MOLEKULE

INDUSTRY	Retail
WEBSITE	molekule.com
LOCATION	Online

Air purifying company Molekule breathes new life into CX with AI, hitting 60% resolution rate.

Molekule is an air purifier technology company that sought to revolutionize its customer experience by harnessing the power of artificial intelligence. Partnering with Quiq, Molekule aimed to enhance conversational interactions and drive digital and mobile engagement while realizing incremental cost savings.

Quiq

CHALLENGES

Molekule sought to provide a more human, natural and modern conversational business messaging experience for customers on the largest mobile platforms. Apple Messages for Business and Google Business Messages through Quiq delivers a seamless, familiar and interactive messaging experience to Molekule's customers. The company aimed to improve the web chat experience, enhance the accuracy of responses, and increase customer satisfaction —all while reducing costs.

SOLUTIONS

Molekule turned to Quiq to build a Large Language Model (LLM)-powered AI assistant to provide better CX while reducing expenses through automated resolutions. Leveraging Quiq's technology, Molekule optimized its web chat experience, allowing for more seamless interactions across their customer base.

The assistant was designed to handle various topics, from product information and orders to troubleshooting and small talk, using the latest Large Language Models as part of their Natural Language Processing (NLP) strategy.

Once the web chat experience proved successful, Quiq also extended the AI assistance into Apple Messages for Business and Google Business Messages to meet the Molekule customer preference.

RESULTS

- **Soaring CSAT:** Molekule achieved a significant improvement in Customer Satisfaction (CSAT), with survey results showing a 42% increase in CSAT.
- **Sky-high resolution rates:** The LLM-driven assistant successfully resolved 60% of queries without needing agent intervention, surpassing the initial baseline of 40%, marking a 50% improvement in resolution rate.
- **Establishing feedback loop to improve brand content:** Funneling out-of-scope and low-confidence responses for knowledge base enhancements led to more refined knowledge based content and improved accuracy in customer communications.

Molekule looks to breathe new life into CX.

Molekule, partnered with Quiq to revolutionize customer interactions through cutting-edge AI solutions, bringing those to the native messaging platforms on mobile phones. By providing a one button tap in their mobile app, their customers now have an asynchronous messaging experience directly from their phone using iMessage or Google Message.

By leveraging Quiq's advanced AI technology, Molekule not only transformed its web chat experience but also achieved meaningful improvements in customer satisfaction and query containment across Apple Messages for Business and Google Business Messaging.

Multi-part question

Assistant answers both questions at once
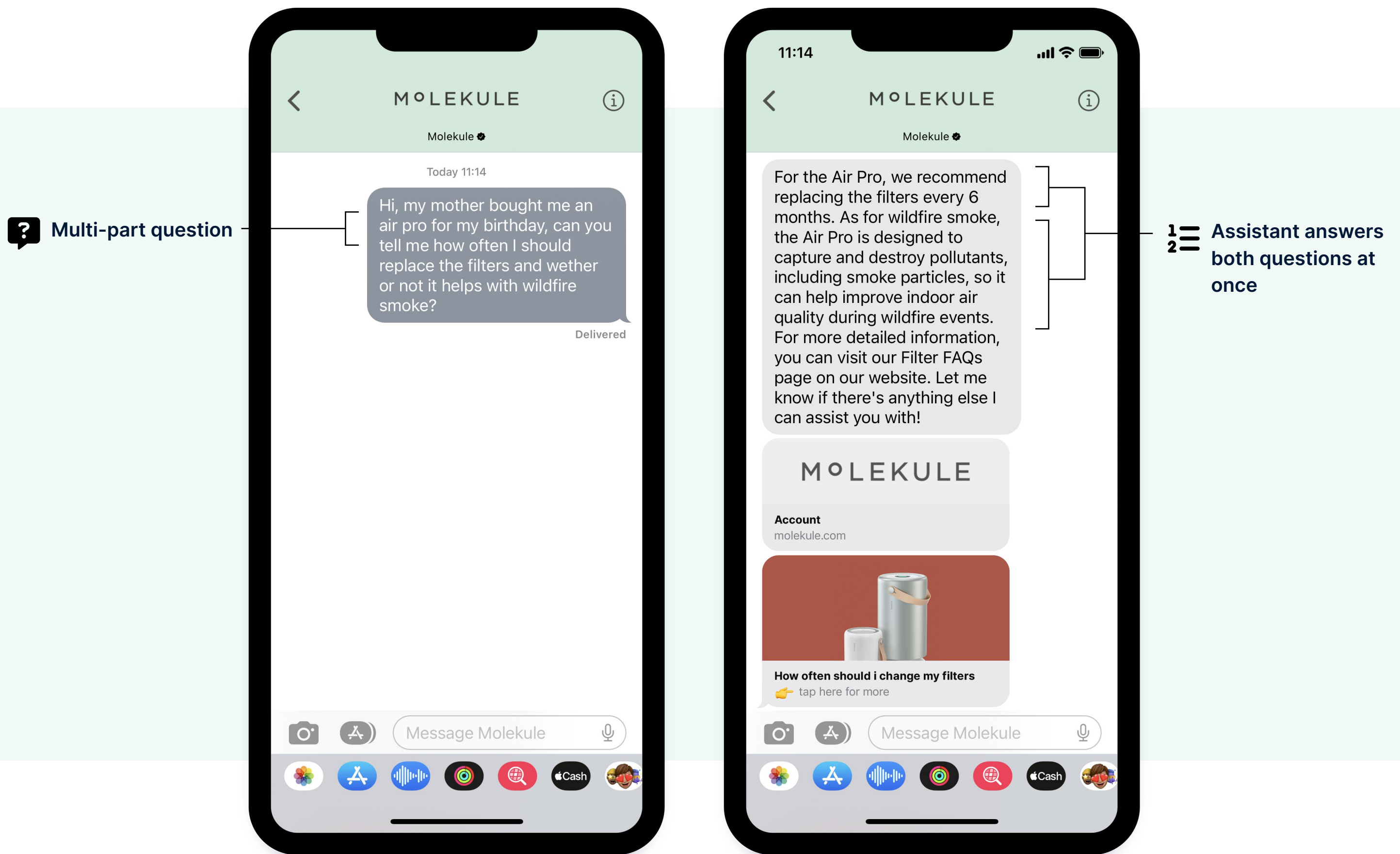
Grounding the assistant through AI Studio.

The assistant uses retrieval augmented generation (RAG), which is a technique used for enhancing the accuracy & reliability of generative AI applications.

Molekule's knowledge base was ingested, processed and refined to provide a strong information foundation. This included removing extraneous information & links as well as attaching summaries & likely questions to knowledge articles. These transformations are easily deployed through Quiq's AI Resources, vastly improving the assistant's ability to search for the right answer.

LLMs are used throughout a customer interaction to understand intent, filter sensitive messages and generate answers. Using Quiq's AI Studio, LLMs are efficiently engaged in parallel and prompts were chained to extract & decision on these insights.

LLMs can retain context, providing more relevant answers

Establishing a feedback loop between AI and content.

The Molekule team was motivated to use the development of this new AI driven experience to continuously learn and improve their knowledge base.

The Quiq team built a funnel in Quiq Insights to trigger any answers the assistant returned that may be out of scope and low confidence. Then, those responses are returned to Molekule so their team can improve the knowledge initially used to ground the AI. The result has been increasingly better knowledge and response accuracy.

Quiq Insights is key part of the value that the Quiq Platform delivers, automatically providing real time visibility into the performance of AI.

Quiq enabled Molekule to:

- **Boost CSAT by 15%:** Quiq's AI-driven assistant elevated Molekule's CSAT from 36% to 51%, reflecting a 42% improvement.

- **Raise resolution rates by 20%:** Molekule surpassed its resolution goals, achieving 60% (and still growing).

What's next?

Molekule and Quiq will continue focusing on further refining the AI assistant, exploring additional channels that make sense along the way. And with the feedback mechanism in place between knowledge and AI, the teams can continuously improve not only the customer experience, but the mechanisms creating it, too.

To learn more, go to quiq.com.

Interested in speaking with our team about an AI Assistant for your business?

Reach out to sales@quiq.com