

Cabify improves communication and customer experience with Nuance



15%

increase in two months for drivers completing onboarding process

92%

successful intent recognition in the virtual assistant

40%

increase in app-based conversations within a year

CHALLENGE: Cabify wanted to improve its customer experience by helping riders resolve their cases faster and offer more assistance to prospective drivers completing its onboarding process. The company needed a single solution for all audiences and operating locations, capable of serving their diverse needs.

SOLUTION: The company deployed Nuance Virtual Assistant (VA) across Facebook Messenger, WhatsApp, and its mobile application, to manage driver and customer inquiries across all channels in real time.

RESULTS: Since the virtual assistant, named ABI, was launched in 2019, it has increased the number of completed driver onboarding applications by 15%, and has improved the company's self-service containment rates, meaning more customers are successfully solving their cases without live-agent assistance.

The need for speedy customer service

Before ABI arrived, all customer inquiries had to be handled by an agent, which impacted the speed of customer service.

The company also faced challenges on the driver side. Onboarding new drivers was proving too complex without hands-on guidance, and many prospective drivers were dropping out of the application process before completing it.

It's a process that involves rigorous identification and psychological checks to ensure the safety of both riders and drivers, and Cabify recognized it could benefit from a more personalized and efficient approach. Cabify needed a virtual assistant capable of attending to all users, passengers and drivers alike, as the first point of contact for all inquiries.

"Thanks to the Nuance Virtual Assistant, we've moved away from traditional channels, automating the process of responding to customer queries. We get faster feedback, and both agents and customers benefit from more efficient engagements."

— Jacobo Dominguez Blanco, Vice President of Customer Experience and Operations, Cabify

A multi-skilled VA for Cabify's diverse customer base

Cabify launched Nuance Virtual Assistant across all its 11 countries in just four months, integrating it with Facebook Messenger and WhatsApp. Two months later, the company extended the VA ability and implemented ABI in the app for drivers.

ABI offers simple, user-friendly decision trees to help riders and drivers solve their cases as quickly as possible, with live agents on hand when a customer needs additional support.

“Our VA even helped drivers and riders adapt to new safety requirements during the pandemic. ABI provided information to customers about the security measures adopted—freeing up our agents to serve customers with more complex and personalized cases.”

— Rosa Maria Lopez, Global Operations Technology Coordinator, Cabify

“Thanks to ABI we have an automated feedback loop, giving us faster insights, and agents and customers are enjoying greater self-service efficiency.”

— Jacobo Dominguez Blanco, Vice President of Customer Experience and Operations, Cabify

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The first few months of deployment involved building the knowledge base for the virtual assistant. “Cabify serves a diverse range of locations and customers, so it needed to adapt,” explains Rosa Maria Lopez, Global Operations Technology Coordinator at Cabify. “Each audience, location, and platform require specific tweaks—from adapting the virtual assistant’s intent recognition to certain dialects to implementing logic for audience-specific use cases.”

Thanks to Nuance Virtual Assistant, Cabify’s team can flexibly scale ABI’s knowledge base whenever they need, helping the company adapt its customer service as it continues to expand.

The start of a strategic VA project

The VA Cabify deployed is just the first stage of a five-step project—the company aims to streamline the onboarding process for new drivers and expand across customer experience channels where the VA is already present. This will include deploying ABI across its app and voice channels and developing transactional capabilities that will enable more complex engagements. But even at its first stage, the VA is already proving successful.

Cabify now uses the ABI in WhatsApp to assist all drivers through the company’s onboarding process—enabling simple document uploads and convenient in-chat guidance throughout the application. Within two months of the VA’s deployment, Cabify saw up to 15% more of its leads completing their applications, even with the overall slowdown in demand during COVID-19 lockdowns. Also, WhatsApp has become the most popular platform for engaging with the VA.

Since recently introducing ABI to the chat channel within the driver’s app, Cabify has seen 25% of queries through this channel instantly answered by the VA, increasing the level of driver satisfaction. Additionally, the company has seen a 92% successful recognition rate in the VA, and self-service containment rates have risen, which means more customers are solving their cases without agent assistance.

Cabify now has its virtual assistant available to drivers on the company’s app, which has already created a 40% increase in app-based conversations within just one year. Over the next few months, Cabify will be working closely with Nuance on the next stage of its VA roadmap—deploying ABI across Cabify’s website and the customer app. “In the future, we plan on making ABI the first point of call for every customer engagement, and we’re continuing to scale the VA’s capabilities as it interacts with more of our customers,” says Rosa.



About Nuance Communications, Inc.

[Nuance Communications](#) (Nuance) is a technology pioneer with market leadership in conversational AI and ambient intelligence. A full-service partner trusted by 77 percent of U.S. hospitals and 85 percent of the Fortune 100 companies worldwide, Nuance creates intuitive solutions that amplify people’s ability to help others.