



Utilization of Freshdesk Chatbot Technology to Maintain Customer Experience of YellowFit Kitchen

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Abstract. Yellowfit Kitchen is a catering service company which specialized for diet menu. Previously YellowFit, via their city-based agent, using manual chat message to communicate with their potential customer. But customer found it difficult to contact their corresponding sales agent. Therefore, YellowFit utilize Freshdesk chatbot to solve this problem, and also to maintain customer experience and increase the sales. Chatbot is an artificial intelligence that can mimic human conversation and act as interactive agent. Freshdesk chatbot can compile numerous real agent, called sales agent, in only one contact number, to simplify the communication flow. Customer can start to subscribe a diet catering service and even submit complain through the number. Advertising message can be spreaded easily using Freshdesk chatbot, and the system enable YellowFit to evaluate performance of each sales agent as well. This study will observe dan describe the utilization of chatbot to maintain Yellowfit customer experience. Result shows that YellowFit sales increase significantly after using Freshdesk for their distinctive product: Weight Loss Protein+ for Men. Customer satisfaction are increasing as well, indicated with satisfied feedback. In turns, the satisfaction may lead to retention or product repurchase.

Keywords: Chatbot, Customer relationship, Customer experience, Artificial Intelligence.

1 Introduction

Communication alter many aspects of human life. We cannot not communicate (Watzlawick, 1976). In terms of marketing communication between brand and its customer, communication can lead into marketing goals, such as brand awareness, sales, retention, as far as brand equity. In the era of digital connectivity, brand expand their marketing communication strategy into computer mediated communication (CMC) which enable mediated interaction with potential customer. Face to face communication is not obligatory anymore since brand/marketer can reach out their customer using several digital media using various method.

One kind of CMC considerably used by many marketer is a chabot. Chatbot is kind of artificial intelligence usually used by brand to communicate with their customer. Chatbot can mimic human conversation and act as interactive agents. Artificial con

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versation entities, interactive agents, smart bots, and digital assistants are also known as chatbots (Adamopoulou & Moussiades, 2020). Artificial Intelligence were largely applied to service chatbots as an alternative to human customer service employees (Alger, 2017).

Chatbots can engage and automate conversation with user thus very useful in various fields, such as education, business and e-commerce, health, entertainment (Shawar & Atwell, 2010; Kunze, 2016), banking (Kallel, Mouelhi, Chaouali, & Danks, 2023), also advertising and marketing (Kim, Ryoo, Lee, & Lee, 2022). Chatbot can provide natural conversation that make user feel that they talk with human agent who being present while interacting, completed with small talk, exclamatory feedback, and visual kinesic paralanguage (GIFs and emoticons) which enhance positive outcome and perceived enjoyment (Cicco, Silva, & Alparone, 2021; Kunze, 2016)

However, simplicity brought by chatbot not always meet customer's satisfaction. Customer may find chatbots are less competent and emotionless comparing to human employee (Lou, Kang, & Tse, 2022). Concern about privacy risk due to chatbot utilization were increasing and affected customer willingness to use it (citation), or decrease customer satisfaction (Cheng & Jiang, 2020).

2 Literature Review

2.1 Customer Relationship Management

Every brand should maintain their relationship with customer. Good customer relationship management creates customer satisfaction. By maintain relationship with customer, brand creates satisfied customer who stay loyal and willing to buy more. In turn, this could lead to greater long-run returns for brand (Kotler, 2014).

Customer Relationship Management (CRM) is a strategic approach that is concerned with creating improved shareholder value through the development of appropriate relationships with key customers and customer segments. CRM unites the potential of relationship marketing strategies and IT to create profitable, long-term relationships with customers and other key stakeholders. CRM provides enhanced opportunities to use data and information to both understand customers and cocreate value with them. This requires a cross-functional integration of processes, people, operations, and marketing capabilities that is enabled through information, technology, and applications (Payne & Frow, 2005).

Marketing strategies and the use of IT become crucial to maintain customer loyalty. Losing one customer, either caused by lack of strategies or error IT system, means losing more than a single sale (Kotler, Principles of Marketing, 2014).

2.2 Chatbot in Marketing Communication

Brand and marketer use chatbots to simulate natural, highly personalized, and interactive voice or text conversations, provide rapid customer service, and increase customer satisfaction. In 2020, companies all over the world spent USD 430.9 million on chatbot applications, at a cost of 85 million human jobs (Grand View Research, 2021).

Recent research on chatbots have offered several conceptual models to understand how different factors of chatbots determine customer's intentions towards chatbots and/or brands across varied scenarios. For instance, Chung et al. (2020) examined how chatbot e-service efforts of luxury fashion retail brands (i.e., interaction, entertainment, trendiness, customization, problem solving) affect customer satisfaction through communication quality (i.e., accuracy, credibility). Broeck et al. (2018) tested how cognitive evaluation (i.e., usefulness, ease of use, helpfulness) and affective evaluation (i.e., pleasure, arousal, dominance) of brand chatbots affect brand attitude and customer's subsequent intentions to use chatbots. These studies largely mapped out related constructs that account for chatbot usage and brand outcomes. Yet, they failed to test any specific causal relationships among those specified constructs. And Lou et al. (Lou, Kang, & Tse, 2022) focus on specific causal links between interactivity, emotion recognition, and consumer behavior.

3 Method

In order to discover the utilization of chatbot technology to maintain customer experience of YellowFit Kitchen, observational method was used. This method enable marketer to systematically record the required data as they occur (Hyman & Sierra, 2010). Specifically, observation done to monitor activity of YellowFit chatbot. Since the chatbot assigned to send marketing message and maintain customer relationship, marketer try to monitor customer satisfaction via dashboard provided by Freshdesk. This dashboard allow YellowFit to monitor their customer service performance using SLA (Service Level Agreement) score and customer's retention number. SLA is a score to evaluate performance of each human sales agent connected to YellowFit chatbot.

4 Result & Discussion

Yellowfit Kitchen is a diet catering company specialized for people intent to lose weight. This company provide various menu for their customer who subscribe to their services. In the first quarter of 2023, Yellowfit running a campaign called Weight Loss Protein+ for Men.

Weight Loss Protein+ for Men is Yellowfit's new product that targeted new customer group: men who love sport and desire to lose weight, thus the menu were specially composed with double protein and higher fiber. YellowFit targeted male customer

aged 17+ living in Indonesia urban city and digital savvy. YellowFit has many branches in Indonesia and 30 sales agent with different contact number. The main problem encountered by YellowFit is many potential customer strayed away because contacting sales agent that is not accordance with their hometown. Customer find it confusing and difficult to search, input, and contact one specific number among 30 numbers available. This difficulty could turn customer away from subscribing YellowFit service.

Another problem is the difficulty faced by sales team to follow up or re-contact their potential customer. Sometimes, target market were contacting sales agent to gain information only and not purchasing/subscribing yet. And as a marketer, sales agent should follow-up this interested target market. Or in another case, customer choose to unsubscribe the service thus sales agent need to re-contact and giving marketing offer. These follow up were quite difficult if its done manually.

These problems drive YellowFit to use chatbot technology provided by Freshdesk. The chatbot collect 50 agents which consist of 1) sales agent/sales team from cities in Indonesia, and 2) customer service, into one contact number, therefore potential customer were easy to contact their respective city-based agent. The chatbot numbers were available in Yellowfit's Instagram ads, YellowFit's website, and landing page. Customer who using desktop can easily contact Yellowfit by click certain 'click me' button, while customer who get exposure of Instagram Ads can swipe up the page. Then they will be directed directly into Yellowfit's chatbot. These chatbot bring value-added for Yellowfit as well, since it serve as monitoring scheme for Instagram advertising message. Advertising were known as a marketing communication tools to increase brand awareness, brand image, and increase sales as well (Kotler & Keller, 2016).



Fig. 1. YellowFit Instagram Ads with Contact Us Button

When contacting the number, customer will connected with chatbot that asking general information.



Fig. 2. Screenshot of Initial Conversation with Yellowfit’s Chatbot

In first feedback from chatbot, customer can choose between two options: Program Information (for consultation and subscription) and Customer Service (for assistance and customer care). For customer who choose Customer Service option, their messages will be directed into customer service’s dashboard. This makes every message addressed for customer service, including complain, could be handled immediately. And for customer choose Product Information, they will be directed to choose their hometown, and connected to the corresponding sales agent.

Before develop the chatbot, YellowFit arrange the intended flow that will accommodate both brand and customer’s need. This flow then translated by Freshdesk into chatbot technology.

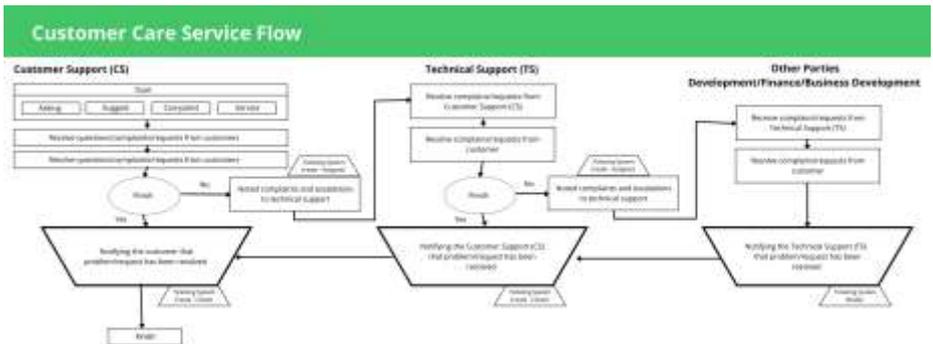


Fig. 3. YellowFit’s Customer Service Customer Flow

In a straightforward explanation, this chatbot were combine both artificial intelligence (AI) and human interaction. After choosing desired service which assisted by AI, customer were contacted by ‘real’ sales agent. The difference between AI chatbot and human were shown by their name. AI agent will call himself as “Millow”, while human agent introduce themselves using their real name. This combination could fix the problems faced by Yellowfit: customer contacting wrong agent and customer service difficulty to follow-up potential customer. By this means, customer facilitated to get the service they need, and YellowFit as a brand could maintain their customer relationship in more effortless way.

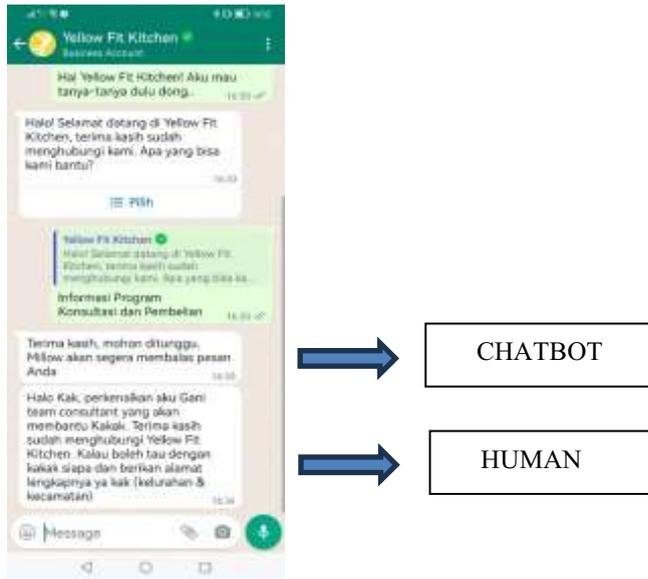


Fig. 4. Difference between Chatbot dan Human Agent

This combination between AI and human interaction in YellowFit’s chatbot could help YellowFit as a brand to engage with their customer easily, in accordance with several studies about chatbot (Kim, Ryoo, Lee, & Lee, 2022; Kunze, 2016). But the emotionless aspect that found on human-computer interaction (Lou, Kang, & Tse, 2022), were solved as well. YellowFit can maintain their relationship with customer via chatbot: reply their messages faster, prevent them from confusing communication process, handle and solve their complain, blast promotional and advertising messages, ask for feedback, contact potential customer, etc.

5 Conclusion

Chatbot technology were widely used by many brands to engage with their customer. Some considered chatbot as helpful tools, while some others have negative perception towards it. In the YellowFit case, utilization of chatbot for maintain customer rela-

tionship management bring many advantages and support performance of sales teams and customer services. It was also shown that this chatbot functioned as monitoring scheme for advertising, and evaluation tools for the human agents. Further research should be done to investigate the perceived satisfaction of customers using the chatbot.

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