

Zowie's AI delivers MSQC unrivaled efficiency and sales growth

KEY RESULTS

47%
higher AOV



“Thanks to Zowie, we've enjoyed substantial growth in our average order value, and they're still working with us to continue this growth.”

76%
chat automation rate



—WENDI MILLS,
Senior CS Manager at MSQC

BEFORE ZOWIE

Missed sales opportunities without a way to proactively interact with shoppers



Growth impacted the customer experience as new tickets outpaced hiring



Divided support across chat and email, leading to repeat questions and missed info



WITH ZOWIE

Personalized product recommendations have led to **increased customer spending**

Improved agent efficiency, eliminating the need for new hires

An omnichannel inbox that allows agents to **seamlessly switch** between email and chat