



How Chewy Uses Everyday AI to Improve Frontline Efficiency & Coaching Processes

CUSTOMER STORY





About

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

Chewy is one of the biggest names in the pet product retail space. The retailer prides itself on delivering exemplary customer service.

Serving a vast clientele, Chewy understands the nuances of customer interactions and the pivotal role of agent coaching in ensuring service excellence.



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The Problem

Amidst their dedication to top-tier customer service, Chewy uncovered areas in their coaching process consuming significant time:

- **Report Preparation:** 4.75 hours/week on manual data consolidation.
- **Post-Coaching Tasks:** 3.5 hours/week for documenting feedback and planning.
- **Agent Coaching Sessions:** 8.25 hours/week, often extended due to lack of actionable insights.

In total, the entire coaching process was taking almost 20 hours – nearly half of supervisors' weekly working hours. With a pressing need to refine this process, Chewy turned to AmplifAI's AI-driven performance enablement software, aligning with their goal to maximize coaching efficiency and value.

The Opportunity

Chewy grappled with the challenge of ensuring effective agent coaching amidst time consuming administrative tasks. Supervisors were swamped with report preparation and documentation, sidelining actual coaching.

This led them to consider AmplifAI's AI-driven performance enablement software as a potential solution.



The Results

48%

Better Report Prep Time

62%

Time Savings Per Leader Per Week

30%

More Efficient Coaching

\$18K

Annual Value of Team Leader Savings



The Results

Chewy adopted AmplifAI's platform known for its transformative coaching capabilities. The platform's integrated dashboards and AI-driven insights immediately streamlined tasks that once consumed substantial portions of supervisors' weeks, achieving significant efficiency milestones in record time.

- **Streamlined Report Preparation:** Real-time access to KPIs reduced supervisors' report preparation by 2.3 hours each week, marking a 48% time-saving
- **Revamped Coaching Documentation:** The introduction of automated templates and AI insights slashed documentation time by 49%, enabling supervisors to focus on the core of coaching.
- **Optimized Agent Coaching Sessions:** Through precise data-driven feedback, coaching sessions were condensed to just 5.8 hours weekly, a reduction of 30%

Overall, Chewy was able to reduce the original combined 19.25 weekly hours spent on coaching processes down to just 7.2 hours! This means supervisors have 62% more time to dedicate to their agents, provide more efficient coaching, and ultimately deliver a better experience to their customers.

