

DAILY HARVEST

INDUSTRY Food + Beverage
WEBSITE daily-harvest.com
LOCATION New York, NY

How Daily Harvest's AI digital guide nourishes customer satisfaction.

Daily Harvest created Sage, the company's first artificially intelligent digital guide, which has since fueled success for this company that's hungry for growth.

Challenge

Daily Harvest's care team experienced more customer conversation volume as the popular meal kit delivery service continued to grow. The care team needed a digital support solution that could personify the same qualities the company looks for in its associates: strong values, authenticity, and a personalized approach to helping people eat more fruits and vegetables—all while feeding customer expectations, data gathering, analytics and insights.

Solution

- Increased the number of customers using chat by 6 ppt.
- Reduced the volume of agent-handled conversations through 60% containment.
- Improved the rate of precision by 10 percentage points.



A scoop of exceptional service.

Daily Harvest's mission "to take care of food, so food can take care of you" is a reassuring promise made by a company that believes in delivering healthy food with superior service. The meal kit service takes caring to a whole new level with a customer care team that can only be described as a group of nourishing souls. They believe in the power of food and conversation to promote healing and happiness.

If that's not enough reason to believe, Daily Harvest's care teams continuously average CSATs above 95% (much higher than industry average).

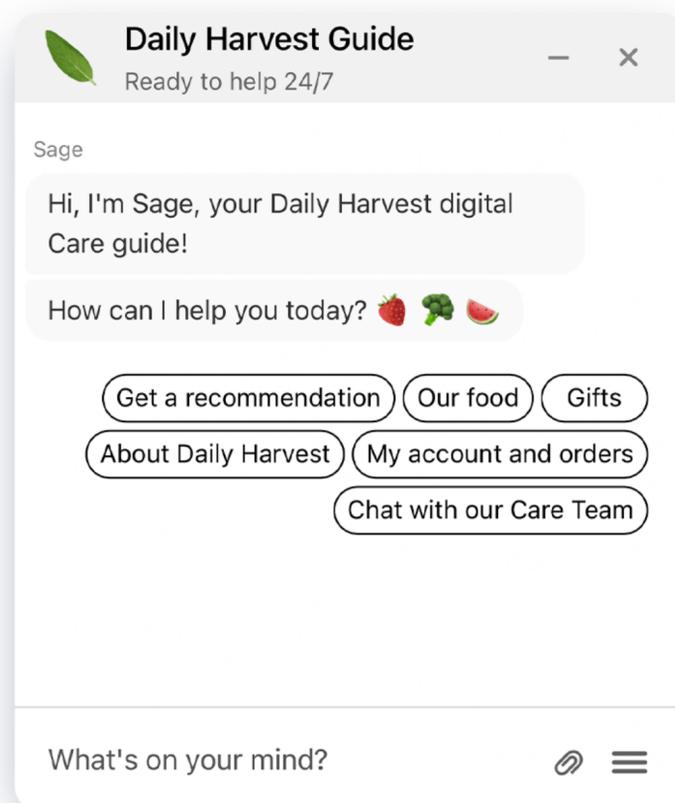
With an ever-growing customer base, the care team naturally began experiencing more volume in customer conversations and inquiries. Nonetheless, personalized care and quality standards needed to be the main course.

The secret ingredient? Sage, Daily Harvest's artificially intelligent digital guide.

Daily Harvest insisted (with good reason) that Sage needed to be quite the singular chatbot. As an AI chatbot, this new care team member needed to be just as supportive as a human, with empathic characteristics and responses that reassured customers looking for answers. Sage also needed to be pragmatic, or able to manage a high volume of simple, transactional questions that would free up other care team members for more unique or complicated interactions.

The company also depended on Sage to support the company's data-driven approach by gathering and feeding insights and customer recommendations to the care team to fulfill their appetite for continuous improvement.

No pressure, Sage!



A dollop of AI architecture.

Daily Harvest ordered up a deeply collaborative partnership with Quiq to create a phased-plan approach tailored to current capabilities and desired business outcomes.

To lay a solid foundation for Sage's unique architecture, Quiq helped Daily Harvest build the start of a sophisticated Natural Language Processing (NLP) model. The process used core contact drivers identified by Daily Harvest ahead of time. Then, the team gradually layered it with the ability to interpret customers' language and syntax, their food preferences, and more.

Advanced engineering helped detect current customers versus those new to Daily Harvest. As a result, each type of visitor received only the information and communication pertaining to their point on the customer journey.



A plateful of personalization.

Following the technical build of Sage, Quiq partnered with Daily Harvest's data team to fully customize the experience using a "test, learn, and optimize" approach.

Quiq and Daily Harvest extensively tested Sage for quality assurance across their teams and conducted research studies. They also collected quantitative user feedback and testing through a gradual rollout, initially introducing Sage to 10% of site visitors—then 25%, 50%, and finally 100% of visitors.

Extra helpings of optimization.

Staying true to Daily Harvest's "test, learn, and optimize" approach, the teams closely monitored and managed key metrics like CSAT, containment, and precision.

In most cases, no matter how much anyone tries to predict outcomes, performance naturally fluctuates. During times of fluctuation, the teams put that data to good use. In doing so, they figured out how to optimize customer experiences using NLU, content enhancements, handoff protocols, and routing.

An exquisite experience.

In addition to Sage's technical aspects, Daily Harvest smartly strategized the digital guide to act as an extension of the care team, not a replacement. Quiq enabled an always-present option for customers to chat with a Daily Harvest care associate (rather than emphasize containment) because of the team's desire for the most seamless customer experience possible.

Sage clearly works well for Daily Harvest. Not only does the AI digital guide boost customer satisfaction and reduce the volume of agent-handled conversations, but it also eases the process of data collection as well.

Quiq enabled Daily Harvest to:

- Increase the number of customers using chat by 6 ppt.
- Reduce the volume of agent-handled conversations through 60% containment.
- Prepare more care associates for 1:1 customer service.
- Improve the rate of precision by 10 percentage points.
- Achieve consistently stellar CSAT.



Results exceed expectations.

Quiq began the launch plan in April 2021, and by July, Sage launched to 100% of site visitors.

Today, even more customers are using chat, thanks to Sage. The company saw a 6 ppt. shift in the distribution of customers seeking chat as a more efficient channel for resolution. Sage has also reduced the volume of agent-handled conversations significantly. The bot has also decreased overall volumes of care associate support by reaching up to 60% containment.

As a result, associates are freed up to help customers who need more 1:1 care. Among those who interact with Sage, CSAT consistently performs within Daily Harvest's standards for an excellent customer experience.

Automation continues to successfully guide customers to complete tasks on their own with a high rate of accurately detecting phrases and word choices. Over the course of the phased launch, Sage improved the rate of precision by 10 percentage points.

High-quality data keeps flowing in.

Finally, customers have received more than 1,000 food recommendations, thanks in part to Sage's functionality. Likewise, using the Quiq reporting platform, Daily Harvest can access full customer transcripts. This information includes thousands of responses around flavor, lifestyle preferences, and ingredients, which are incorporated into Daily Harvest's larger data engine and platform.



What's next?

With phase one of the Daily Harvest and Quiq roadmap complete, the teams are busy working on phase two. The initial focus of this phase is to expand Sage's scope to meet customers in another highly engaged channel: SMS.

The SMS experience will closely mirror the use cases available via the website, including the ability to connect with a live care associate. It will also strive to collect important information from customers up front to minimize wait times and solve customer inquiries even faster.

Phase two will also focus on enabling user actions within the experience, allowing customers to interact with Sage while simultaneously locating their order status, optimizing their next box, skipping a delivery, and more.

At Quiq, we appreciate working with clients like Daily Harvest that value customer service so much that they're willing to create a custom AI digital guide to help their care teams work better. It's this kind of commitment to the customer that makes outstanding companies stand out.

It's been such a great experience collaborating with them and we look forward to watching their success in the future.

