

High Value Actions

A Northstar Vision

chewy

Context

Currently, there are certain points of friction in the customer's shopping experience and pet parenting journey that contribute to confusion and decision-making difficulties. As a result, pet parents often turn to customer service for shopping assistance and expect our CSRs to offer recommendations and advise that is relevant and best suit their needs and preferences.

Context

In order to deliver an effortless, tailored, and memorable experience in every customer interaction, it is important to have a deeper understanding of who our customers are and how they interact with Chewy.

We have an opportunity to bridge the gap that exists in personalization as part of the experience we consistently deliver.

Context

The creation of High Value Actions (HVAs) through Nudges supports this goal with potential advantages including reduced waste, higher Customer Satisfaction score (CSAT), higher Lifetime Value (LTV).

Our focus will be on both Purchase Based and Non-Purchase based High Value Actions (HVAs) with a strategic framework consisting of three pillars:

- 1. Personalization**
- 2. Contextual Solutions**
- 3. Awareness**

Vision storyboard – High Value Actions

Background Information

Call Scenario: Kianne called Chewy Customer Service to ask about product recommendations for puppy life-stage transition. She needs help finding products that are large enough for her rapidly growing, large breed dog. Most importantly, Kianne needs products she does not have to replace again.

Pet: Dog - (Large Breed) English Mastiff/ Ballou - 74lbs

Engagement: Product recommendations needed

Pet Parent: Meet Kianne, she is a Chewy Customer (CST).

CSA: Meet Micah a Chewy Customer Service Agent (CSA).

Pillar 2	Contextual and Relevant Experience (Northstar Vision)			
Scene	CST Incoming call with pre-interaction context summary	HVA/ Nudge: Product Recommendations	HVA/ Nudge: Product Recommendations	HVA/ Nudge: Product Recommendations
Scene Illustration				
Scene Description	<p>Scene Description: Kianne is a first time pet parent with a large breed Mastiff. He is growing so fast that he has already grown out of his kennel, bed and collar.</p> <p>Micah is able to see that he helped her shop for products 4 months ago when she brought her Mastiff Ballou home and selects product recommendation from the list of pre-call context options shown.</p>	<p>Scene Description: Micah was the last agent to help Kianne. Since she was routed to him it will be much easier to relay her needs with Micah being familiar with her and Ballou. She can see that Kianne has searched the keywords and terms “large breed, 74 pounds, kennel for Mastiff, and what size harness do I need?”</p> <p>Some product recommendations are already shown in categories with the top recommendations for kennels, beds and adjustable walking harnesses that fit Ballou.</p>	<p>Scene Description: Kianne chats with Micah about some of the products she found by searching but she’s still struggling with sizing calculation. Micah relays that the kennel and bed recommendations are large enough for Ballou to lay down and stretch out but he can also stand up.</p> <p>She adds the items that they discuss to Kianne’s Chewy.com shopping cart with the automated “Add to cart” feature in the nudge framework.</p>	<p>Scene Description: Kianne is still on Chewy.com while Micah is helping her. Suddenly she sees an alert with the number notification on the cart icon. She clicks on her shopping cart and sees that the 4 items have discussed are in there. She can now purchase his new bed, kennel and harness they discussed.</p>
CST Value Add/ Business Benefit	<p>Business Benefit:</p> <ul style="list-style-type: none"> Customer call routing gives the ability for calls to be routed to the last agent that helped the Customer. The call can also be routed to whomever is deemed the best suited to take the call, such as a specialty agent. 	<p>Business Benefit:</p> <ul style="list-style-type: none"> Our HVA engine is able to automate tasks an agent would manually do to help the Customer; such as enacting as a customer, searching for product recommendations on Chewy.com, reviewing the pet profile information and narrowing down results reducing cognitive load on the Agent. 	<p>Business Benefit: N/A</p>	<p>Business Benefit:</p> <ul style="list-style-type: none"> Customer sentiment is clear and evident and agent can see customer satisfaction in real time Customer Value Add: The Customer doesn’t have to write down or remember items that have been recommended.
Features to Highlight	<p>Features to Highlight:</p> <ul style="list-style-type: none"> Pre-call summary (predictive context identifying most likely incoming call reasons). CSRB is able to identify what has recently taken place on Chewy.com with machine learning that records past interactions or actions the Customer has taken before the call. 	<p>Features to Highlight:</p> <ul style="list-style-type: none"> Pre-identified product recommendations based on a combination of smart-filtering and keyword identification. Recommendations are based on the HVA engine’s machine learning capabilities. 	<p>Features to Highlight:</p> <ul style="list-style-type: none"> Sizing calculator, breed of the animal, common characteristics and KB references help to inform machine learning recommendations that ensure the item recommendations are accurate to size and will be large enough. Transition of nudge content as the conversation flows 	<p>Features to Highlight: N/A</p>
High Value Action	<p>High Value Action: N/A</p>	<p>High Value Action: Product Recommendations</p>	<p>High Value Action: N/A</p>	<p>High Value Action: N/A</p>

Vision storyboard – High Value Actions

Background Information

Chat Scenario: First time Customer Lisa, calls Chewy to find out if we have the Vet Diet food that Vet prescribed in stock. She called from her Vet office, when she gets home she has to contact Chewy through chat because she Zoom meetings the rest of the day.

Pet: Cat - (Exotic Breed) Serval/ Ky - 34lbs

Engagement: Vet Diet order assistance & Connect with a Vet service offering



Pet Parent: Meet Lisa, she is a Chewy Customer (CST).

CSA: Meet Alexis a Chewy Customer Service Chat Agent (CSCA).

Pillar 2

Service Awareness & Education (Northstar Vision)

Scene

Incoming chat showing a pre-call context summary

Scene Illustration



Scene Description

Scene Description: Lisa is was just given a new prescription order for Vet Diet food for her Serval Ky. She is concerned because her prescribing Vet is out of the food. Upon calling she finds out that Chewy has the food and her vet is able to send over an completed authorization form for the food.

Alexis is a chat agent that that Lisa was routed to. Upon CSR loading Lisa's contact information, Alexis sees that Lisa is new to Chewy and has only had a single interaction, that was a call earlier today.

CST Value Add/ Business Benefit

Business Benefit:

- Pre-call interaction summary that shows Lisa's earlier call with a Vet Diet authorization was sent over by Vet. "New to Chewy, New to Vet Diet" was captured in the previous interaction by the HVA engine.

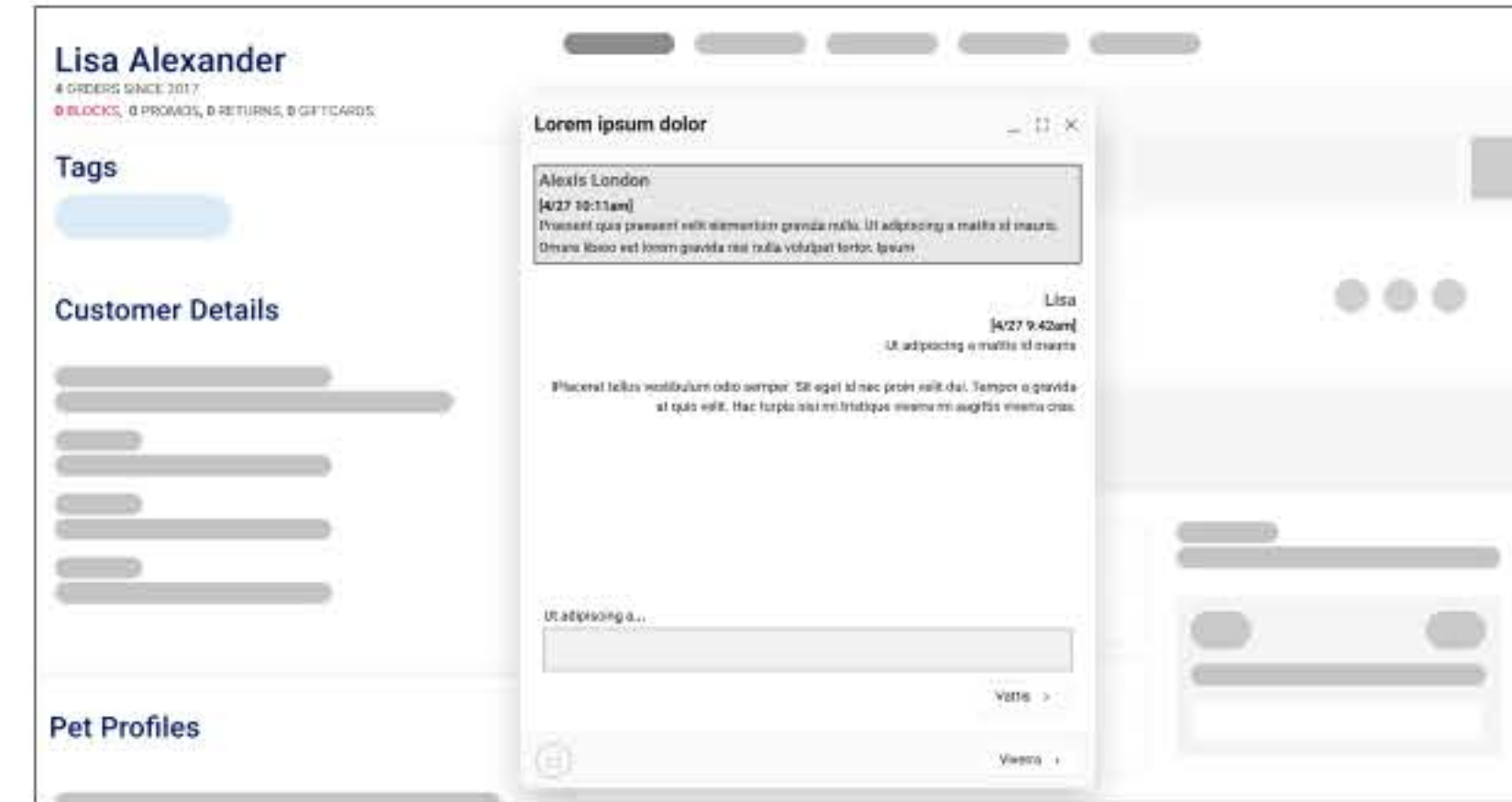
Features to Highlight

Features to Highlight: N/A

High Value Action

High Value Action: N/A

HVA/ Nudge: Vet Diet status update



Scene Description: When Lisa gets home she initiates a chat conversation with Chewy. As a new customer Lisa is wanting to find out if there's anything else she needs to do regarding her prescription cat food order that her Vet sent over for her Serval Ky.

During the chat Alexis sees an alert message with the text, "Vet Diet order status change - Approved". She can click the linked status alert in the banner anchored to the top of the screen (floating) for more information.

Business Benefit:

- The **Vet Diet Tracker** can calculate the timing of steps in the order process from authorization to approval based on the remaining steps in the order process.

Features to Highlight:

- Training is a need of the past with our HVA engine. A new agent can understand happens in each step of the Vet Diet order process just as easily as a tenured agent.
- Automated Vet diet information and updates are can be relayed via email, chat and voice calls. The notifications conveyed simultaneously in multiple places in CSR and Chewy.com

High Value Action: N/A

HVA/ Nudge: Pet profile form fill (optional)



Scene Description: Clicking on the nudge alert banner from the previous screen opens the Vet Diet tracker allowing Alexis to inform Lisa about next steps and timing.

The nudge widget prompts Alexis with with one final (optional) step that would allow Lisa to complete Ky's pet profile for faster and more accurate product and service recommendations.

Customer Value Add: Transparency between Agent, CST and Vet Diet order status.

Business Benefit:

- By the click of a button on the Customer side of chat dynamic Pet Profile form fields for Alexis to fill out will load in the chat window. These dynamic forms can transfer submitted information straight to Ky's Pet Profile help the ML engine calculate relevant offerings translating in faster service and more accurate recommendations..

Features to Highlight:

- Automation! Automated Vet Diet alerts can help cut down on Customer interactions due to confusion regarding the process and what next steps are. Automated Vet diet reminders can be sent to the Customer in a variety of ways (notifications, email, chat) with enough lead time for a Vet appointment to update medication or renew a Vet Diet authorization. This is a big win in terms of Customer satisfaction

High Value Action: Pet profile form fill (Optional)

HVA/ Nudge: Nudge wrap up and success



Scene Description: Lisa is asked to provide a few more details about Ky. A dialog box is populated in the chat window that allows her to easily enter in Ky's information.

Upon wrapping up the chat with Lisa, the nudge widget identifies Lisa has filled out Ky's pet profile. The nudge widget transitions to show successful Nudge delivery.

Customer Value Adds:

- The Customer isn't taken from the chat window at any time in this process.
- The Customer can choose preset options from dynamic form content or enter any missing information if a prescription or allergy isn't listed.

Business Benefit:

- Agents can inform customer sentiment and HVA success metrics to help the system get smarter and more accurate over time.

Features to Highlight:

- Fillable form in chat window with no links to click or unfamiliar processes to navigate.
- Customer added content can transfer directly to our database to add selectable options not available for current Customers, making selections available for future Customers; informing our Pet Profile prescription and allergy lists. Customer Sentiment and real time feedback CS Agents can use to inform the nudge Machine Learning engine.

High Value Action: Pet profile form fill (Optional)

Vision storyboard – High Value Actions

Background Information
Call Scenario: Haeli has a very itchy cat named Lulu, she is nervous about the possibility of taking Lulu to the vet due to her cat's anxiety. She's hoping Chewy can help her find a recommendation that works for her and Lulu. Anthony is understanding to Haeli's emotions and wants to offer support

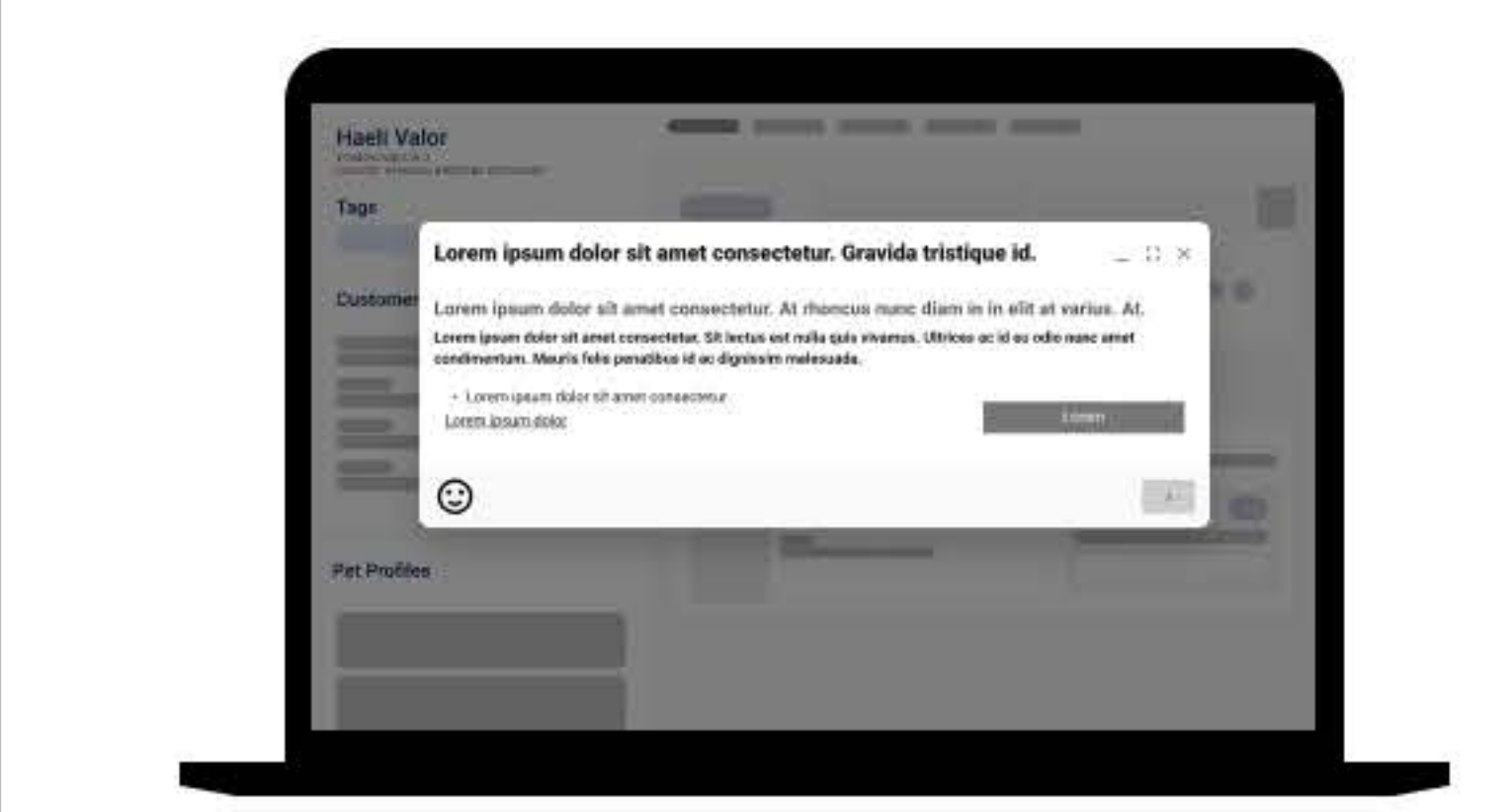
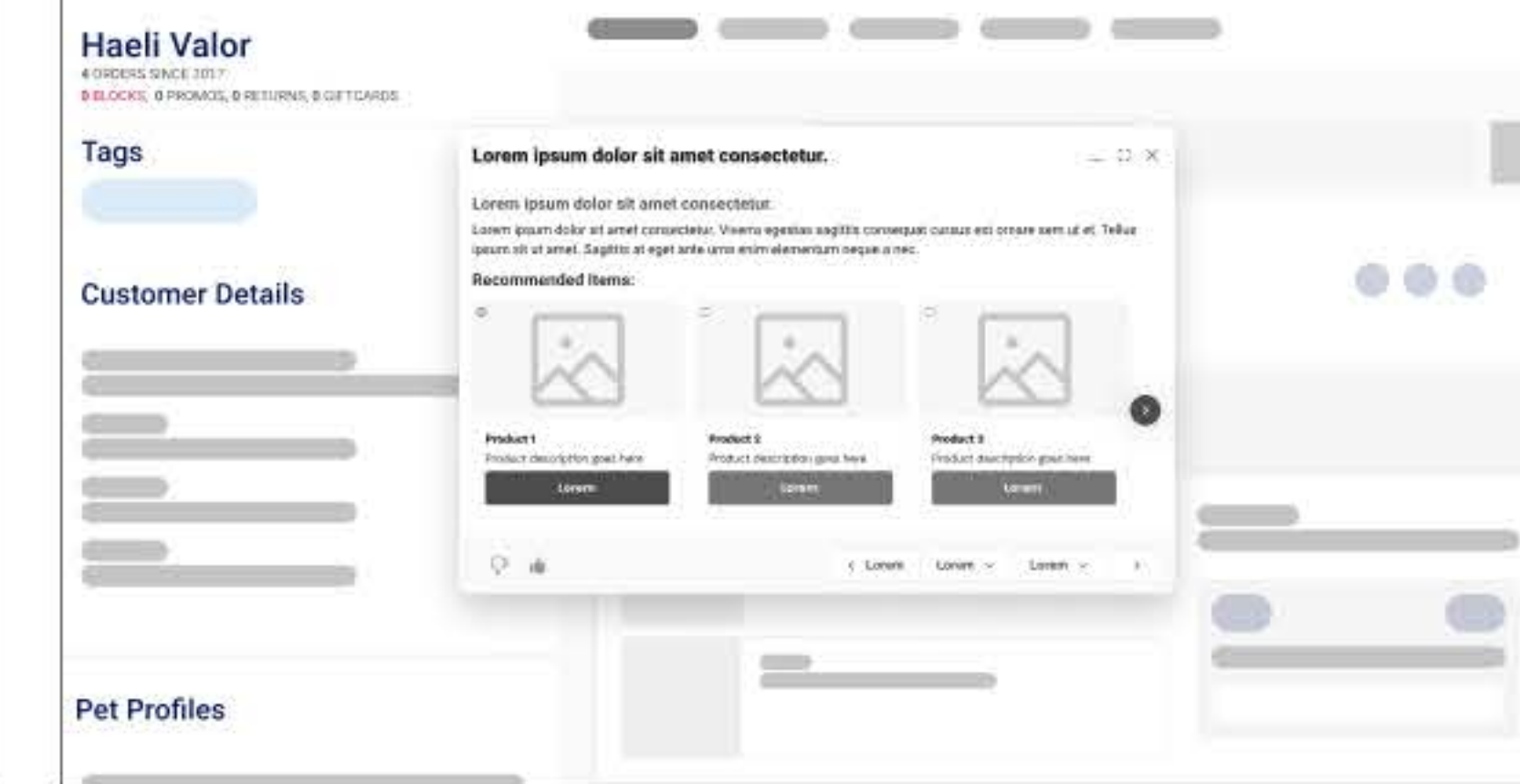
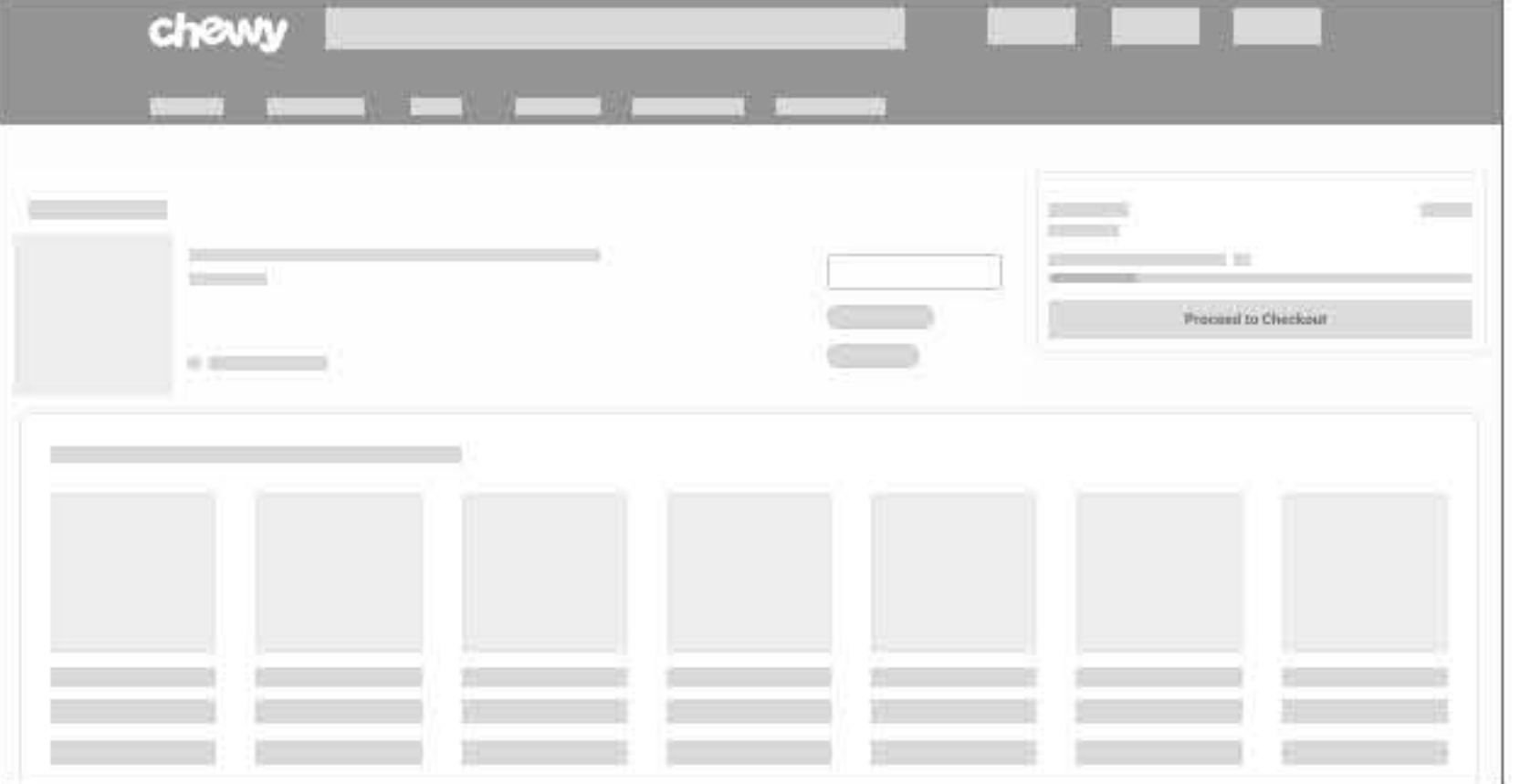
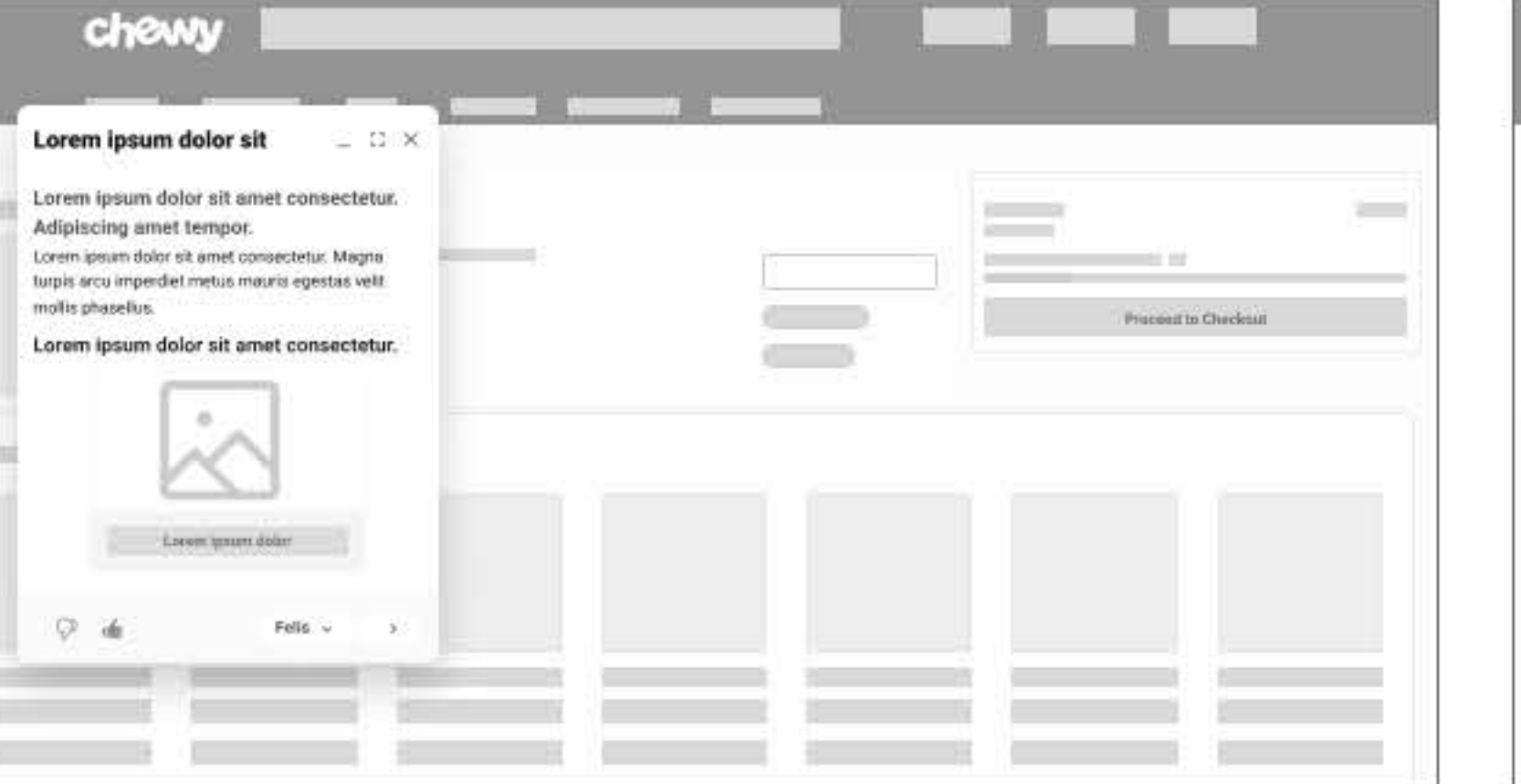
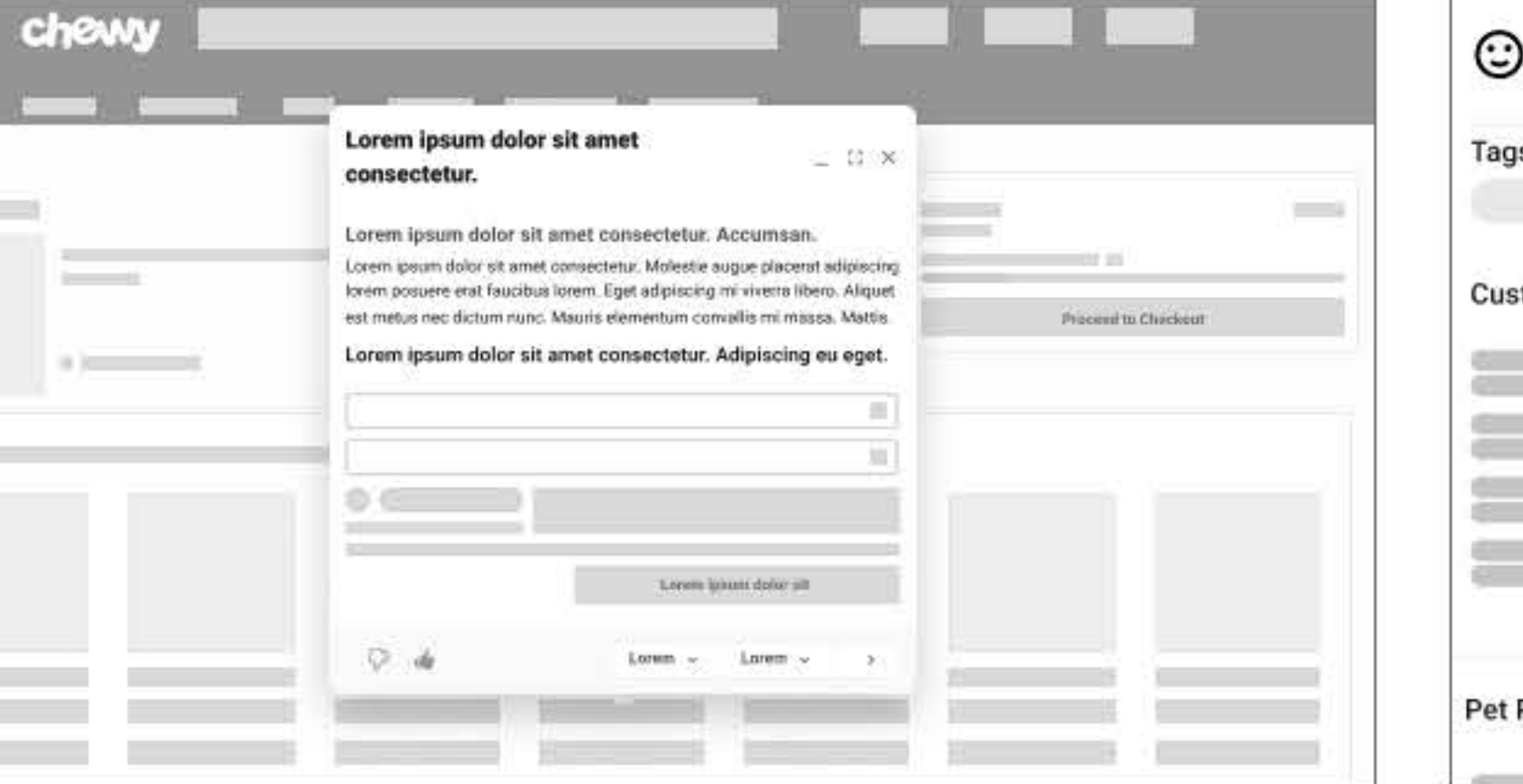
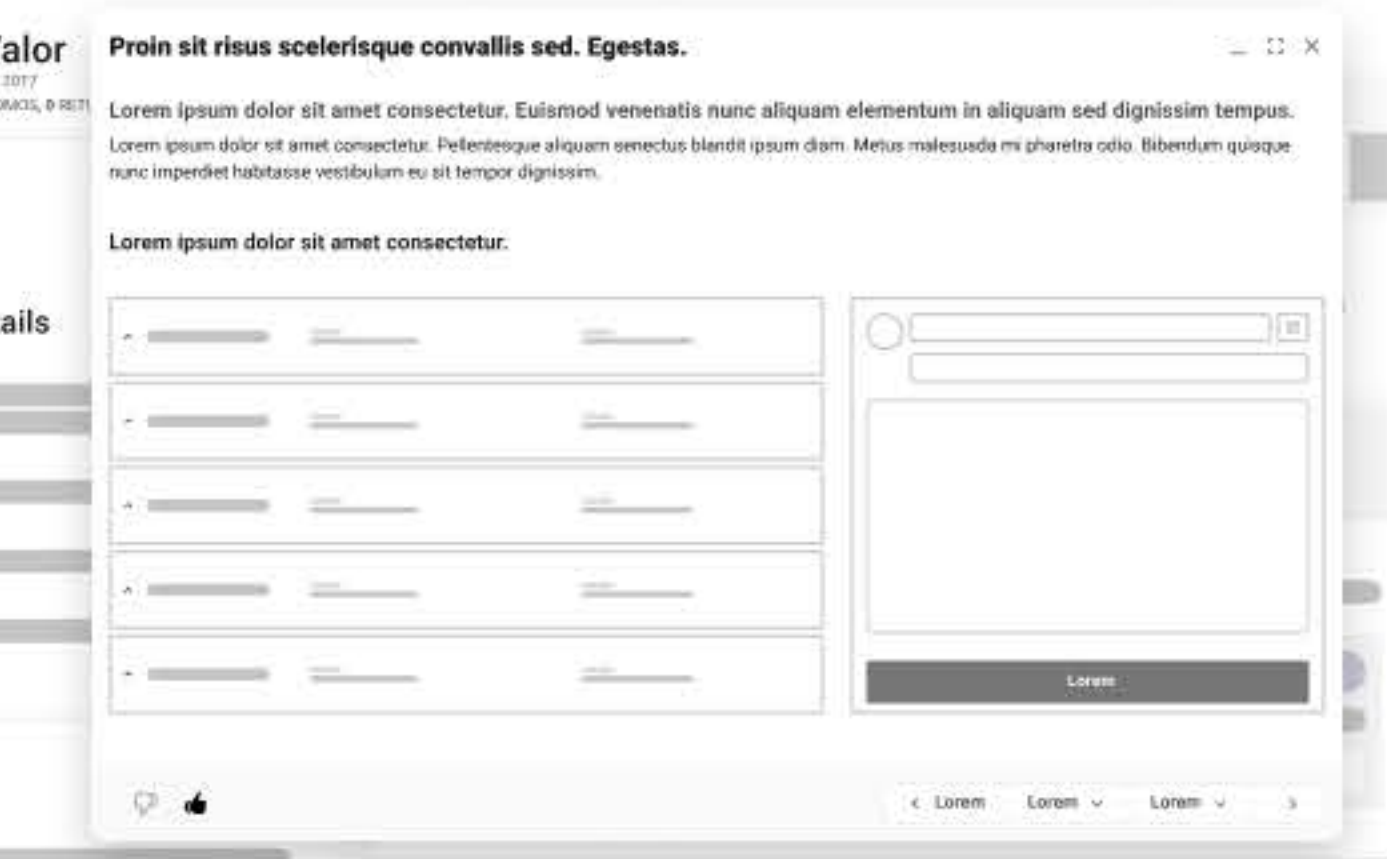
Pet: Cat - Domestic Short Hair/ Lulu - 11lbs

Engagement: Emotional support & Product/ service recommendations




Pet Parent: Meet Haeli, she is a Chewy Customer (CST).

CSA: Meet Anthony a Chewy Customer Service Agent (CSA).

Pillar 1		Personalization, Engagement & Experience (Northstar Vision)								
Scene	CSTs Incoming call with pre-interaction context summary	HVA/ Nudge: Product Recommendations	HVA/ Nudge: Product recommendations (added to cart)	Nudge: Connect with a Vet offering	Nudge: Connect with a Vet (appointment scheduling)	Nudge: Connect with a Vet (follow up)				
Scene Illustration										
Scene Description	Scene Description: Anthony sees an incoming call from Haeli, as she is calling he gets a pre-call context summary onscreen. The summary is showing recent product search results on Chewy.com and customer sentiment based on last interactions and potential call purpose.	Scene Description: Upon answering her call, Anthony relays that he can help Haeli with her product search for Lulu. A short list of products that will work best for Lulu are highlighted . Anthony is able to see that an anti-itch spray would be the best recommendation. Anthony selects the product that works best for Lulu and adds it to Haeli's shopping cart	Scene Description: Haeli is happy that Anthony was able to find a solution for Lulu so quickly. She is surprised and delighted to see the anti-itch spray that has been recommended has also been added to her Chewy.com shopping cart.	Scene Description: After the anti-itch spray was added to Haeli's shopping cart. Anthony is alerted to a nudge that Connect with a Vet services may be recommended to Haeli. Anthony lets Haeli know an appointment is just a few questions and clicks away.	Scene Description: Anthony lets Haeli know an appointment is just a few questions and clicks away. Haeli relays a time that works for her today and answers a few quick questions about Lulu.	Scene Description: Before wrapping up the call, the last step of the Nudge allows Anthony to follow up with an email to Haeli confirming Lulu's appointment. After Anthony going over appointment information with Haeli, he is able to add Nudge feedback with the click of an icon, verifying that the recommendation was accurate and timely				
CST Value Add/ Business Benefit	Business Benefit: Less time spent gathering background on an interaction, resulting in lower handle time	Business Benefit: • Increasing Customer Satisfaction (CSAT) with customized and tailored products and service recommendations offered to the Customer through nudges that are delivered in the right place at the right time.	Customer Value Add: Based on our nudge engine, CSRBs identification of Haeli's Customer need is easy to predict and even easier to understand leading to less Customer friction.	Business Benefit: • Anthony is able to provide more value to Haeli by offering her an alternative to a Vet visit for Lulu, increasing trust . • CSRB automation does most of the work , maximizing agent time.	Business Benefit: • CSRB automation does most of the work , maximizing agent time. Customer Value Add: • Increased Customer Satisfaction	Business Benefits: • Customer knowledge and awareness of new products and Services. • Potential of Chewy service(s) conversion Customer Value Add: • A Confirmation email with appointment date an time is sent to Haeli with a link to join her scheduled call with a single-click. No added software, apps or services are needed to talk to a vet.				
Features to Highlight	Features to Highlight: Predictive context for incoming calls • CSRB is able to identify what has recently taken place on Chewy.com with machine learning that records past interactions or actions the Customer has taken before the call. Example: Based on Pet profile details and keywords searched for, CSRB can identify potential ways we can help the Customer with tailored recommendations	Features to Highlight: • Pre-identified product recommendations based on a combination of smart-filtering and keyword identification. Recommendations are based on the HVA engine's machine learning capabilities. • Products are populated based on Machine learning - keyword search, and pet profile information.	Features to Highlight: • HVA Widget's ability to action on any event, from anywhere within the call journey . Example: The add to cart functionality is available alongside product offerings in the Nudge widget to help Customers shop. With the click of a single button products can be added to the Customers shopping cart on Chewy.com.	Features to Highlight: • Setting up the Connect with a Vet appointment for the customer with by giving the agent an easy to use and consistent experience that he or she is familiar with. • Customizable UI - The CS Agent can minimize, maximize, resize or pin the Nudge window to a content area inside of CSRB.	Features to Highlight: • Setting up the Connect with a Vet appointment for the customer with by giving the agent an easy to use and consistent experience that he or she is familiar with. • Haeli doesn't need to figure out how to setup and schedule Lulu's appointment on Chewy.com, reducing friction .	Features to Highlight: • Nudge confirmation "Connect with a Vet appointment successfully scheduled" • Feedback mechanism				
High Value Action	High Value Action: N/A	High Value Action: Product Recommendations	High Value Action: Product Recommendation (added to Cart)	High Value Action: Connect with a Vet Offering	High Value Action: Connect with a Vet (appointment scheduling)	High Value Action: Connect with a Vet follow up email; with appointment confirmation, sent to Customer				

Design Appendix

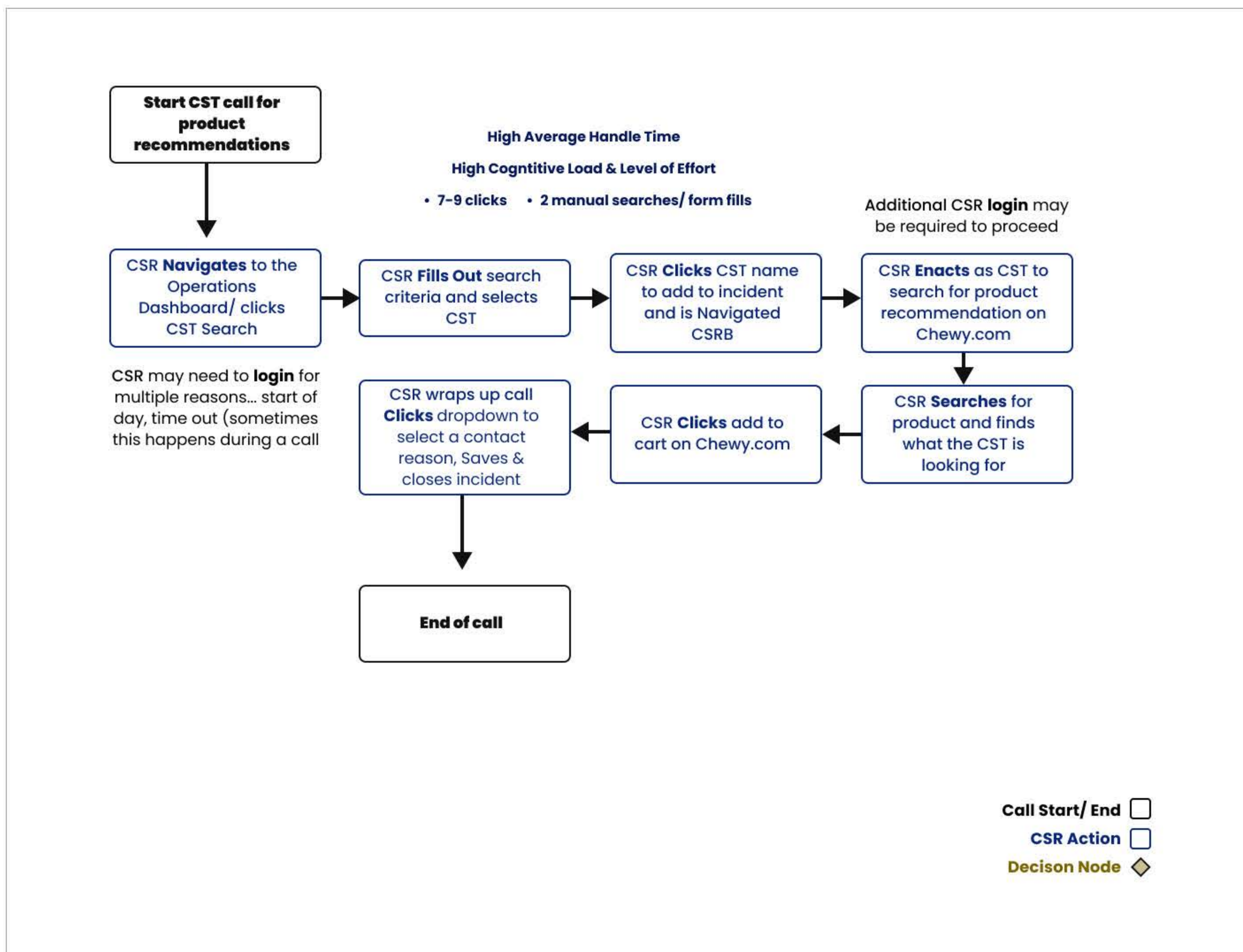
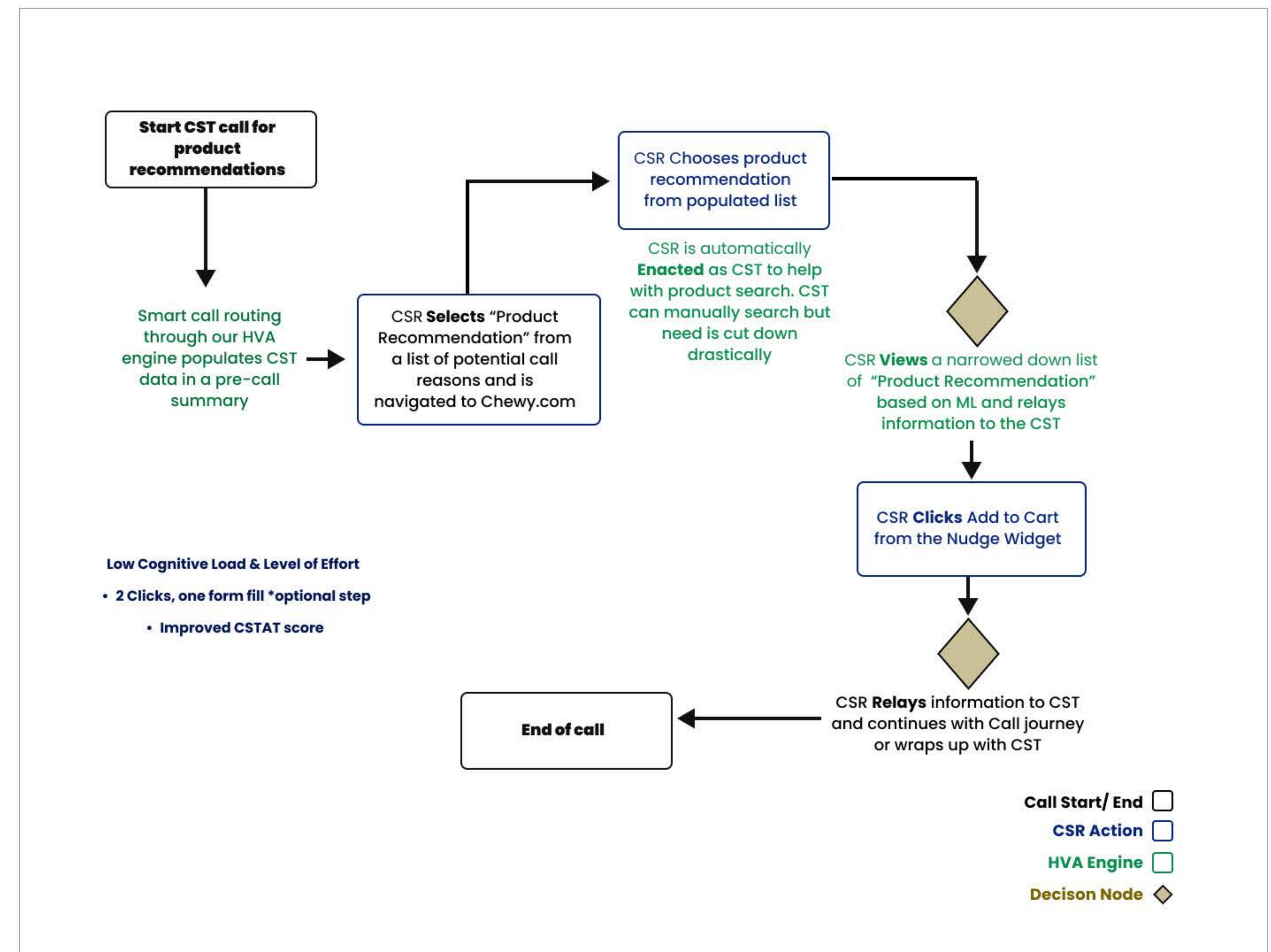
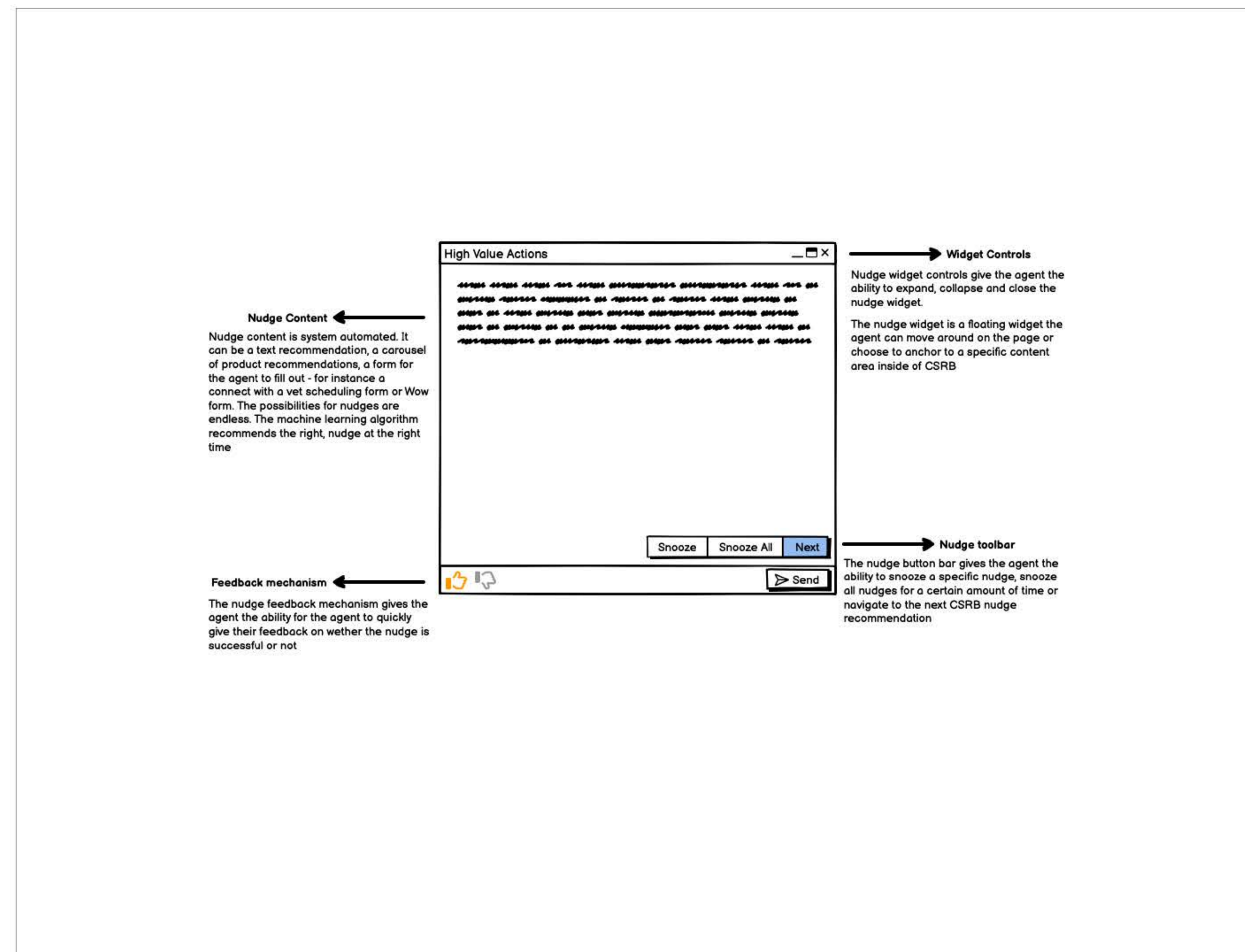


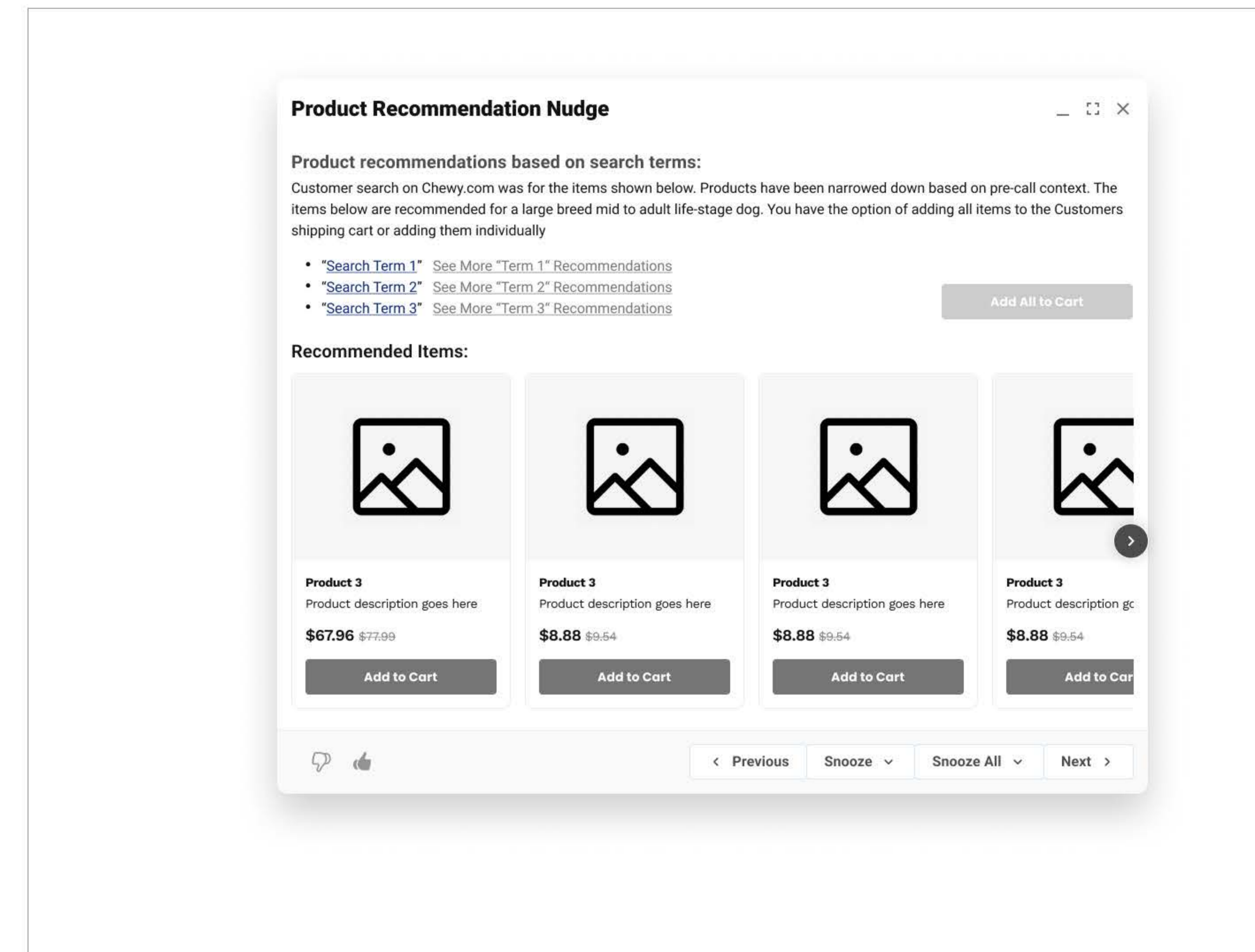
Diagram Of Current Product Recommendation Process Taken By A CSR In A Customer Call



Improved Product Recommendation Process With HVA Engine/ Nudges



HIGH VALUE ACTION/ NUDGE COMPONENT DIAGRAM



High Value Action/ Nudge Low Fi Diagram For Illustration Purposes Only