

How IGT Solutions Drove Customer Satisfaction Through Better Communications





IGT Solutions Snapshot

**India-based BPO (enterprise)
Customer Support use case
50+ call centers
85+ marquee customers
25,000 employees
11+ countries**

Executive summary

When next-gen customer experience (CX) company, IGT Solutions, discovered its support agents were sending unprofessional emails and chat messages, the company knew they had to do something to protect their brand. Most of their support agents don't consider English their primary language, so many messages contained mistakes or were perceived to lack empathy. IGT invested in Grammarly Business to provide their agents with in-line communication assistance. With Grammarly's real-time guidance, agents could correct spelling and grammar, improve their tone, rewrite sentences to be clearer and more concise, and ultimately, improve the customer experience.

As a result, the company's customer satisfaction score (CSAT) increased by 4%, and the first-time resolution increased by 6.8%. Agents now learn as they work, making them more confident in their communications. Since deploying Grammarly Business, IGT has seen a 50% reduction in escalations of emails and chats, leaving leadership feeling confident in their investment.

“Clients are more confident knowing that we invest in premium tools and technology to provide the best service.”



—Sonal Jaitley, VP of Training, Transactional Quality, and CX Digitization



A Red Flag About Support Communications

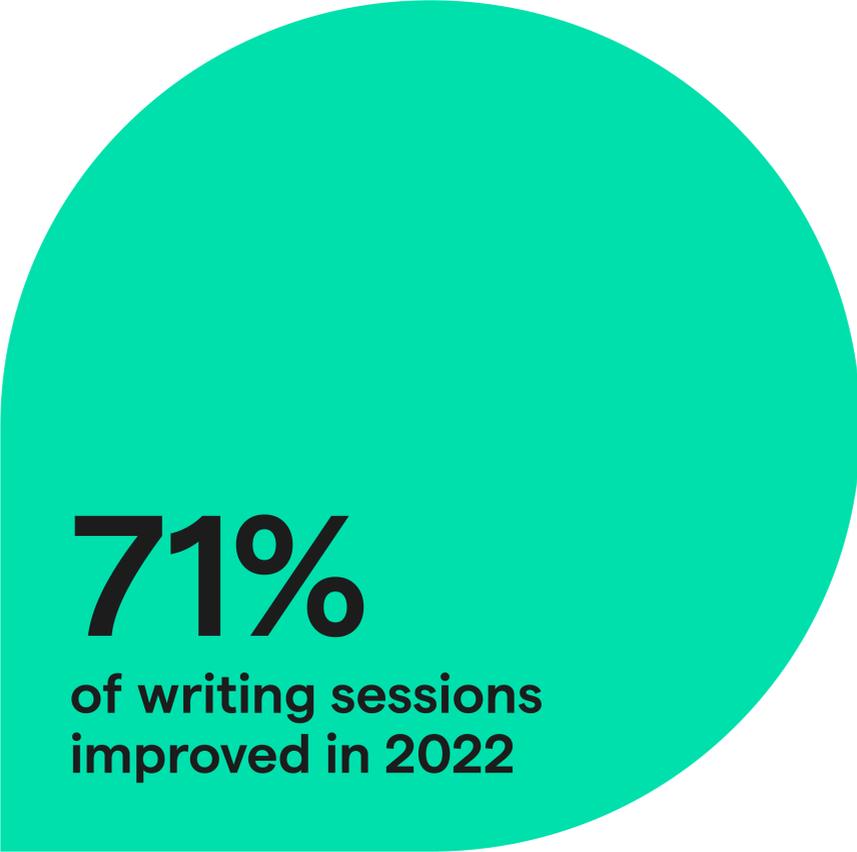
Communication is paramount to IGT Solutions' services. Headquartered in India, the business process outsourcing company manages end-to-end customer support for companies in the travel and high-growth tech industries.

The company has grown over the past several years, and like much of the industry, it transitioned most of their customer communications to chat and email so they could scale up the volume of customer messages they took at once. However, the increase in messages proved difficult for many support agents, particularly those who speak English as a second language. They also called out messages with punctuation and spelling mistakes and word choices that unintentionally came across as rude. Customers escalated several emails and chats to managers because the agents weren't communicating clearly.

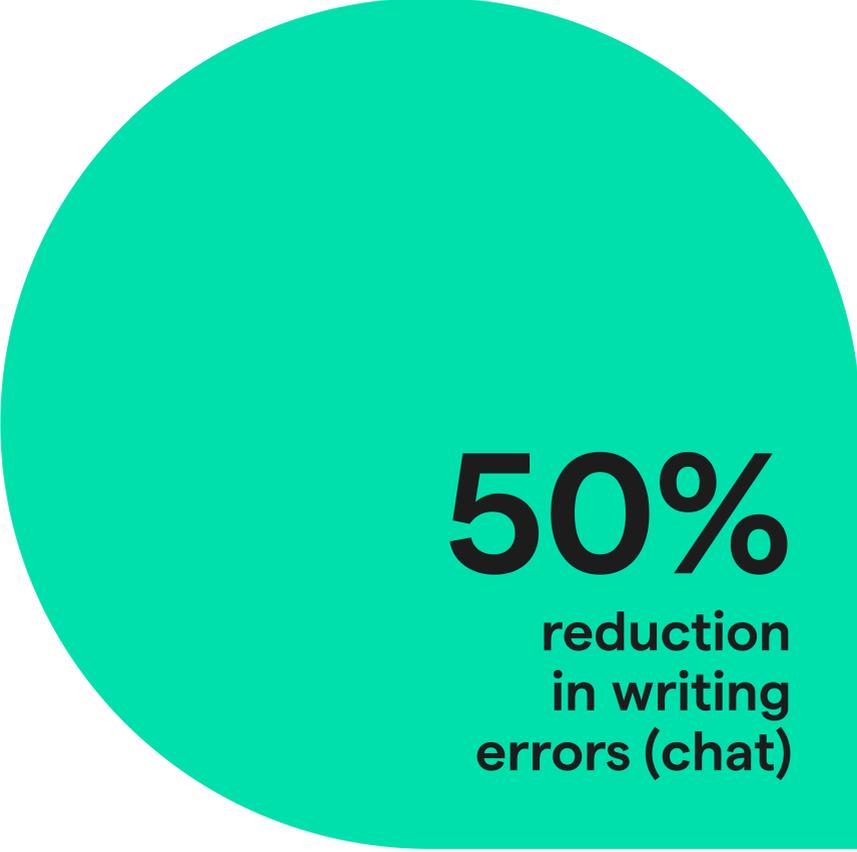
It is no easy feat to efficiently address every mistake and ensure customer communications convey empathy and professionalism. Improving the quality of communications while maintaining agent productivity would be almost impossible for IGT without the right solution.

Company leaders knew they needed to rebuild credibility and customer trust. At the same time, the IT team insisted on a secure solution that met the company's stringent security requirements, including steel door security, SSO access, and SCIM to add or remove users and manage user identities efficiently.

The IGT team found that solution in Grammarly, an enterprise-grade AI communication assistant.



71%
of writing sessions
improved in 2022



50%
reduction
in writing
errors (chat)



High-Quality Communication Is a Competitive Advantage

IGT has invested in 2,000 Grammarly Business licenses across IGT support teams. Grammarly’s real-time communication assistance provides language, tone, and grammar suggestions to support agents, helping them write clear, concise, and more empathic messages.

Agents also used Grammarly snippets feature to build response templates for maximum efficiency. Agents can plug in the approved, pre-written text snippet for a fast response.

After implementing Grammarly Business, IGT polled the support agents to hear their thoughts. A common response was, “Why did it take so long to get this?” said Sonal Jaitley, IGT’s VP of Training, Transactional Quality, and CX Digitization. “They are super happy using the tool and feel more confident today.”

“If we took Grammarly away, my organization would revolt.”



—Sonal Jaitley, VP of Training, Transactional Quality, and CX Digitization

50%
Reductions
in escalations
(email)

4%
Increase
in CSAT



“What Have You Done Differently?”

As a result of the improved email communications, IGT’s CSAT has increased to 78%, which is considered above industry standard. Meanwhile, they are rebuilding trust with customers, particularly those who write in for the first time with a question or issue. IGT has seen their first-time resolution rate increase by 6.8% to 63%.

Grammarly improved 71% of agent writing sessions in one year, with almost 24 million correctness suggestions accepted. Agents are learning in real time and are now more confident in their communications, especially when dealing with multiple chats simultaneously.

“They’re more self-sufficient in handling multiple chats in one go, making fewer mistakes, and getting fewer escalations. And that has made them more efficient,” Jaitley said. IGT saves an estimated 10,000 to 20,000 hours each year because the agents no longer go back and forth with users to clarify their communications to get to the heart of a support issue and respond accordingly.

“Clients have asked us, what have you done differently?” Jaitley said. That’s when IGT showcases its use of Grammarly. “Clients are more confident knowing that we invest in premium tools and technology to provide the best service.”

IGT Solutions now touts its use of Grammarly Business when submitting proposal requests to potential clients. The company sees it as a competitive advantage to win chat- and email-heavy accounts. They also see it as a key to growing in English-language channels.

As a company that handles customer support on behalf of its clients, positive customer interactions and effective communication are paramount to business success. By investing in Grammarly Business, IGT shows its customers that it provides high-quality service with best-in-class technology—and it's not overlooked. "Our clients appreciate that we're investing in technology to improve our services," says Jaitley.

Learn more about how your organization can benefit from secure, enterprise-grade AI communication assistance with Grammarly.

