amplifAI. × chewy

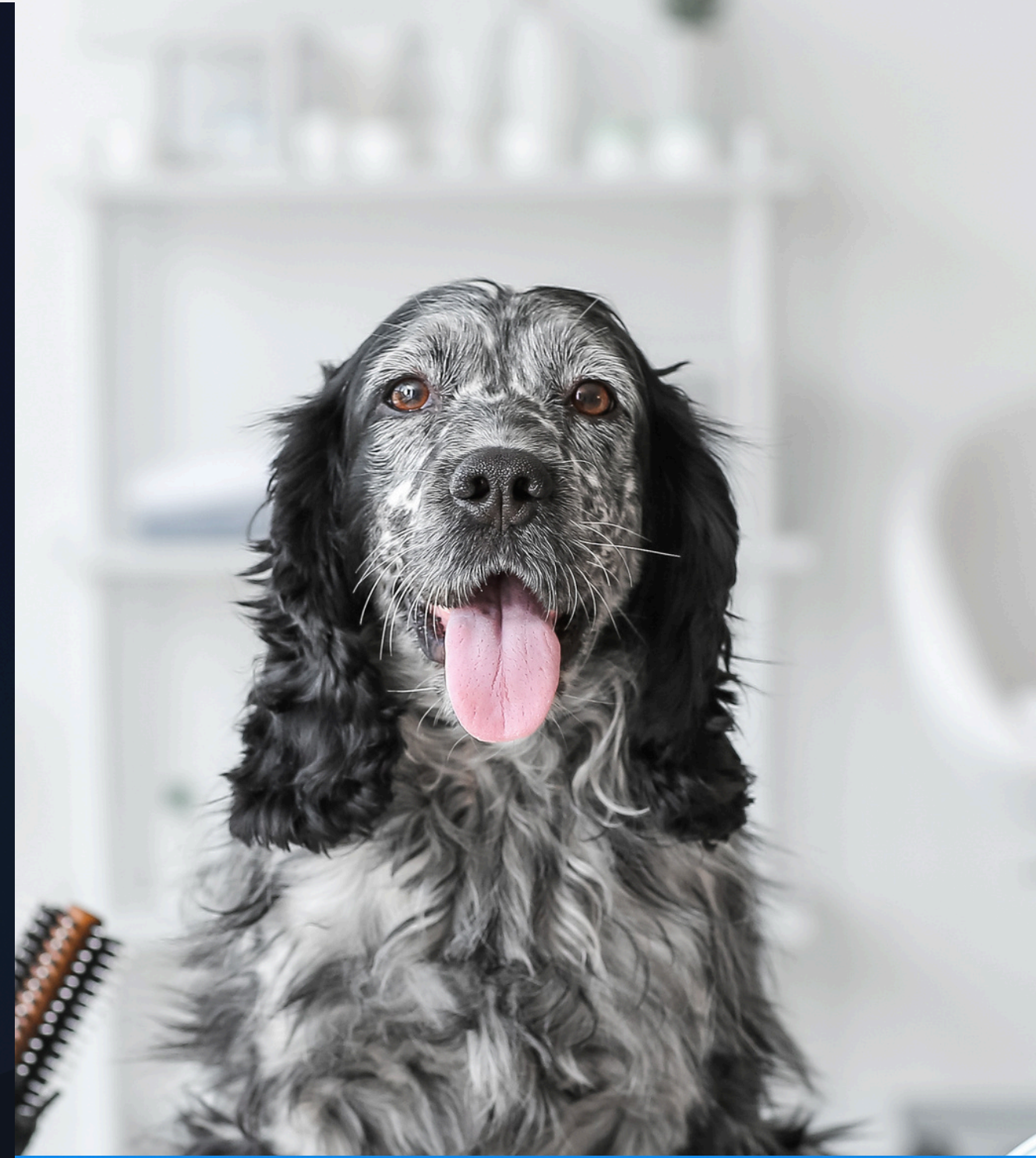# Tail-Wagging CSAT Scores:
How Chewy Fetched a 10% CSAT Increase with Behavior-Centric Coaching

RETAIL HEALTHCARE CSAT

chewy

About

- **Industry:** Retail, Pet Supplies, Healthcare
- **Company Size:** Enterprise
- **Use Case:** Customer Support

Chewy is one of the biggest names in the pet product retail and healthcare space. The retailer is committed to providing exceptional customer service.

#1 CX in US by Forrester

In 2024, Chewy was ranked **#1 across all brands recognized** on Forrester's US Customer Experience Index, a testament to their dedication to customer satisfaction.

FORRESTER

"The level of detail and actionable insights it provides is unmatched, allowing me to be more involved and drive targeted improvements across our team. We're doubling down on our partnership"

Yvan, Director of Operations

The Opportunity

With a large contact center handling a high volume of customer interactions, Chewy recognized the critical role of agent performance in driving this success. Chewy understood that the agent-customer interaction was a prime opportunity to personalize conversations, foster empathy, and build stronger, more loyal relationships with their audience.

Furthermore, these interactions presented a chance to introduce additional services, such as pet healthcare, further solidifying their commitment to pet owners. However, the complexity of these interactions, particularly within the pet healthcare services vertical, and the nuance required to navigate sensitive conversations demanded a more precise approach to agent and even leader development. Chewy zeroed in on the team leader role as a catalyst to help the agents, recognizing that they needed support. The time-consuming nature of crafting the right coaching plans for specific behaviors was too resource-intensive.

Challenges

- **Lack of Actionable Coaching Insights**: Traditional coaching methods, relying on broad metrics alone, like FCR and CSAT, failed to provide agents with specific areas for improvement, especially concerning nuanced conversations within the pet healthcare services customer base.
- **Inefficient Coaching Processes**: Time-consuming manual processes hindered the frequency and effectiveness of coaching sessions, making it challenging to address the complexities of customer interactions.
- **Data-to-Action Gap Hindered Behavior-Driven Progress**: Although Chewy was measuring behavioral data through Qualtrics, their quality tool, it was challenging to action the specific agent behaviors that directly influenced customer satisfaction, making targeted improvement difficult.
- **Intensive Data Analysis:** In total, the entire coaching process was taking nearly half of supervisors' weekly working hours.

The Results

10%

Increase in CSAT

Chewy's focus on improving customer satisfaction through targeted, behavior-driven coaching resulted in significant performance improvements.

This directly led to a 10% increase in customer satisfaction scores for their healthcare teams.

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Solution

Chewy needed a solution that would expedite the efficiency and effectiveness of coaching, allowing their agents to build the right skill sets that fostered an internal culture of exceptional customer experience, specifically within their pet healthcare services. With AmplifAI already successfully implemented in their retail line of business, Chewy sought to extend the solution to their healthcare team to replicate the positive outcomes.

Chewy expanded the data-driven, behavior-centric solution to their pet healthcare services. AmplifAI's AI-powered platform analyzed vast amounts of customer interaction data to identify key behaviors that correlated with positive customer outcomes within this vertical. This enabled Chewy to take advantage of:

- **Unified Contact Center Intelligence:** AmplifAI seamlessly integrated Chewy's disparate contact center data sources into a single platform, empowering coaches to easily leverage deep insights like behavioral data alongside other performance metrics, driving targeted and impactful agent development
- **AI-Driven Coaching Actions:** Agents and team leaders received targeted coaching actions on specific behaviors that needed strengthening within the pet healthcare context, especially those related to personalization, empathy, and service introductions.
- **Advanced Coaching Effectiveness Scoring:** Streamlined processes and actionable insights allowed for more frequent and impactful coaching, addressing the complexities and nuances of customer interactions specifically related to pet healthcare services. For example, agents were able to focus on behaviors like demonstrating empathy and providing clear explanations during coaching sessions, honing in on how to navigate sensitive conversations with pet owners seeking healthcare advice.
- **Agent Accountability:** Clear visibility into performance data encouraged agents to take ownership of their development, especially in building stronger customer relationships and introducing additional pet healthcare services

- **Team Leader Support:** AmplifAI equipped team leaders with the tools and insights needed to efficiently create effective coaching plans tailored to the pet healthcare, ensuring agents received the guidance necessary to excel in this specialized area.

Internal Impact: The Formula for Targeted Improvement:

- **63% Increase in Coaching Frequency:** AmplifAI streamlined coaching processes, allowing team leaders to provide more frequent coaching and guidance to their agents within the pet healthcare services team. This led to a significant increase in the number of coaching sessions conducted.
- **4-Point Improvement in Coaching Effectiveness (CEfx):** Data-driven insights from AmplifAI ensured that coaching sessions were more targeted and impactful, helping agents focus on granular behaviors during sessions, as opposed to a broad focus. This resulted in a measurable improvement in the overall effectiveness of coaching within the healthcare team.
- **Key Behavioral Improvements:**
  - Chewy was not only able to see their Qualtrics data but also integrate it seamlessly with other performance metrics. This comprehensive view allowed leaders and agents to focus on precise quality data within an intelligent coaching process, driving continuous improvement in key behavioral metrics month after month.
    - **Personalization:** Increased from 43% to 87%.
    - **Empathy:** Agents demonstrated a greater ability to connect with customers on an emotional level, particularly in sensitive pet healthcare situations
    - **Problem-Solving:** Improved from 67.9% to 83%, particularly in addressing complex pet healthcare inquiries
- **Streamlined Prep and Documentation:** Chewy was able to reduce the original combined 19.25 weekly hours spent on coaching processes down to just 7.2 hours!

External Results

- **10% Increase in CSAT:** The focused coaching on specific behaviors led to significant improvements in agent performance, directly driving a substantial increase in customer satisfaction. This positive impact was particularly evident in the pet healthcare services vertical, where the nuanced nature of interactions demanded enhanced agent skills.

CSAT

Up 10%
Year over year
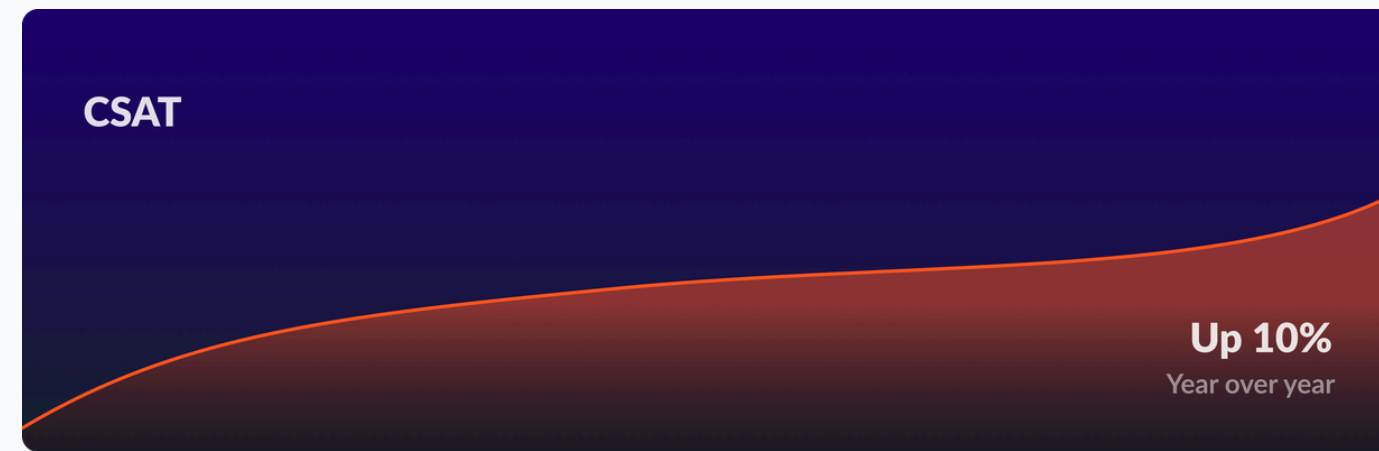
Conclusion

Chewy's successful expansion of their partnership with AmplifAI to their pet healthcare services team exemplifies the transformative power of data-driven, behavior-centric coaching.

By shifting the focus from broad metrics to precise behavioral insights, addressing the nuances of customer interactions within a specialized vertical, and empowering team leaders, Chewy enabled its agents to deliver exceptional customer experiences, foster loyalty, and drive significant improvements in CSAT and overall business performance. This success contributed to their #1 ranking on Forrester's US Customer Experience Index in 2024, solidifying their position as a leader in customer-centricity.

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How Chewy Fetched a 10% CSAT Increase with Behavior-Centric Coaching

Prior Pain	Intensive data analysis consumed supervisor time	Inefficient coaching processes	Data-to-action gap hindered desired agent progress
Solution	Unified intelligence delivers a single source of contact center data	AI-driven coaching streamlines coaching process	Behavior-centric coaching plans positions agents for key success
Results	**10%** Improvement in CSAT score	**75%** Coaching Effectiveness Score	**>50%** Greater than 50% improvement across key agent behaviors (on avg.)

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