

CUSTOMER SUCCESS STORY



Rest is one of Australia's largest superannuation funds by membership with \$50 billion (AUD) under management. Established in 1988, Rest looks after super for around 2 million members and 160,000 employers.¹

CHALLENGE

With nearly three-quarters of their customer base under 40, Rest was looking for a way to connect with a customer base of digital natives. They knew that their digital savvy customers were comparing them with other digital experiences, regardless of industry or service. They also knew that most of their customers were starting their experience on the Rest website.

Rest Customers:

53% under 30

74% under 40

The addition of a virtual agent on their website was aimed at enriching their customer experience to:



Increase engagement with a customer base of digital natives



Provide customers with 24/7 support in their channel of choice with 0 FTE (full time equivalent) cost



Better understand the customer experience to uncover pain points

SOLUTION

Rest selected to partner with Creative Virtual to deploy a V-Person™ virtual agent on their website. Together the Rest and Creative Virtual teams achieved an aggressive timeline of 11 weeks to launch the virtual agent.



Evaluated 250 FAQs and contact disposition data to understand enquiry types

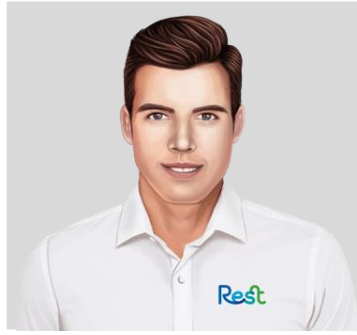
Identified the 'easier' questions as the starting point, leveraging subject matter experts



Developed answers for members and employers, conversation flows and related questions using a friendly tone of voice



Updated the knowledgebase and tested extensively internally



Developed an avatar, named Roger, as the face of the virtual agent

Added the virtual agent to the website header in place of site search to create a single place to ask questions



Made daily updates for the first 30 days after launch to update missing questions and answers whilst tweaking the knowledgebase to understand key words and customer intent



Added functionality to mask sensitive data in the virtual agent to protect the personal information of users

RESULTS

Virtual agent Roger launched on the Rest website on 12 December 2016, making Rest the first Australian superannuation fund to service members' enquiries online 24/7 with a virtual agent. Within two months, Roger was able to answer 95% of questions being asked.

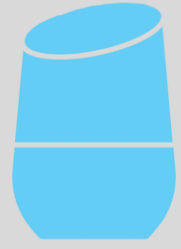
At six months, 25% of customers surveyed said Roger saved them a call to the call centre, and the virtual agent was receiving overwhelming positive feedback from members and employers. By April 2018 Roger had answered over 330,000 questions.

"Connecting and empowering our customers to thrive is at the very heart of what we do at Rest. Our Virtual Agent Roger has opened up yet another channel for our customers to engage and receive service from us. We're excited about the insights we're gaining to better understand and further support our customers to achieve their goals."

Beth Parkin
General Manager, Customer Service
Rest



The virtual agent is now integrated with live chat and can seamlessly escalate users from virtual to real agent in the same window, replacing avatar Roger with a photo of the live chat agent as part of the handover.



In 2018, Rest achieved another milestone with Roger by becoming one of the first Australian superannuation funds to integrate its virtual agent with Google Home.



Roger is helping Rest win awards²:

'Best Fund: Innovation 2017' in the Chant West 2017 Super Fund Awards

Gold winner for 'Best Innovative Super Feature' in Money Magazine's Best of the Best Awards 2018

creativevirtual
The science of conversation™

¹ As at 31 July 2018
Retail Employees Superannuation Pty Limited ABN 39 001 987 739 as trustee of Rest (Retail Employees Superannuation Trust ABN 62 653 671 394).

² Awards and ratings are only one factor to consider when deciding how to invest your super. Go online for a PDS before deciding. Further information regarding these awards can be found at Rest.com.au/about-Rest/awards. For further information about the methodology used by Chant West, see www.chantwest.com.au.

Creative Virtual, winner of the Queen's Awards for Enterprise: Innovation 2017, is a global leader in conversational self-service solutions that bring together humans and artificial intelligence to enable anywhere, anytime customer and employee engagement. Our innovative virtual agent, chatbot and live chat solutions, backed by our award-winning knowledge management and business intelligence platform, empower organisations to provide consistent, accurate, personalised and seamless omnichannel engagement across all contact channels.

Learn more at www.creativevirtual.com or email info@creativevirtual.com.

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