **Improved customer convenience,** enabling users to track shipments and file claims independently

- **Enhanced contact center efficiency,** allowing agents to focus on complex, high-value customer interactions