

SUCCESS SPOTLIGHT TICKETBIS

Global ticket marketplace Ticketbis decreases inbound support contacts by 80% with chatbots powered by Inbenta.

Will call

Whether it's a high-profile sports match, a sold-out farewell concert for a beloved band, or an award-winning musical, Ticketbis gets people in the door. Since 2009, hundreds of thousands of event attendees worldwide have turned to the rapidly growing online ticket marketplace to buy and sell tickets and to find great deals on their favorite events.

The company's international flavor and global reach has made Ticketbis a favorite among global audiences. Today, the company employs more than 300 workers who serve customers in over 30 markets worldwide and have helped deliver 10X revenue growth over a four-year period. However, a fast-growing customer base created some new, if not predictable, challenges for the company's customer experience operations.

"Adding so many new users over a short period of time would inevitably lead to an increase in support requests and tickets," says Andreia Ferreira, Live Chat and Customer Service Manager at Ticketbis. "Our resources were limited and were spread too thin trying to keep up with the requests. We needed to find a better way to balance the needs of our customers with the demands of our business."

Overview

CHALLENGES

- Effectively respond to increasing volume of customer support tickets and inquiries with limited staff.
- Automate low-level customer experience processes to provide 24/7 support availability, increase responsiveness, and enhance operating efficiency.
- Reallocate live agent resources to more complex, higher value customer interactions and engagements.

SOLUTION

Ticketbis uses Inbenta self-service and chatbot solutions to create a virtual assistant platform capable of managing high volumes of low-impact customer interactions across a variety of communications channels.

BENEFITS

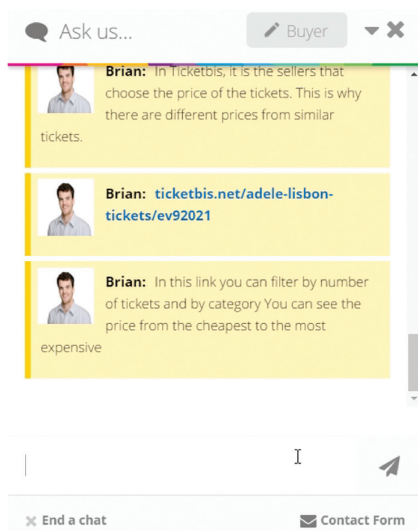
- Achieved approximately 85% customer self-service scores across multiple geographies.
- Reduced live chat sessions with human agents by 80%.
- Decreased inbound email support tickets and customer inquiries by 20%.
- Delivered 24/7 customer support without adding headcount or incurring additional costs.
- Repurposed customer support agents to higher-value customer interactions resulting in greater agent motivation, increased sales, and a superior customer experience.

TECHNOLOGIES AT-A-GLANCE

- Inbenta Chatbot

Handling an influx of requests

Ticket marketplaces have exploded in popularity over the last decade and are staples in today's digitally-driven society. Ticketbis has built its reputation and customer base on a secure, intuitive platform that makes it easy for fans to find tickets to sold-out events around the globe and for sellers to offload tickets they can't otherwise use from any device, virtually anywhere. Since its launch, the company has helped more than half a million customers complete transactions and now handles more than 3.5 million monthly user sessions.



Ticketbis chatbots create a rich, lively self-service experience for customers

Eager to support its diverse customer base, Ticketbis made support agents available over multiple channels – phone, email, social media, live chat, and even a click-to-call option – to address customer questions and built an FAQ section on its website to help buyers and sellers find information and answers on their own. Yet, despite these efforts, inquiries and support tickets continued to accrue, in large part Ferreira suspected, because buyers and sellers simply couldn't find the information on their own terms, in their own words.

"We tried to provide as many avenues for finding the information customers wanted as possible, but found that as much as 80% of our inquiries were still for low-level issues like how to make a payment or how to reset a password," Ferreira says. "We needed to improve the way we used our knowledge base and automate responses to those inquiries so our agents could focus on resolving more complex buyer and seller issues."

Engaging more customers with fewer resources

Ticketbis partnered with Inbenta to develop and deploy a chatbot platform that could help improve customer self-service and alleviate the crush of inbound tickets to the support team. The company chose Inbenta because of the software's seamless integration with existing platforms, rapid time to delivery, and for its multilingual capabilities to address globally disparate audiences.

With Inbenta, Ticketbis has powerful natural language processing (NLP) and artificial intelligence technologies capable of extending the reach of the company's knowledge base through virtual and hybrid chat agents. With chatbots, Ticketbis can replicate the experience of interacting with a human customer support agent across any of its communications platforms to resolve low-impact customer inquiries about a range of topics.

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— **Andreia Ferreira**

Live Chat and Customer Service Manager at Ticketbis

Ticketbis intelligent agents can understand what user searches actually mean, not just what they say, and deliver relevant and accurate results instantly on-screen. Because of their efficiency and continuous learning, the chatbots are a perfect filter for routing or prioritizing support tickets.

“Creating Intelligent chatbots with Inbenta fundamentally changes the way buyers and sellers experience our brand,” Ferreira says. “The technology uses conversational language, enabling customers to use their own words and phrases to answer simple questions or wait for a live human agent if it’s a more complex matter.”

At the same time, Ticketbis also uses the robust analytic tools in Inbenta’s Backstage portal to continually improve chatbots’ abilities to provide better responses and more accurate answers. The backend system allows Ferreira and her team to deep dive into customer question patterns and even evaluate inquiries by geography each week to update and localize the Ticketbis knowledge base to enhance search accuracy, deliver more relevant answers, and improve the overall customer experience.

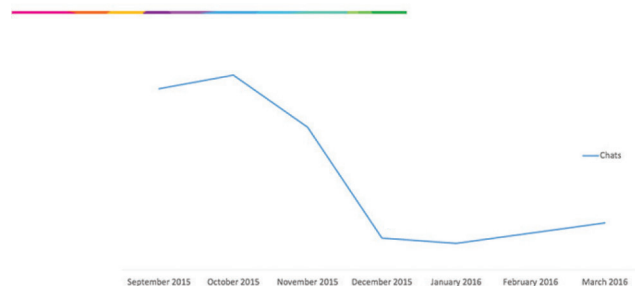
“Inbenta has helped us increase our self-service rates to nearly 85%, while also reducing live chat sessions by 80% and email support tickets by 20%. It’s been a night and day difference that allowed us to focus more attention on refining our operations to drive more engagement, higher sales, and a better customer experience.”

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Live Chat and Customer Service Manager at Ticketbis

A boon to the bottom line

80% REDUCTION IN LIVE CHAT SESSIONS



Deploying chatbots helped Ticketbis reduce live chat sessions by 80% in less than one year.

Deploying intelligent chatbots powered by Inbenta software has helped Ticketbis manage its limited resources more strategically and better support its flourishing business. Now, the company can address higher volumes of customer inquiries and provide buyers and sellers with around the clock without adding headcount.

According to Ferreira, Inbenta has been a revelation for Ticketbis’ business across the board. “Inbenta has helped us increase our self-service rates to nearly 85%, while also reducing live chat sessions by 80% and email support tickets by 20%,” she says. “It’s been a night and day difference that allowed us to focus more attention on refining our operations to drive more engagement, higher sales, and a better customer experience.”

Ferreira says that the company is already working on optimizing the customer interface of its existing chatbots and is building animated avatars for future deployments to produce more natural online interactions, as the business integrates further with StubHub following its acquisition by eBay. “One of the biggest benefits to working with Inbenta is how flexible the solution is,” she says. “The manner in which we can use it is limited only by our own creativity and we’re excited to explore all the different ways it can help extend the value and reach our business.”



Ticketbis is an intermediary company for the purchase and sale of tickets by individuals for sporting events, concerts and theatre, around the world. The company operates in more than 30 countries, supporting more than 100,000 users with over 300 global employees. Ticketbis was acquired by eBay in 2016 and will integrate with the company's StubHub service, extending the platform into 47 more international markets.

www.ticketbis.com



Inbenta is a pioneer in online Customer Support and Experience. Using Natural Language Processing and Artificial Intelligence, Inbenta specializes in online self-service, support ticketing and e-commerce search using key functionalities that include multilingual Natural Language Search of Content and FAQs, Virtual Assistants, Instant Answers and a self-service performance-monitoring dashboard.

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