



Flamingo Ai Case Study

LIBBY: The Flamingo Ai Knowledge Engine

An Ai powered Knowledge Platform
to give you a deeper level of
customer insight.



A Top 5 USA company uses LIBBY as an Ai Knowledge Engine

Brief

Analyze historical chat data for insights and opportunities.

Solution

→ Deploy LIBBY to analyze 1.1 million operator chat messages and deliver structured insights.

Results

After deploying LIBBY, the results showed multiple opportunities to improve customer experience, generate more sales and reduce staffing cost through automation. Findings included:

Event behaviour by day

High concentration of abandoned chat conversations on a Saturday because visitors leave the chat before the operator joins.

Wait time trends

Every day, there is a longer wait time at the end of the day.

Language trends

LIBBY found that operators contribute 60% of the chat and Visitors 40%. Whilst visitors use shorter sentences in chat, operator chats were more verbose and repetitive. Also, two thirds of operator chats can be automated.

This reversed on Saturdays and Sundays, where visitors were inclined to chat more than operators.

Staffing opportunity

Most chat conversations occur between 11am and 2pm, creating a peak period that will require maximum staffing to take full use of the opportunity.

Flamingo Ai recommended that MAGGIE be used to automate much of the chat requirements which focused on questions in need of answers.

For more information or a demonstration

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