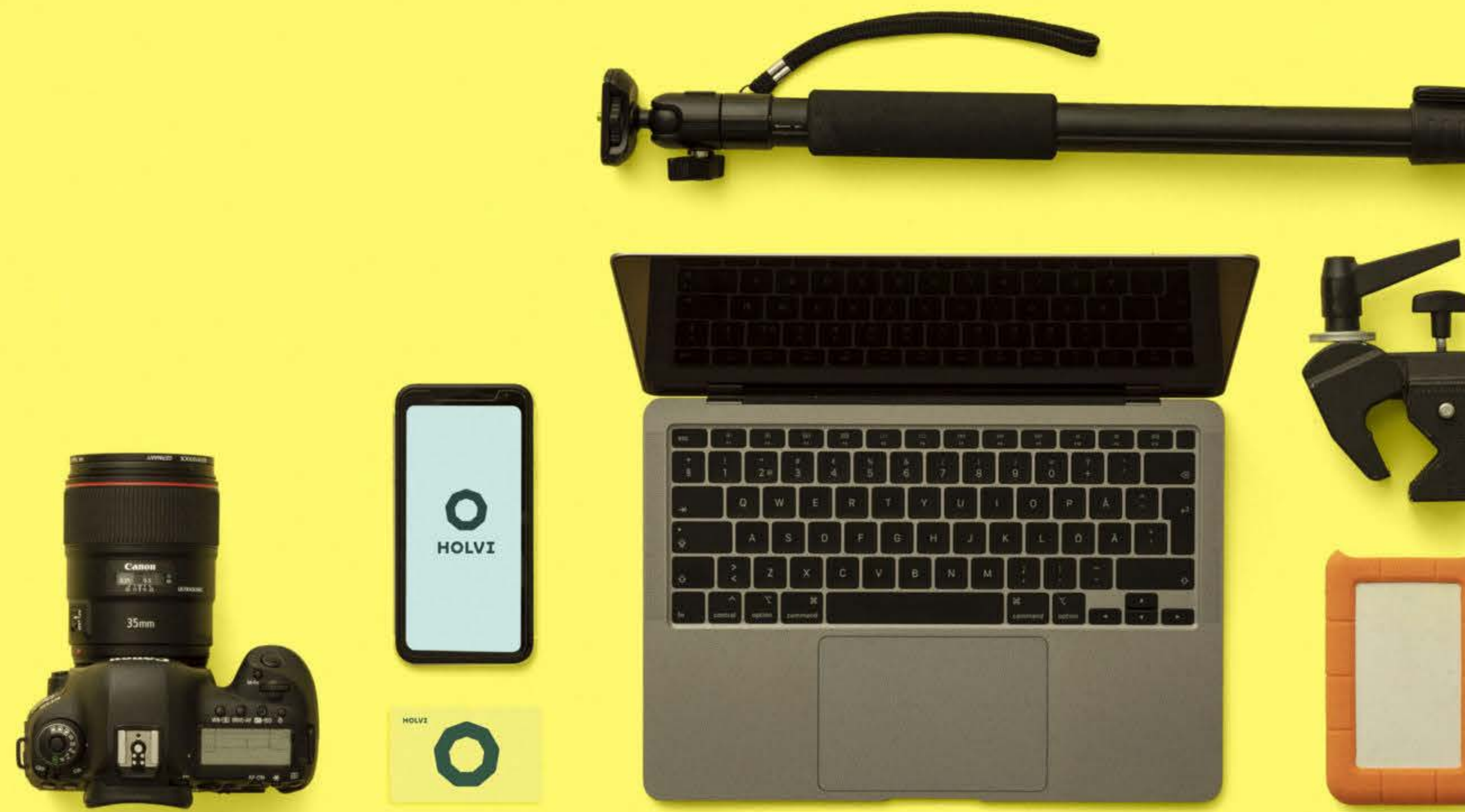


Holvi

Building customer trust by solving service requests in 22 seconds

Dixa Feature: Chatbot



74%
self-service rate

Holvi wanted to be available during agents' offline hours and a secure chatbot helped their customers find answers to simple requests 24/7

22 seconds
time to solution

The chatbot helped automate simple requests and provided an effortless way to escalate requests to the right agent

78%
overall CSAT

As a growing business, Holvi needed to find a way to balance customers' pressing needs with a lean customer support team

At a glance

Bio

Holvi is a business banking service for all self-employed and freelancers and small businesses, offering digital payment, accounts, as well as invoicing and bookkeeping tools.

HQ

Helsinki, Finland

Industry

Modern banking

Team

15 customer service agents

Key Integrations

Zendesk: Customer service ticketing system



The Situation

As a banking service provider, Holvi is all about offering their services in a secure and trustworthy manner to build great customer relationships. Founded in 2011, the Finnish company empowers self-employed and freelancers as well as small businesses with a digital platform to manage their finances, including a bank account, Mastercard and tools for invoicing and bookkeeping. As Holvi offers a state-of-the-art product on a stylish platform, their customers expect to have an equally modern service experience. To keep their customers happy, Holvi is always on a mission to offer timely support.

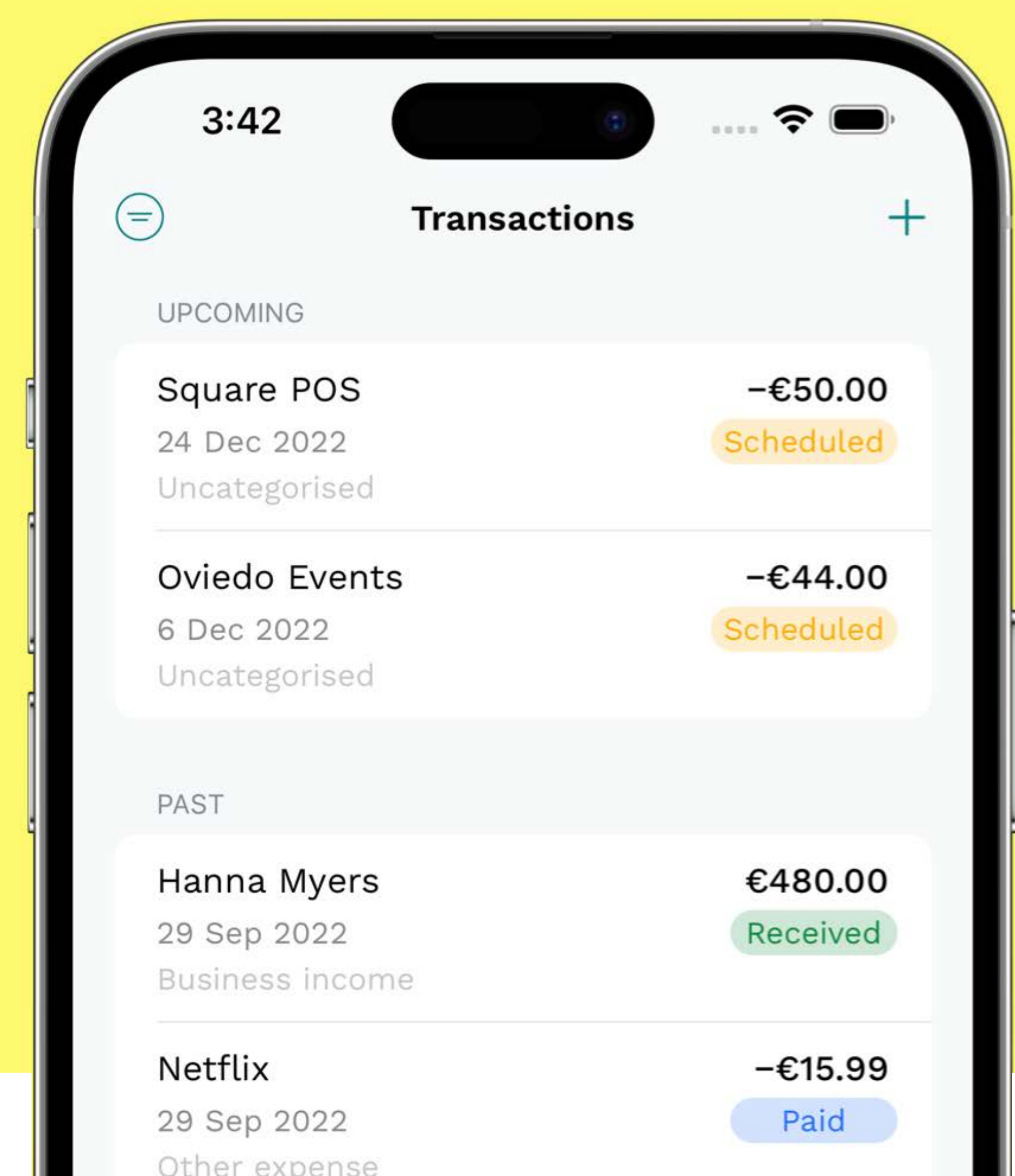
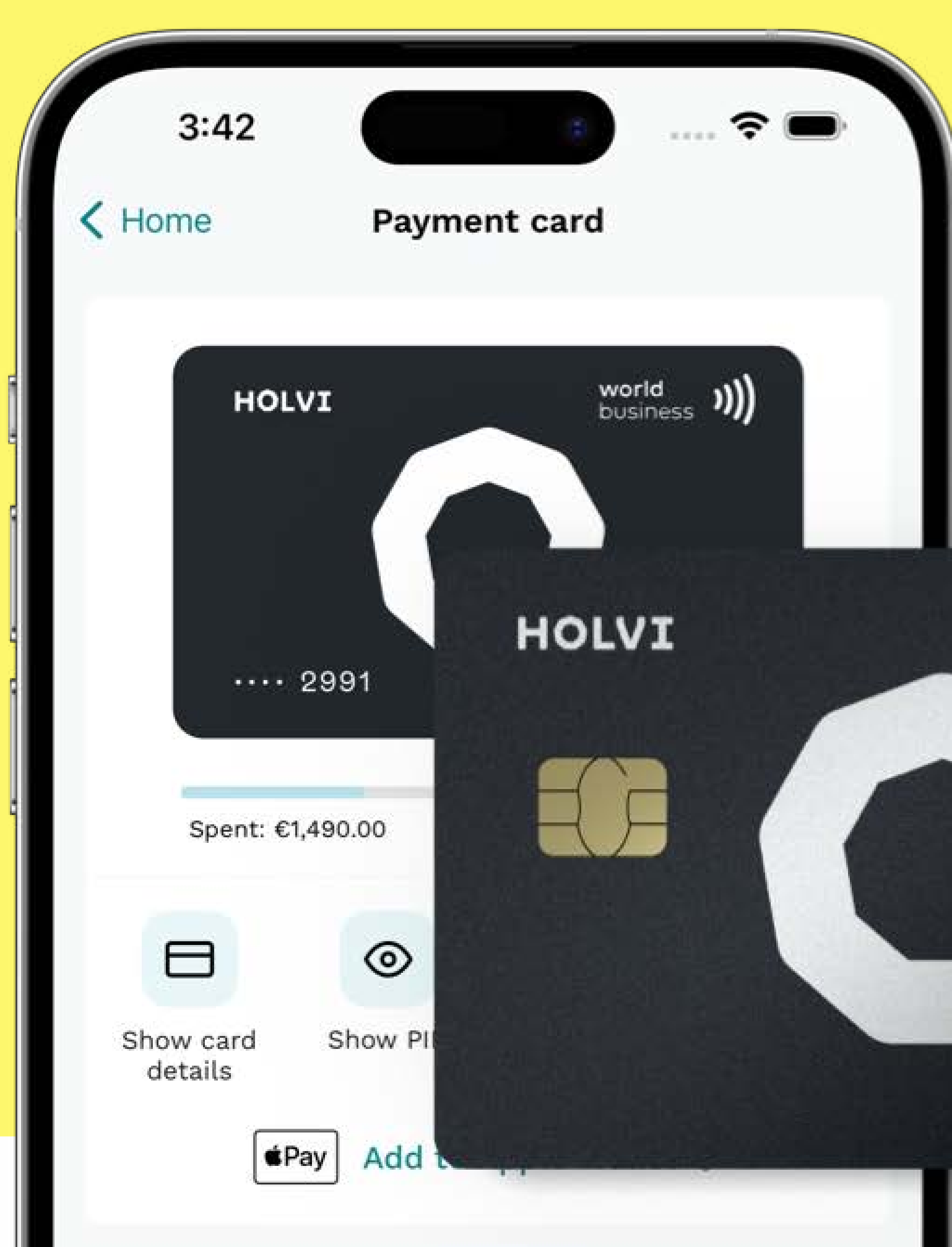
The Challenge

The main focus for Holvi was on scaling their business with a lean customer service team while creating exceptional CX. Growing bigger, they struggled with this endeavor as they were offering support primarily via live chat (and email outside of business hours), which required a lot of manpower and they received many repetitive requests. The only way to go forward for Holvi was to invest in customer service automation.



“The integration with Zendesk was our number one priority when looking for a chatbot solution. With Dixa’s chatbot CRM field mapping, it’s just so easy to tackle customer requests after the handover as everything is categorized and all relevant information collected by the bot are in one place with the corresponding customers’ data.”

Jessika Franck, VP Customer Experience, Holvi





The Solution

Since 2020, their service agent team has a strong partner on their side: their chatbot Solvi. The bot helps them to scale their business effortlessly by resolving customer requests in just 22 seconds while keeping satisfaction high.

What's working effectively for Holvi's team is building a customer service funnel and applying user channeling. Once logged in, their customers can first self-serve on their FAQ page from which their chatbot is available. They can then either solve their problems with Solvi or routed to a service agent with an intended handover. During business hours, customers can start a live chat and outside of these times, they can fill out a form which creates a ticket in Zendesk. Holvi is managing customer expectations right from the start of the conversation by letting the customer know that Solvi, their digital assistant can help 24/7 while their service team is reachable via live chat during the stated hours.

Security is a top priority for automated customer services

User authentication plays a crucial role for using Holvi's chatbot and helps the team to really tailor their service offer to their customers' needs. This was a strong requirement for the financial service provider as they need to verify that they are communicating with the actual customer to fulfill their high security standards.



Solvi helps customers in many languages

The bot is accessible within Holvi's product after logging in. Their customers are then being routed to the right bot (Finnish or German) based on their location and will get the help they need. For the intended handovers of more complex requests, user authentication helps the service agents to instantly serve the customers in a personalized way without needing to ask for additional personal information which was the case before.



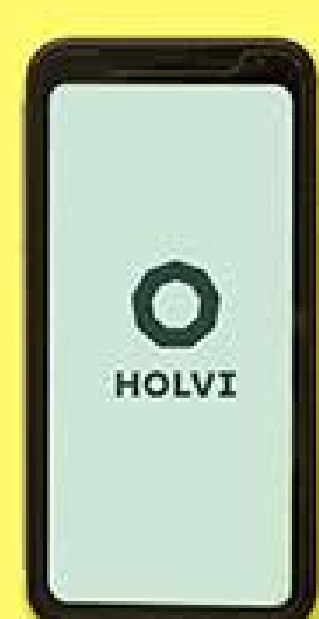
“There was some initial bias in our team towards the chatbot as it felt like hiding the personal support behind it, but it’s really the opposite: Funneling customer requests through Solvi helps the team to be more efficient, offer more tailored help and focus on what matters most.”

Jessika Franck, VP Customer Experience, Holvi

Setting up the chatbot was ultimately a team effort and a fun exercise by transferring the questions that the service agents are asked the most into the bot and building it in an engaging way (e.g. by using emojis) to encourage the customers to self-serve. The bot is also used for high priority topics and always updated immediately to inform customers proactively about ongoing campaigns or worst case if there has been an incident.

Seamless handover to an agent when necessary

In 2021, Solvi has solved 32% of Holvi's overall incoming requests which is not only a huge support for their customers but also their service team. With a stable self-service rate of 74% and a chatbot CSAT of 78%, Holvi has seen great acceptance of the chatbot by its customers and built in intended handovers, knowing that they still have a lot of complex requests that require an agent.





Automation helps Holvi scale it's quality customer service

Historically, Holvi has seen an increase in customer requests as their business and customer base grew. But this changed with Solvi: comparing 2021 with 2020, there was no significant increase in their daily live chat conversations while the number of customers to be served went up. In fact, they even managed to improve their average live chat handling time by 10%, offering faster support both with the bot and the service agents. Solvi played a meaningful role in their ability to scale their service and improve their customer experience.



“Solvi keeps our team motivated and happy by helping us to offer tailored support both in an automated way and with a human touch which results in high customer satisfaction and very low employee turnover.”

Jessika Franck, VP Customer Experience, Holvi

Holvi is planning to offer their trusted chatbot services in English as well. They're working to continuously improve the content and copy of the chatbots based on its insights to always adapt it to their customers' current needs and preferences. On top of this, Holvi wants to broaden the use of the chatbot, offering it also on the help page to users not logged in.

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