

How Garasi optimizes shopping with Facebook deployment



Goal

Garasi was looking for ways to improve agent productivity and the incoming user queries promptly.

Garasi - a leading data-first automotive commerce solution in Indonesia.

Challenges

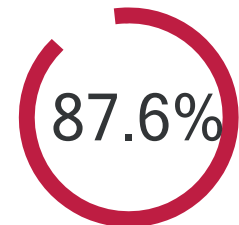
With the huge inflow of repetitive queries coming, it was difficult to scale and attend to these customers in real-time.



Outcomes

Answer repetitive queries, 24/7

Instead of having agents respond to queries, Garasi's bot picks up the vehicle ID directly from the end user's message. With our platform extensible integrations, the bot was able to fetch the contact number from the database and reply back to the customer.



Queries were answered by the bot

Quick responses

In the first 60 days of deployment, the bot was able to handle 3x users than the agents, which reduced the wait time by 77%.



Reduction in response time

Choice of deployment

Garasi needed a system which was able to handle queries coming in from Facebook Marketplace. With our omnichannel feature, they were able to deploy the bot on Facebook Messenger.



Bot was deployed on Facebook

