



CUSTOMER SPOTLIGHT

FROM BRICK & MORTAR TO DIGITAL SUPERHERO

DSW Journey To AI-powered Virtual Agents



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Designer Brands is one of North America's largest designers, producers and retailers of footwear and accessories. Our business segments include world-class design and sourcing operations, a robust wholesaling business, and more than 1,000 points of distribution

Designer Shoe Warehouse, the flagship retail brand is a leading branded footwear and Accessories retailer for women, men and kids

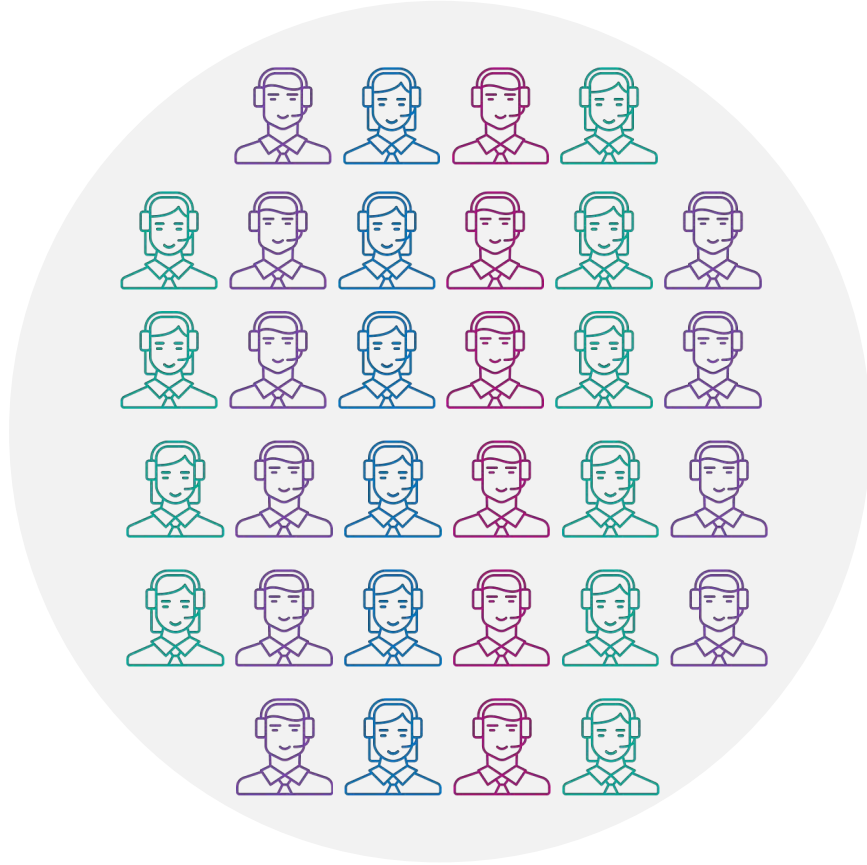
550

Stores in the U.S and Canada offers shoppers an award-winning Omnichannel shopping experience

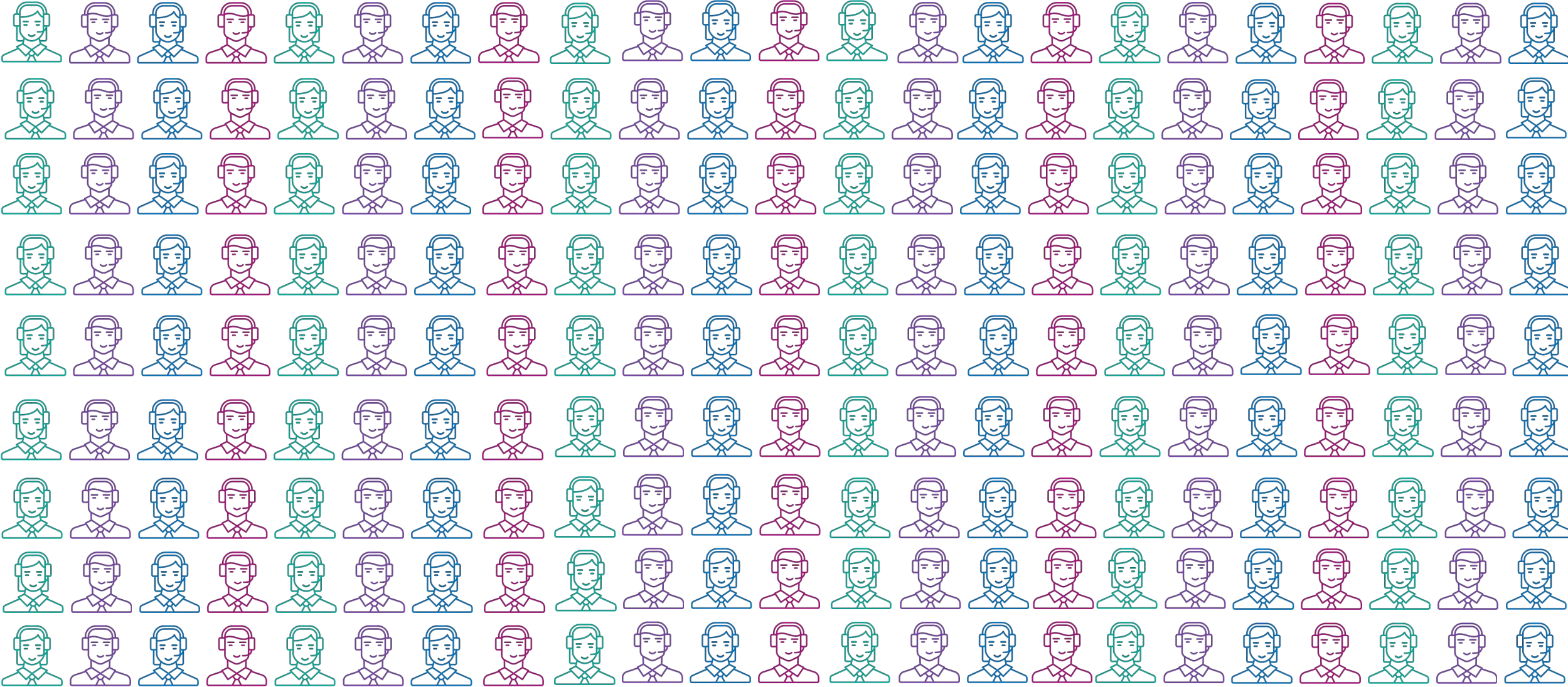
3.5 M

shoephoria! Center services 3.5M customers per year. phone, email, chat, and social channels

2011



2018



Our Tipping Point

**DSW
VIP**

It's free to join and full of perks.



New Contact Center



Automation



**How would this
impact our CSAT?**

**Would we get
in the way of our own
revenue potential?**

Hesitations

**Would it actually
deliver on its
promise?**

**Do I want to
hand off my CX to a
machine?**

Build



Partner



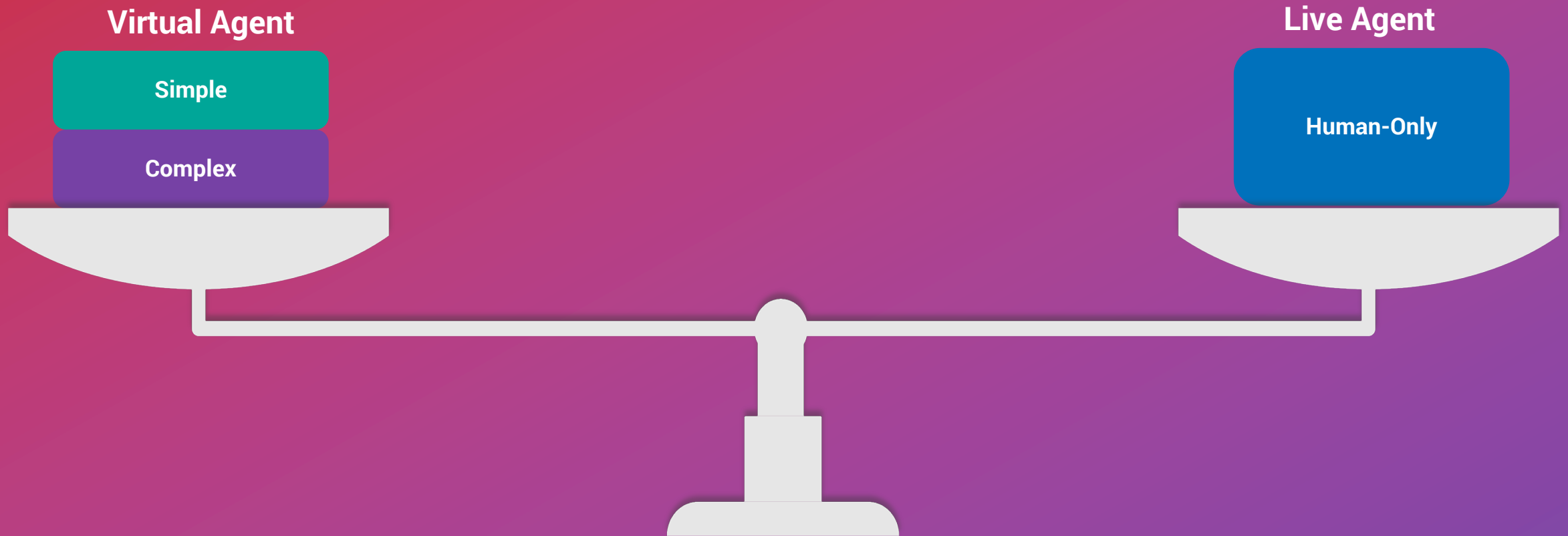
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DESIGNER SHOE WAREHOUSE

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AI + Humans in a symbiotic relationship



What Conversational AI Automates Today



- **Conversational Front Door**
- **Identification & Authentication**
- **Order Management**
- **Account Management**
- **Rewards Management**
- **Password Reset**

Key Results / Observations

2 MIN

Reduction in
Agent Handle Time

30%

Increase in
CSAT

\$1.5
MILLION

Annual
Savings



Kristie Feist

@KristieFeist

Follow

.@dsw_us Gotta say, no one likes automated customer service, but yours is the best one I have ever heard! #customerservicegoals

8:10 PM - 9 Jul 2019

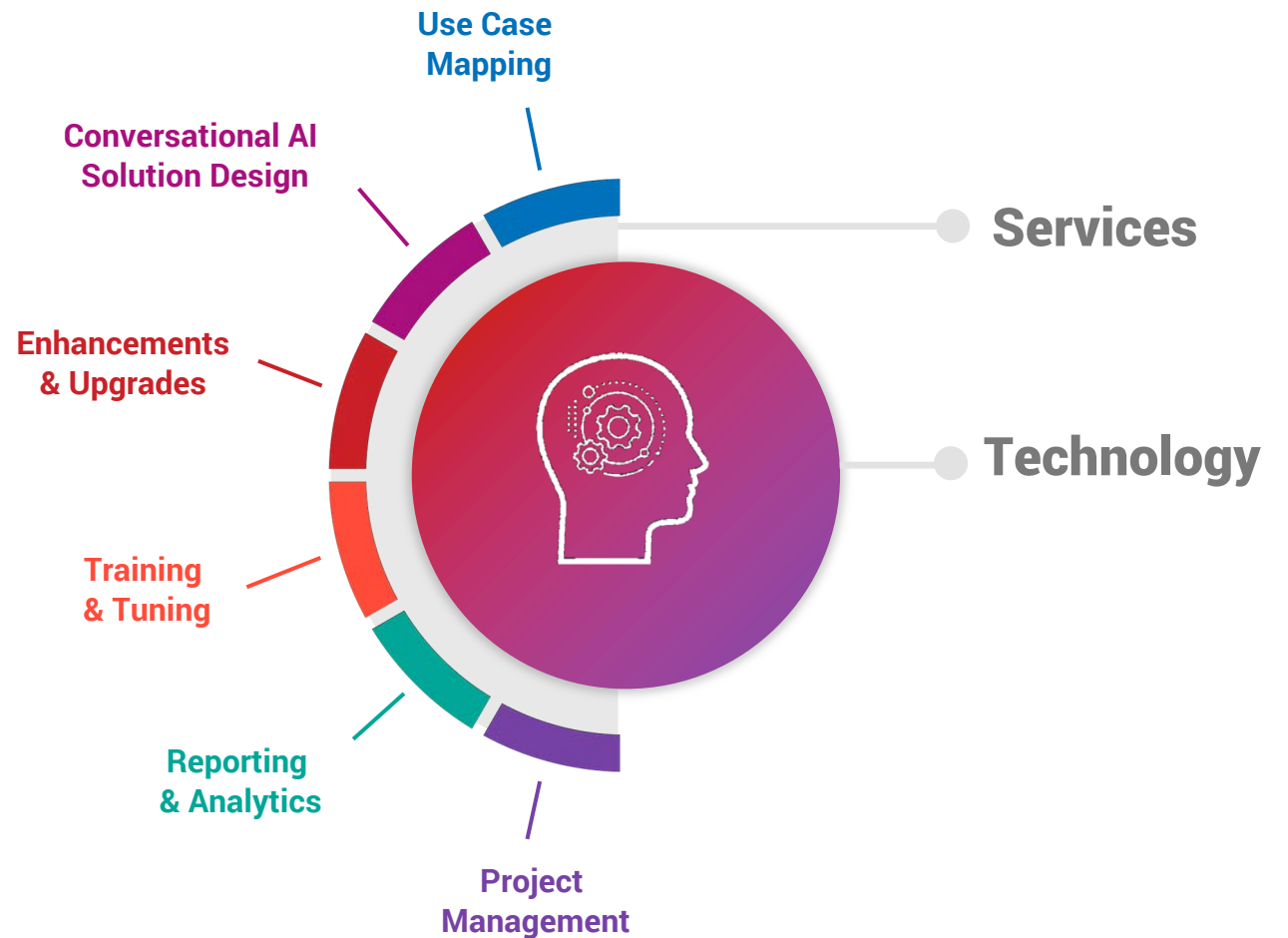


From Skeptic to Believer



Conversational AI is not a product

It's an iterative process that requires care and feeding



Key Takeaways

1 Start
Somewhere

2 Start
Small



Roadmap for Further Automation





Q&A