Customer Success Story

The Royal Society for the Prevention of Cruelty to Animals Creates Consistency across Contact Channels with V-Person™ Technology

RSPCA

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Overview

The Royal Society for the Prevention of Cruelty to Animals (RSPCA) - a registered charity in England and Wales - has been looking out for animals since 1824. Its vision is to work for a world in which all humans respect and live in harmony with all other members of the animal kingdom.

Today the Society works to improve the welfare of pet animals and of wild animals, and aims to improve the lives and reduce the suffering of both farm animals and animals used in research. With the help of its staff and generous supporters, the RSPCA takes steps to achieve its mission to prevent cruelty, promote kindness to and alleviate suffering of all animals.

"Providing accurate, consistent and readily accessible information to the public is key to our work at the RSPCA. With V-Portal we can easily manage content to ensure we are providing up-to-date advice and a high quality service across contact channels."

Information & Advice Manager, RSPCA

The Challenge

The RSPCA values its supporters, members and users of its services and aspires to consistency across the organisation to ensure that everyone who contacts the RSPCA receives a high quality service. They sought to provide an improved support journey by enabling online self-service advice to reduce call waiting times and free up controllers in their 24-hour national control centre to focus on emergency calls made to the helpline. They were also looking for a better way to support controllers handling calls to the control centre.

In order to further improve the customer experience and meet the increasing demand for animal welfare advice, it was essential that the RSPCA found a solution that could:

• Support an effective process for incoming online public communication that involves the coordination of human and automated responses

• Ensure all responses enhance and improve the public's understanding of animal welfare

• Decrease the volume of calls to its 24-hour helpline

• Respond to more of the public's questions about animal welfare and the charity's work

• Capture customer feedback and report quickly on satisfaction levels

The RSPCA's 24-hour helpline receives over a million calls per year which are handled by a single control centre. The controllers are required to provide accurate information and guidance for a wide range of animal welfare concerns, and so the RSPCA sought a tool that would:

• Be easily accessible and intuitive

• Be quickly and dynamically updated

• Have a method for users to feedback in order to improve the experience

• Contain a vast amount of animal welfare knowledge

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The Solution

The RSPCA looked at various solutions to replace their existing online FAQ system and decided that an intelligent virtual agent would be the most effective way of providing instant, accurate advice whilst maintaining a high level of customer service.

Rather than a keyword style search, the RSPCA were keen for users to be able to engage with the virtual assistant in a conversational style. Creative Virtual's unique natural language processing technology has helped them to realise this aim, allowing members of the public to discuss their concerns via a natural and personalised dialogue, delivering an immediate and quality user experience.

Creative Virtual's V-Person solution helps users locate the correct advice through the implementation of follow-on questions to clarify ambiguous queries and a robust category and keyword structure, which allow users to browse and quickly navigate to the desired content.
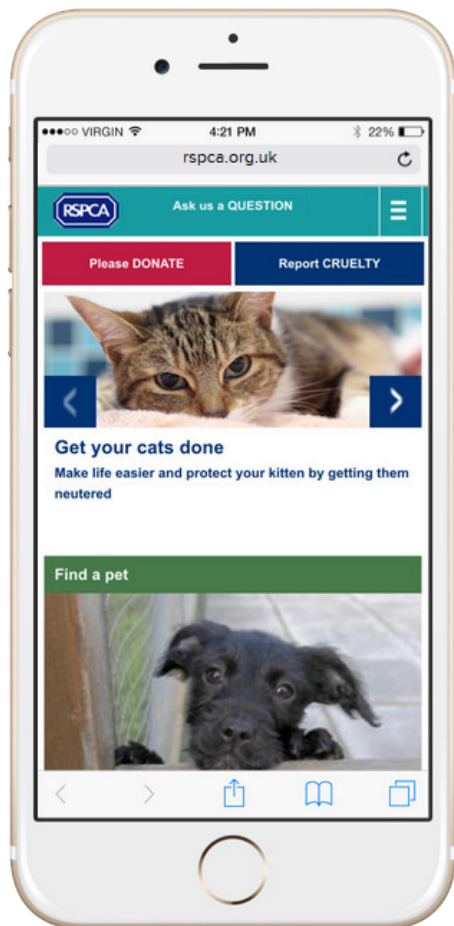
The virtual assistant's knowledgebase includes a broad range of information, with thousands of unique FAQs covering the majority of common queries. Seasonal information is also offered, which helps to educate and inform the public about how best to prepare for changes in the seasons and care for animals during extreme weather conditions. The virtual assistant provides links to resources for lost and found pets and for locating local services, as well as downloadable tools for fundraising and educational events.

The RSPCA highly values feedback from members of the public, and the implementation of a survey within the V-Person template has enabled them to collect and analyse user comments against the advice provided, allowing the RSPCA to react quickly to concerns and drive constant improvements to both the quality and range of content on offer.

In addition to the public-facing virtual assistant on the RSPCA website, the organisation also uses this technology internally in the national control centre. This version of the system presents controllers with answers designed specifically for them so callers can be provided with the most appropriate and complete answer to their query. The natural language system helps controllers to find information much easier and quicker than with the previous system used by the RSPCA resulting in reduced call waiting times. Controllers are also an important part of the feedback loop with options to instantly flag out-of-date, incomplete or missing information and submit content suggestions for continuous improvement of the knowledgebase.

Following on from the success of both their web and internal implementations, the RSPCA turned to Creative Virtual in 2014 to deploy a public-facing mobile solution featuring a HTML5 template. This was a vital addition for members of the public who encounter an animal in need whilst they are out and about.

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The Result

The RSPCA first launched their V-Person on their website in June 2011 and continue to see increased usage of the virtual assistant every year. Statistics show that total conversations in 2013 were nearly 50% higher than the previous year and just over 60% higher in 2014 than 2013. During their busy summer months in 2014, the RSPCA saw the highest number of user conversations recorded by their system to date.

Feedback from the public shows that the virtual assistant is saving a significant number of telephone calls. By reducing advice calls to the charity's 24/7 national control centre, the self-service tool is helping to free controllers to focus on emergency calls about animals in most need of the RSPCA's help.

Backed by V-Portal™, Creative Virtual's innovative knowledge management, workflow management and business intelligence reporting tool, content for all three of the RSPCA's implementations can be updated, maintained and reviewed on one platform. The team can quickly make a content change once and deploy that update across all channels. V-Portal also gives the power to customise answers by channel, adding additional information for controllers or giving a shortened answer for mobile users, for example. The advanced reporting functionality brings together feedback and analytics from all channels – public-facing and internal solutions – to further simplify the process of keeping content accurate, consistent and complete, whilst at the same time providing constant insight into the questions people are asking.
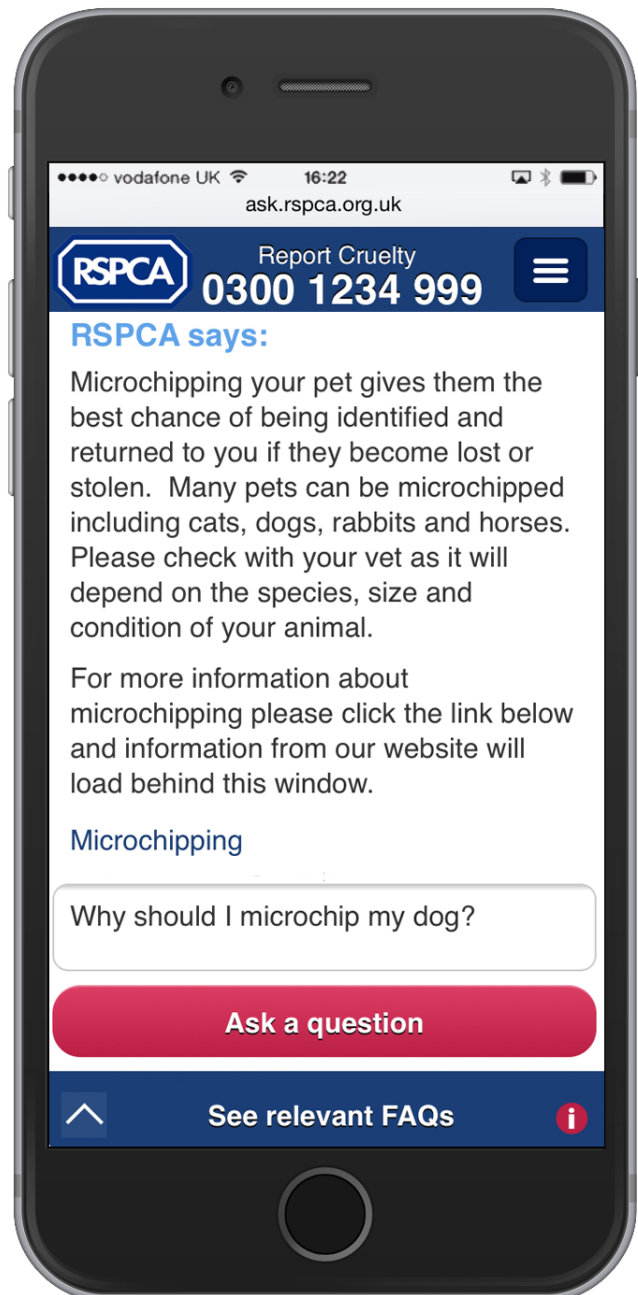
Why Creative Virtual?

Creative Virtual is a global leader in customer experience engagement solutions. We have over eleven years of experience working with organisations across a variety of industries, including HSBC, Verizon, National Rail Enquiries, Autodesk, Lloyds Banking Group, Tesco and Commercial Bank of Dubai. Our innovative V-Person solutions bring together advanced technologies in knowledge management, natural language processing and virtual assistants for Smart Help tools that are unique in the marketplace today. Let us help you gain that competitive advantage with our powerful and flexible omnichannel customer engagement solutions.

Contact Creative Virtual at **www.creativevirtual.com** or email **info@creativevirtual.com**