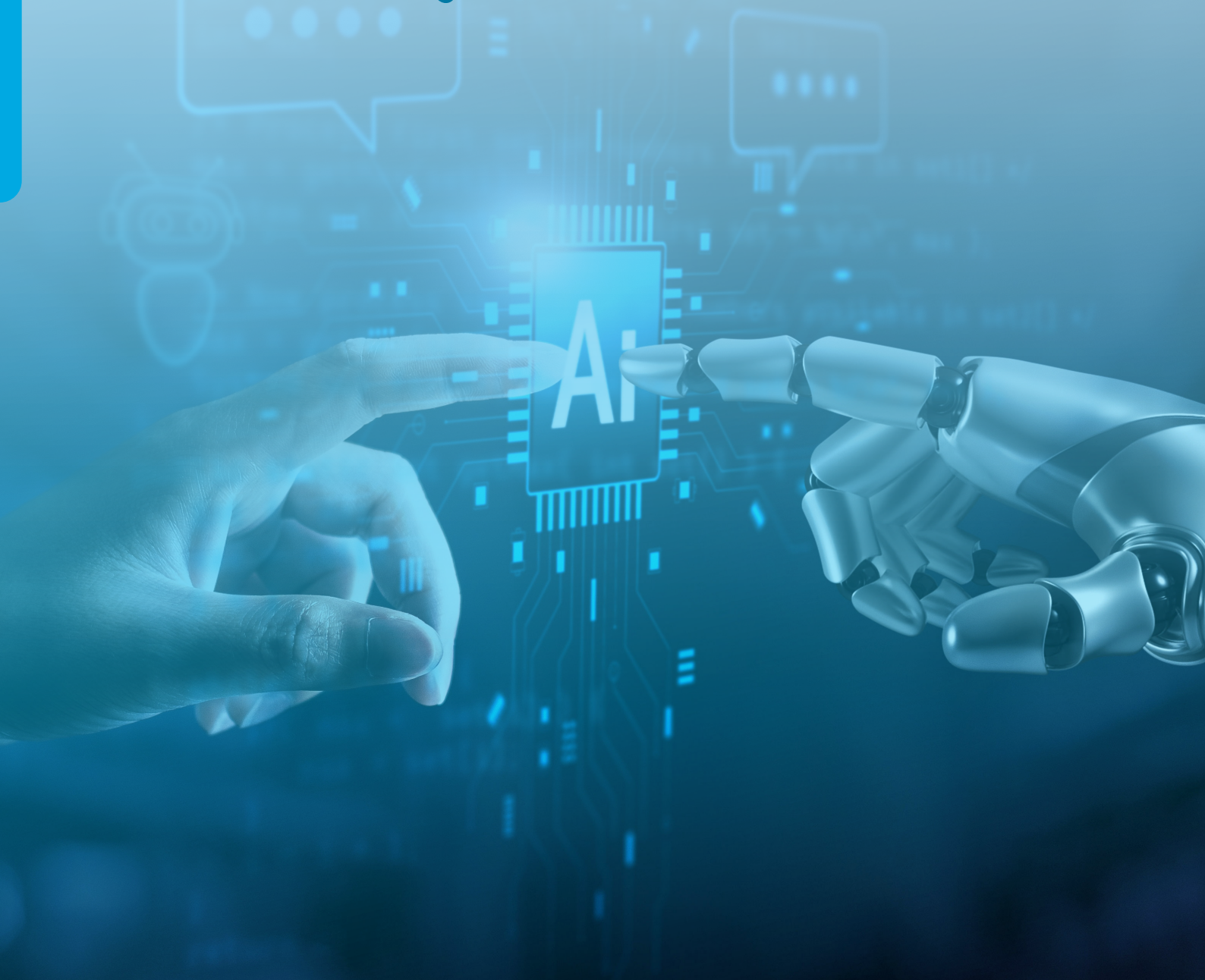


CASE STUDY

FROM CONVERSATIONS TO STRATEGY

UNLOCKING INSIGHTS WITH
AI-POWERED QA & ANALYTICS



#wegrowtogether

Our Partnership

BabyBjörn is a Swedish company with a decades long history in the **retail sector**. They specialize in creating **premium baby products** to make the parenting journey smoother, safer and more joyful, currently available in 55 markets across the world.



Challenge

Our Solution

- A need to streamline quality assurance processes and surface actionable insights to improve CSAT and productivity

- **Deployed two AI-powered tools:**
 - **Conversational Analytics** to automatically detect emerging trends, product concerns, and customer suggestions.
 - **AutoQA** to enable scalable, consistent quality reviews.
- **Integrated analytics** with Zendesk for real-time keyword tracking.
- **Analyzed over 90% of the monthly interactions** across social media, native chat on website, email, mobile messaging.
- **Customized AutoQA prompts** to align with existing QA standards.
- **Combined AI outputs with expert QA review** to prioritize high-impact insights.
- **Enabled rapid adaptation** of AutoQA tool to the client's tone, product complexity, and customer expectations.

Results and Impact

97%+
AVG.
QUALITY
SCORE

OVER THE
LAST
12 MONTHS

85%+
CSAT
SCORE

OVER THE
LAST
12 MONTHS

**40%
REDUCTION**
OF MANUAL
REVIEW TIME
WITH AI-ASSISTED
CHECKS

**100%
INTERACTION**
COVERAGE
THROUGH AUTOQA
WITH SCALABLE
QUALITY

**40%
DROP**
IN COMPLAINTS
THANKS TO
ESCALATED EARLY
SIGNALS