



# Enhancing the FedEx Experience

Leveraging Virtual Assistants, Artificial Intelligence  
and Natural Language Understanding

Gina Maiden  
September 2017



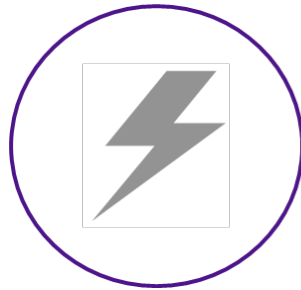
# Changing Customer Needs And Expectations

## From The Lens Of A Connected Customer

- 1** | Information-Savvy Customers Now Control the Marketplace ➤ **60%** agree technology has made it easier than ever to take their business elsewhere. <sup>1</sup>
- 2** | The Culture of Immediacy Drives Mobile-First Expectations ➤ **64%** expect companies to respond and interact with them in real time. <sup>1</sup>
- 3** | Customers Still Value Human Connection in a Tech-Driven World ➤ **2/3** are likely to switch brands if they're treated like a number instead of an individual. <sup>1</sup>
- 4** | Fast and Personal Service Is Directly Linked to Customer Loyalty ➤ **71%** say that customer service provided on any day at any time has an influence on loyalty. <sup>1</sup>

# Today's Experiences Must Comply With Changing Customer Expectations

**FASTER THAN  
REAL TIME**



**ZERO TOLERANCE  
FOR DIGITAL  
FAILURE**



**PERFECT  
INFORMATION**



**INTUITIVE USER  
INTERFACE**



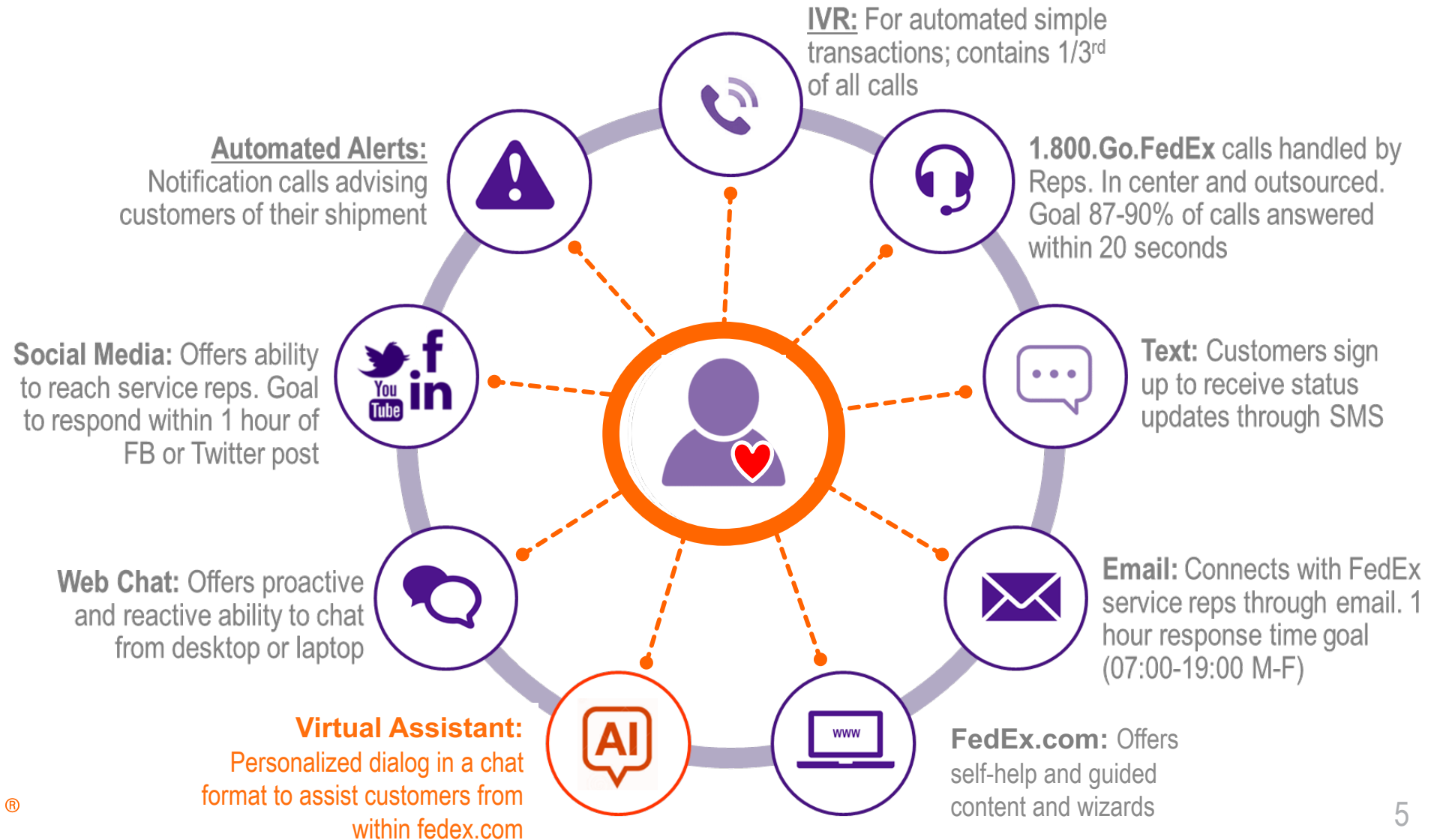
**ON DEMAND  
SERVICES**



**PERSONALIZED  
OFFERINGS**



# FedEx Empowers Customers With The Channel Of Their Choice



# Business Opportunity

Designing customer experiences by utilizing intelligent customer-centric solutions that result in simple, intuitive experiences that delight customers and serve the new Omni-channel landscape.

## Business Drivers:

- Offering solutions at their first channel of choice
- Enhance customer experience
- Reducing escalations through website to live agents
- Reducing cost to serve



# FedEx Virtual Assistant

The screenshot shows the FedEx website's user interface. At the top, there are navigation links for 'My Profile', 'Support', 'Locations', 'English', and a search bar for tracking numbers. Below this is a 'Welcome' section with a login form containing fields for 'User ID', 'Password', and a 'Remember Me' checkbox. A 'Login' button is positioned to the right of the password field. Below the login form is a 'New Customer?' section with a 'Register Now' link. The main content area features a banner for 'My FedEx REWARDS' with the text 'See the reward in the everyday. With My FedEx Rewards, it's not just a shipment, it's a step toward the reward of your choice! Enroll now to get more out of FedEx.' Below the banner is a 'Quick Access' section with links for 'Create a Shipment', 'Ship Now with Credit Card', 'Get Rates and Transit Times', and 'Schedule and Manage Pickups'. On the right side, there is a 'Track a Shipment' section. A red-bordered chat window is overlaid on the page, titled 'Ask FedEx'. The chat transcript shows the following exchange:   
FedEx: Hello, I'm the FedEx Virtual Assistant. I'm here to help you with your questions regarding FedEx® services.   
You: where is my package?   
FedEx: In order for me to assist you with tracking your shipment, I will need your tracking number or door tag number.   
If you do not have this number, type "I don't have it".   
Please enter your tracking number below.   
You: 217933314407891   
FedEx: Your shipment was delivered on Tuesday, June 20, 2017 at 12:54 PM.   
What else can I help you with?   
• [My package is missing](#)   
At the bottom of the chat window, there is a text input field with the placeholder 'Type your question here' and an 'Ask' button.

## Global Rollout Schedule

- Sep '15/Jul '16**
  - ✓ US/Can English
- Jul '16**
  - ✓ APAC English
- Oct '16/Jan '17**
  - ✓ Europe/MEISA UK English
- Jan '17**
  - ✓ APAC - Japanese
- Feb '17**
  - ✓ APAC - Simplified Chinese
  - ✓ Europe - French
  - ✓ Europe - Italian
  - ✓ Europe - Spanish
  - ✓ Europe - German
  - ✓ Europe - Dutch
  - ✓ Europe - Polish
- Mar '17**
  - ✓ LAC - English
- April '17**
  - ✓ APAC - Traditional Chinese (Hong Kong)
- May '17**
  - ✓ APAC - Korean
- Aug '17**
  - ✓ APAC - Traditional Chinese (Taiwan)
- Sep '17**
  - o Canada - French
- Oct '17**
  - o LAC - Spanish
  - o LAC - Portuguese
- Nov '17**
  - o APAC - Thai

# FedEx Virtual Assistant Overview

Leveraging the ever improving artificial intelligence and Natural Language Understanding (NLU), “Ask FedEx, Your virtual assistant” is putting customers in more control of their self-service experience.

- Virtual Assistant (VA) is an artificial intelligence to offer interactive help on FedEx website
- The VA looks and feels similar to a chat session for the customer but it is an automated FAQ tool
- It has contextual awareness and the ability to see where the customer has been on the web site to offer a targeted experience.
- VA will integrate with live web-chat for customers to remain in their chosen channel of escalation along with the history of interaction
- Customers can ask questions about FedEx products or services such as how to schedule pick-up's, where's my shipment

# FedEx Virtual Assistant Benefits



## Speed

Customers get right to the solution through an interactive process. They have access to online support 24/7



## Accuracy

Understands complex questions and suggests work-around solutions and doesn't leave the customer to choose between options



## Experience

Helps customer reach a solution at their first point of contact through interactive online support without having to go through multiple pages and hunting for information



## Priorities

Increases self-serve usage to contain escalations to live agents



FedEx® Tracking - Shipp x

Secure | https://www.fedex.com/us/index.html

My Profile | Support | Locations | English | Search or tracking number

**FedEx** Shipping | Tracking | Manage | Learn | FedEx Office

### Welcome

Login to fedex.com

User ID

Password

I want to

Remember Me

[Login](#)

[Forgot your password or ID?](#)

New Customer? [Register Now](#)

## Speed up your international growth.

Reach your international customers earlier with premium services that deliver your urgent shipments intact and on time.

[Learn more](#)

### Quick Access

- Create a Shipment
- Get Rates and Transit Times
- Schedule and Manage Pickups
- Access FedEx Delivery Manager®
- Order Shipping Supplies
- Pay your Bills Online
- Print Flyers, Posters and More
- File a Claim on a Package

### Track a Shipment

[Help](#)

Enter up to 30 FedEx tracking, door tag or FedEx Office order numbers (one per line).

[Track](#)

### Find a Location

Enter a postal code, street address, city or province to find the FedEx and FedEx Office locations near you.

Find locations near...

### FedEx Cross Border

Attract new global customers with a simple e-commerce solution.

[Learn more](#)

### Get a Quick Rate

[Help](#)

From

To

[Next](#)

### My Shipments

Track and save tracking results for your next visit to fedex.com

### News

- [Service Alert: Impacts of Hurricane Irma and Harvey](#)
- [Fraudulent Email Alert](#)
- [Increased Shipping Surcharges During the Holiday Season](#)
- [Mobile Ship Manager App Debuts](#)

[Ask FedEx](#)

FedEx® Tracking - Shipp x

Not secure | www.fedex.com/us/

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[New Customer?](#) [Register Now](#)

**Hello, world.**

Now's the perfect time to find international success. Reach new markets with flexible shipping, easy importing and exporting, and industry-specific solutions.

[Explore new markets](#)

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- Fuel Surcharge Information
- [FedEx Newsroom](#)

Ask FedEx



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**Leave the packing to us.**  
Starts at \$4.99



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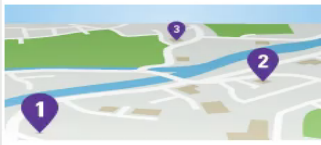
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Ask FedEx



FedEx® Tracking - Track x

www.fedex.com/us/track/

My Profile | Support | Locations | English | Search or tracking number

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# FedEx® Tracking

Track Packages, Envelopes & Freight

## Hello, world.

Now's the perfect time to find International success. Reach new markets with flexible shipping, easy importing and exporting, and Industry-specific solutions.

Reach further >

### Track a Shipment

Enter up to 30 FedEx tracking, door tag or FedEx Office order numbers(one per line).

### My Shipments

Loading

## Track

Learn about tracking-related tools across fedex.com below, or view our FedEx® Tracking Overview video.

Express, Ground, Freight | Expedited/Extra-Care Handling | Air/Ocean Freight Forwarding

### Track by Tracking/Reference Number

Enter any combination of up to 30 FedEx tracking, or door tag numbers (one per line). You can also track FedEx Office orders by entering order numbers. Track by any reference number related to your package or freight shipment, in addition to purchase order number.

[Track >](#)

### Obtain Proof of Delivery

Receive a delivery confirmation - including an image of your recipient's signature - via fax or online letter.

[Get started >](#)

### Track Using FedEx Tracking

Log in to track the status of your shipments, nickname your packages, create a personal watch list, and filter shipments to see the details you want. View our tutorial video.

[Track using FedEx Tracking >](#)

### Access FedEx InSight®

Once you register for FedEx InSight, you can track without a tracking number, receive proactive email notifications, monitor all your shipments simultaneously and more.

[Access FedEx InSight >](#)

Waiting for www.fedex.com...



FedEx® Tracking - Shipp x

Secure | https://www.fedex.com/us/index.html

My Profile | Support | Locations | English | Search or tracking number

FedEx Shipping Tracking Manage Learn FedEx Office

### Welcome

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User ID

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Remember Me

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[Forgot your password or ID?](#)

[New Customer?](#) [Register Now](#)

## Hello, Canada.

When your business is online, there's no limit to how far you can grow. Choose FedEx International Ground® for a cost-effective way to send online orders to Canada.

[Expand your reach](#)

### Quick Access

- [Create a Shipment](#)
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Increased Shipping Surcharges During the Holiday Season

Mobile Field Operations Deploy to

[Ask FedEx](#)

Express-Versand, Kurier

Not secure | www.fedex.com/de/

Mein Profil | Kundendienst | Deutsch | Suche

Versenden | Verfolgen | Mein Kundenkonto verwalten | Zollinfo | Tipps und Tricks

### Mein Konto

Benutzerkennung

Passwort

Ich möchte

Login speichern

**Anmelden**

Passwort oder Benutzername vergessen?

Kunde ohne Benutzername

## GEWINNEN SIE TICKETS zum UEFA Europa League Finale!

Jetzt spielen

### So einfach geht's

Einfacher & schneller Versand mit einem Account

Jetzt versenden - mit Kreditkarte

Mit Account versenden - alle Optionen

Neu bei FedEx

Versandservices

Tarife und Laufzeiten anzeigen

Versandmaterial bestellen

Abholungen verwalten

Erneute Zustellung

Rechnungen verwalten

Kontaktieren Sie uns

### Sendung verfolgen

Hilfe

Geben Sie bis zu 30 FedEx Frachtbriefnummern ein (eine pro Zeile).

**Verfolgen**

### Meine Sendungen

Verfolgen und Sendungsverfolgungsergebnisse für den nächsten Besuch auf fedex.com speichern

### Schnelle Preisauskunft erhalten

Hilfe

Von

An

**Nächste Seite**

### Station suchen

FedEx ist immer in Ihrer Nähe: Praktische Abgabestationen, mit denen Sie Zeit und Geld sparen.

**FedEx Stationen finden**

### Zum Small Business Center

Bringen Sie Ihr Unternehmen schneller weiter.

### Neueste Nachrichten

- FedEx und die UEFA Europa League: Gewinnen Sie Tickets zum Finale in Stockholm!
- Erfahren Sie mehr über das neue Handelsabkommen zwischen Kanada und der Europäischen Union (CETA)
- Änderung der FedEx Express Richtlinien zum Versand von Lithium-Batterien (gültig ab 1. Januar 2017)

Service Updates und Änderung von Zollbestimmungen

Betrügerische Verwendung des Namens FedEx

Lesen Sie die FedEx eNews

**Weitere Neuigkeiten**

### GEWINNEN SIE TICKETS zum UEFA Europa League Finale!

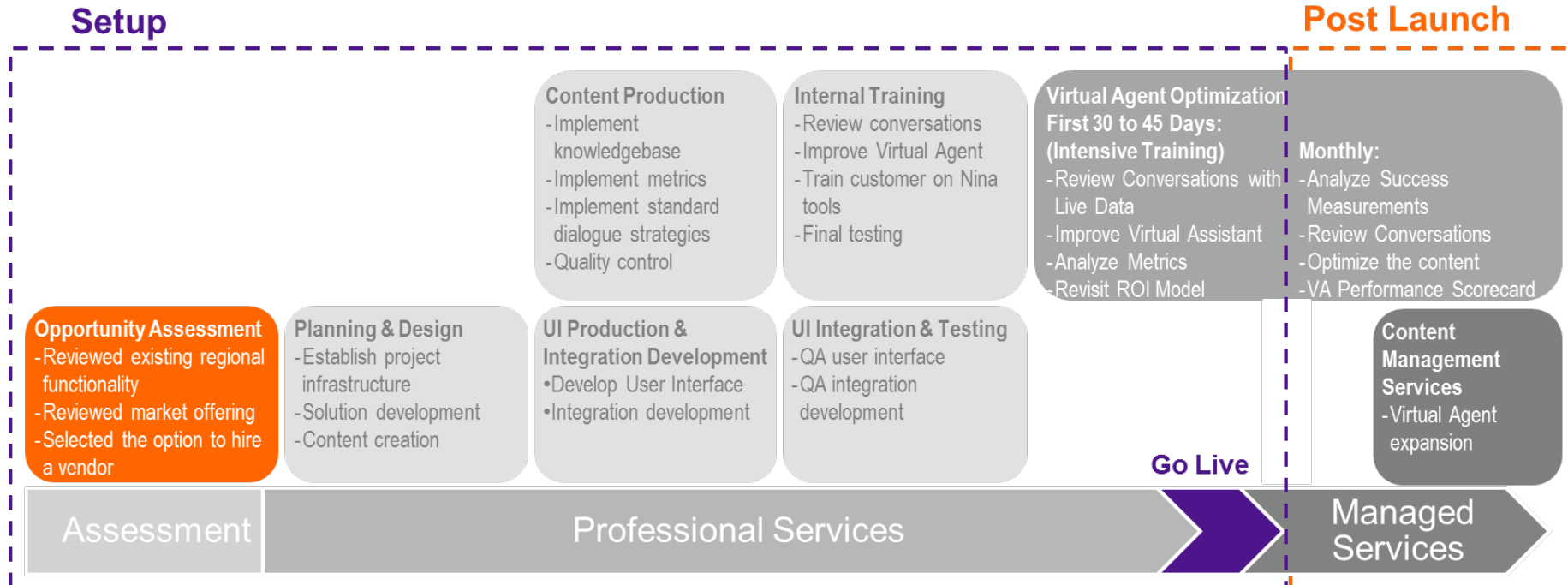
Jetzt spielen

**Fragen Sie FedEx**

Diese Website von FedEx verwendet Cookies, darunter auch Cookies Dritter, um die Funktionalität und die Surf-Erfahrung zu verbessern und erlaubt Web-Analysen und gezieltes Marketing. Sollten Sie weiterhin diese Website besuchen, ohne die Cookie-Einstellungen in Ihrem Web-Browser zu verändern, stimmen Sie unserer Verwendung von Cookies zu. Um mehr über Cookies und ihre Verwaltung oder Deaktivierung zu erfahren, lesen Sie bitte unsere Cookie-Richtlinien.



# FedEx Virtual Assistant Planning & Implementation



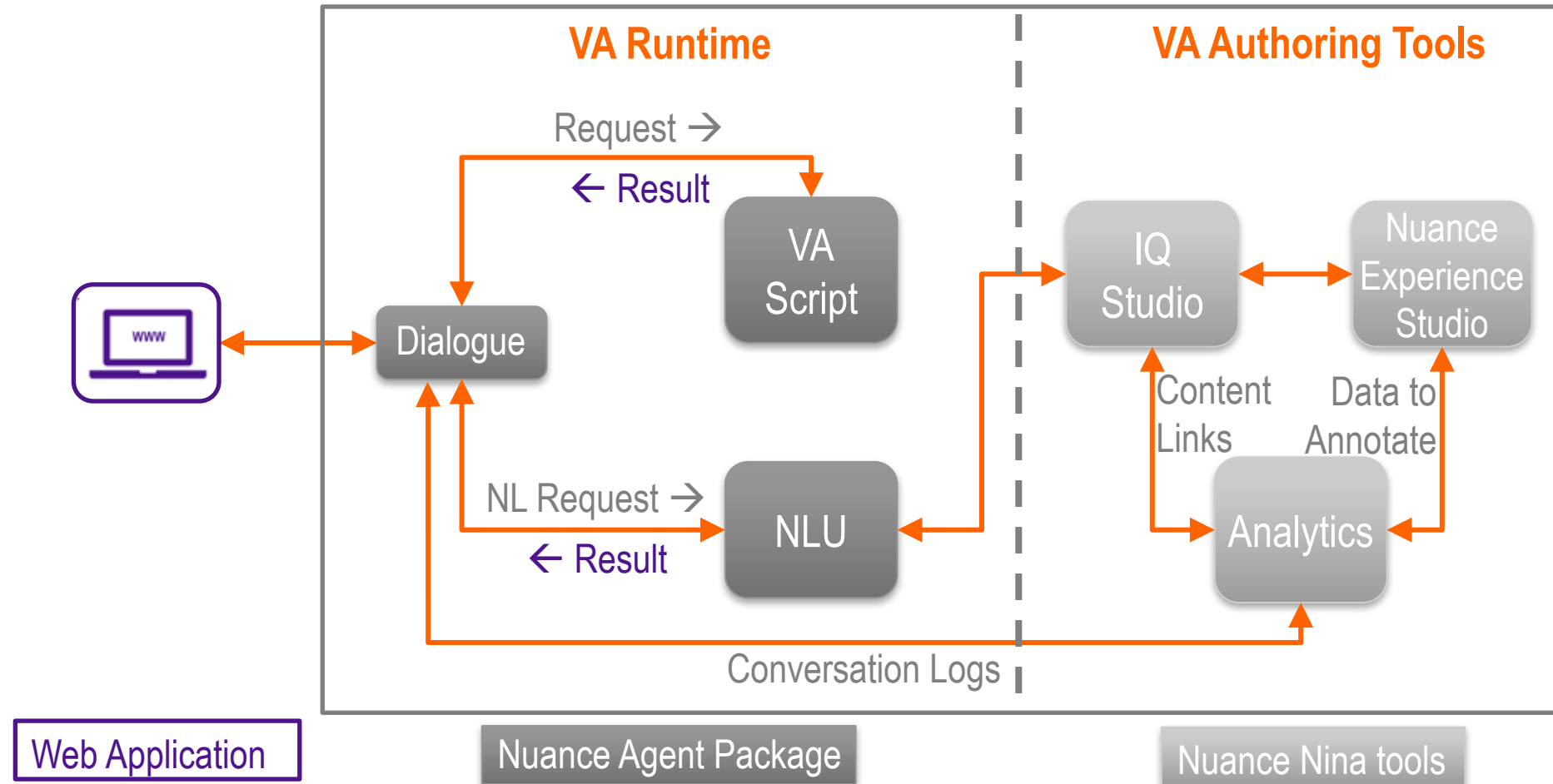
## FedEx Team:

- Brand Marketing
- Digital Access Marketing
- Customer Service Support
- Project Engineering
- Customer Insights

## Nuance Team (Vendor):

- Content Design
- UI Design
- Technical Consultant
- QA Lead
- Project Manager
- Professional Services

# FedEx Virtual Assistant Architectural Design



# FedEx Virtual Assistant Optimization Efforts

This quality assurance process will continue as we seek ways to achieve the best possible customer experience.

## Continuous Improvement Process:

- Monthly review of inquiries for quality assurance
- Enhancing content to add new and updated messaging
- Review and recommend answers for unanswered questions
- All updates are reviewed by VA team (Customer service trainer, Brand, Legal & Nuance) before being updated.

# FedEx Virtual Assistant Performance

- 1 # of Conversations:**  
~**6.7M** conversations have taken place globally
- 2 Breadth of Engagement:**  
~ **994** web pages, **15** languages, **79+** Countries and growing
- 3 Highest Engagement:**  
~ **48%** of overall VA engagement comes from embedded 'Customer Support' page placement
- 4 FCR:**  
~ **81%** of requests are supported through the VA
- 5 Deflection Rate:**  
~ **52%** of all interactions are handled without human interaction
- 6 Channel Escalation:**  
~ **26%** of all engagements are escalated to another channel for additional support

# THANK YOU!

Have a question?

Ask FedEx ▶