

INDUSTRY | TRANSPORTATION

 **Fleetworthy**



Bestpass is a comprehensive payment platform provider and leader in toll management solutions for commercial fleets of all sizes. Bestpass saves fleets time and money by consolidating payments and providing insight into cost per vehicle.

Challenge

Bestpass live chat agents spend a significant amount of time answering repetitive questions that already have answers in the company's Knowledge Base. This inefficiency leads to higher support costs, longer response times, and agent burnout. The challenge is to deflect these routine inquiries by providing customers with instant, self-service access to relevant information.

- High volume of repetitive inquiries slowing down support agents.
- Underutilization of existing Knowledge Base resources.
- Increased support costs and longer response times.
- Need for an automated solution to improve efficiency and case deflection.

Solution

To reduce live chat workload and improve customer self-service, we implemented an agent on Bestpass' external portal that:

- **Answers Frequently Asked Questions** – Provides instant answers pulled directly from the Knowledge Base, including PDFs.
- **Offers Additional Resources** – Supplies useful links and the support email address for further assistance.
- **Guides Customers to Knowledge Articles** – Directs users to relevant articles so they can read detailed information on their own.
- **Seamlessly Escalates to Live Agents** – If the agent cannot answer or if the query is complex, the chat is routed to a live agent with full conversation context.
- **Tracks Deflection Success** – Automatically creates and closes cases when live agent assistance is required, helping measure deflection effectiveness.

PRODUCTS USED



Agentforce



Service Cloud

Outcome

By the end of the project, Bestpass could:

- **Deflect Routine Inquiries** – Customers can find answers to frequently asked questions independently, reducing the need for live agent intervention.
- **Improve Agent Efficiency** – Free up live agents to focus on complex or high-priority issues.
- **Enhance Customer Self-Service** – Provide customers with easy access to Knowledge Base articles, PDFs, and helpful resources.
- **Streamline Escalation** – Seamlessly route complex cases to live agents with full conversation context, ensuring a smooth transition.
- **Measure Support Effectiveness** – Track the success of case deflection and identify areas for further improvement.

