

A Black woman with voluminous curly hair is smiling and talking on a black smartphone. She is wearing a white ribbed top, a gold watch, and a necklace. The background is blurred, showing what appears to be an office or retail setting. A green curved shape is on the right side of the image.

DURING-CONTACT



# Reducing Holiday Ramp Time for a Leading Beauty Brand With AI



## CASE STUDY

Retail and e-commerce companies experience waves of extreme ramp, requiring lengthy hiring and training periods that lead to operational inefficiencies and an increased cost to the program. We collaborated with a leading beauty retailer to prepare them for their busy holiday ramp season, helping new agents achieve faster speed-to-production while handling an increased volume of customer inquiries.

## The Challenge

Our partner's agents support multiple brands and products under their main brand. This leads to lengthy training times (typically eight or more weeks) and costly inefficiencies from new agents handling complex problems such as lost orders, damaged items, refunds, and escalations. These issues are exacerbated during the hectic Q4 holiday ramp period, which means slow agent speed-to-value, reduced first-call resolution (FCR), and low quality assurance (QA) and customer satisfaction (CSAT) scores.

## Our Solution

We implemented Sidd Pro, Laivly's AI-powered agent-assist technology. This tool works across any system used by agents, including a brand's loyalty program and order management platform. Sidd Pro quickly compiles all information necessary to help an agent solve a customer's query, such as customer name, loyalty ID, or order history. It also surfaces all the pertinent details referenced in the customer's email to save valuable time for the agent.

Sidd Pro guides our partner's agents through order workflows and automated approvals, such as processing returns or re-shipping damaged items, and offers a checklist of best actions so newer agents always know their next move. Beyond that, this solution leverages machine-learned data to proactively suggest accurate, on-brand response templates that the agent can easily personalize for a fast, high-touch resolution.

## Our Results

With Sidd Pro, our brand partner saw a significant decrease in email handle time (EHT) and increased savings realized across key KPIs within a shortened ramp period. Agents were able to leave nesting ahead of schedule and achieve production levels five weeks faster – without sacrificing the high-quality, consultative customer experience that the beauty brand's customers expect.

We reviewed the brand's workflows and email efficiency to determine a baseline, and then measured the results after implementing Sidd Pro. Our partner experienced the following improvements over a six-week period:



improvement in  
**email handle time (EHT)**



**usage rate of Sidd Pro**  
week-over-week



savings from **5-week**  
**ramp reduction**



reduction in  
**ramp time**



improvement in  
**CSAT scores**



improvement in  
**productivity**

## Agent Testimonials

93% of associates say better technology is a driver of job satisfaction. We received positive feedback from previously unhappy agents who now love the ease and efficiency of their job after using Sidd Pro. This boost in morale and employee satisfaction directly impacts the company's ability to retain agents while offering them an improved quality of life.



*"Without Sidd Pro it takes more time to look for appropriate templates to compose my email response. Sidd Pro helps me close cases quickly."*



*"Sidd Pro made my job easier. I like the response suggestions, and love that you don't need to copy and paste. Really helpful!"*



*"I love the fact that you do not need to log in to use Sidd Pro and that it logs in to each brand for you! Also, the generated responses were perfect!"*