zoko + GENRAGE

How Genrage resolved 1079 repeated customer queries using Zoko's AI-FAQ bot Guru?

Case study →

Company	Location	Employees	Industry	Website
Genrage	India	1-50	Streetwear	www.genrage.com/

Genrage is an Indian streetwear brand that offers a wide collection of products, including oversized t-shirts, baggy pants, jeans, caps, women's baby tees, gym vests, shorts, and shirts. Using organic cotton, the brand aims to provide premium, affordable products while motivating the youth with a "can do" mentality.

With an emphasis on artisan stitching and screen printing, Genrage has shipped over 100,000 orders and is making strides in the streetwear industry. As a true Indian brand, it is dedicated to creating high-quality, handmade items.

Genrage prioritizes affordability and accessibility, ensuring that products reach customers worldwide. They are dedicated to ensuring customer satisfaction by using only the best fabrics and experienced manufacturers to deliver exceptional quality clothing.

70% of customer inquiries on support channels are repeated. These queries often include questions about the refund policy, shipping timelines, cash-on-delivery (COD) availability, shipping locations, packaging details, and warranty registration processes. At Genrage, there were only 5 agents, and on average, an agent would take 45 seconds to respond to messages. They wanted to increase the efficiency of agents answering repeated questions.

Many customers had inquiries about product returns, delivery times, order cancellations, company information, first-time purchase coupon codes, and product exchanges.

30-40% of teams experience attrition in the customer support industry, resulting in new agents who may not be familiar with all the answers.

1079

Queries Handled

using GURU

The customer support team created around 6 templated responses and set them up using the Guru bot.

This enabled them to achieve 1079 Queries answered by GURU with a response time of less than 5 seconds.

GURU

Q&A

✕

Question

How long does it take for delivery?

⊕ **Add variations of the question** (more variations help Guru match questions better)

Answer

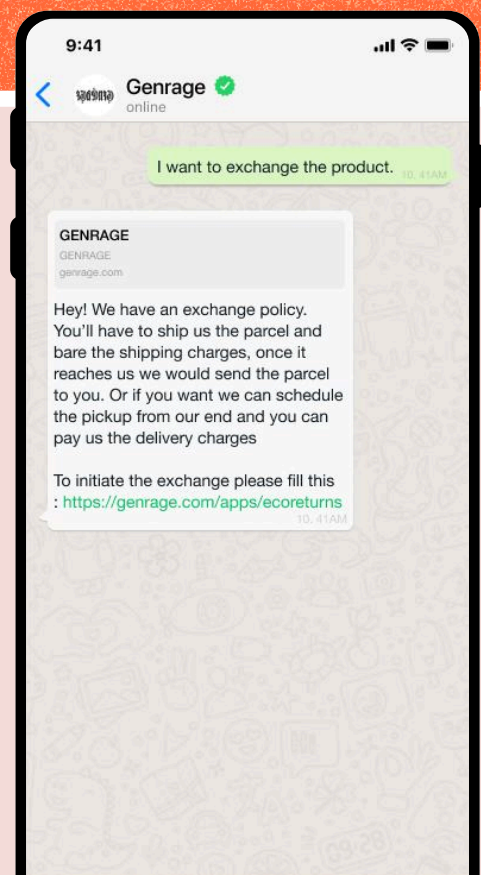Your order is in process it takes 3-5 working days to reach you

Save

Guru - The FAQ Bot offers several benefits for businesses dealing with a high volume of customer inquiries:

1. Efficient Query Handling: Guru excels at managing a large number of customer questions, particularly about products or niche topics.
2. Improved Customer Interactions By automating responses to frequently asked questions, Guru helps streamline customer interactions.
3. Accuracy and Speed: Among ChatGPT bots, Guru is designed to provide precise and relevant answers to customer queries.Guru can also deliver information rapidly, reducing wait times for customers.
4. Customization and Training: Guru bot can be trained on product details, company policies, and niche topics relevant to the business through various ways including file uploads, direct text input, and structured Q&A formats.
5. 24/7 Availability: Guru can handle customer inquiries around the clock, ensuring support is always available, even outside of regular business hours.

Resolve customer queries using AI

Seamlessly guide customers through their entire journey, offering support on technical matters, general knowledge, or niche topics.

9:41

Genrage ✅
online

I want to exchange the product. 10:41AM

GENRAGE
GENRAGE
genrage.com

Hey! We have an exchange policy. You'll have to ship us the parcel and bare the shipping charges, once it reaches us we would send the parcel to you. Or if you want we can schedule the pickup from our end and you can pay us the delivery charges

To initiate the exchange please fill this : https://genrage.com/apps/ecoreturns
10:41AM

★★★★★

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As an emerging Indian streetwear brand and with only five agents handling customer queries, we were struggling to maintain efficiency and response times. Up to 70% of inquiries were repeated questions about refunds, shipping, and product details. Each query took an average of 45 seconds to respond, significantly impacting our team's productivity. Zoko's AI-FAQ bot, Guru allowed us to automate responses to frequently asked questions, dramatically reducing the workload on our human agents. We started by creating six templated responses and integrating them with Guru. The results were astounding – Guru successfully handled 1,079 queries, freeing up our agents to focus on more complex customer issues..

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Ankit Shetty

Marketing