



**WYETH ACHIEVES  
EXCELLENT & PERSONALIZED  
CUSTOMER EXPERIENCE  
WITH LAIYE CHATBOT**





# BACKGROUND

Wyeth is part of the Fortune Global 500 company, Nestlé S.A. Nestle SA Group, which is at the forefront of global nutrition and health.

Wyeth understands the importance of creating a personalized real-time experience for its customers, which needs to be targeted to the baby's age to meet the specific childcare needs. Thus, the Wyeth Customer Relationship Management (CRM) department launched the “MaMa Club”, an online instant messaging and social media interactive platform that provide parents with 24-hour, 365-days-per-year infant care consultant services.

Wyeth CRM team also developed innovative communication channels, such as Artificial Intelligence customer service, and e-commerce live broadcast provide comprehensive multi-platform services 24/7.



# CHALLENGES

## EXCESSIVE WORKLOAD AFFECTS TIMELY RESPONSES TO CUSTOMER QUERIES

With tens of millions of users, the “MaMa Club” online messaging platform receives at least tens of thousands of questions each day which represents an excessively large workload. These questions, which are answered by human customer service representatives, include a pool of high-frequency questions that are asked by different parents.

Repetitive questions can take up more than 30 per cent of the work done by Wyeth customer service representatives every month, with the total number of such tickets adding up to 12,000. The repetitive, mundane nature of this work can translate into high business process costs in labor, employee errors, and reduced productivity.

During peak periods, Wyeth is concerned that the poor average speed to answer (ASA) will impact the overall customer service experience,



**BACKGROUND | CHALLENGES | AUTOMATION TECHNOLOGY | IMPLEMENTATION BENEFITS | FUTURE OUTLOOK**



# CHALLENGES

## COMPLIANCE RISKS AND LIMITATION IN DOMAIN KNOWLEDGE

Another challenge the team faced was that mother-infant scene involves many compliance issues and requires a unified and integrated language standard. Some of these unique characteristics involve a lot of compliance-related content and yearly adjustments. This means that how things are worded needs to be considered compliance risks, to be reviewed by internal experts and hence a unified language standard is required.

Additionally, as the mother-infant industry is relatively specialized, new employees need to undergo at least at least six months of targeted customer service training to meet industry standards and fully understand the industry, before they become a customer service professional.

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# HYPER INTELLIGENT AUTOMATION TECHNOLOGY

The Wyeth CRM team was keen to tackle these issues and decided to deploy Laiye Chatbot solution. For the robot to better empower Wyeth's customer service representatives, Laiye's Chatbot team invested about 40 days in the early stages of the launch to ensure that the system is running regularly and that operations are continuous.

Laiye's trainers used historical data and data mining technology to train the robots by targeting the repeating questions and providing the robots with the appropriate responses.

The continuous optimization of the robot database helped improve the AI-suggested group of answers and guarantee the accuracy of the answers. In addition, regular data analysis helped to form a closed loop of robot-employee training.

Through regular statistics and analysis, the system understands the health status and attitude of both robot and employees, thus forming a positive feedback loop and optimizing the robot's answering ability.



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# IMPLEMENTATION BENEFITS

The use of the Laiye Chatbot has introduced human-machine collaborative services and significantly reduced the workload of Wyeth's customer service representatives in the following ways:

## **Significant workload reduction for customer service representatives:**

Within one year of implementation, Laiye chatbot has effectively supported Wyeth CRM remove repetitive questions and process a total of 2.48 million messages with approximately 280,000 customers

## **Improved answer recall and accuracy rate:**

Laiye Chatbot high answer recall rate of 85% and recall accuracy rate of 90% has enabled fast, accurate delivery of responses in real time.

## **Vastly reduced response time and improved customer service efficiency:**

The daily workflow efficiency of customer service representatives has increased by 30 per cent. The average response time has dropped from 5.5 minutes to 3.5 minutes. The average number of rounds of conversations have been reduced from 11, to 7 or 8 rounds.

**30%**  
increase in  
Daily workflow  
efficiency

**5.5 TO 3.5  
MINUTES**  
drop in average  
response time



# FUTURE OUTLOOK

“ The human-machine collaboration between the Laiye Chatbot and Wyeth customer service representatives has provided a better experience for customers, and also saves a large amount of human energy and financial resources, and increases consulting efficiency. Following the one-year collaboration between Wyeth Nutrition and Laiye Technology, we are continuing the contract and extending it for a second period. We hope that we can continue to empower Wyeth Nutrition through the “Chatbot + Task Robot” collaborative project in the future. ”

- HEAD OF CRM AND OPERATIONS, WYETH, GREATER CHINA

To find out more about Laiye's solutions, visit [www.laiye.com/en](http://www.laiye.com/en)

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