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Sony: Pioneering AI to boost CX
across its global website

Critical to Succeed

Sony's **website is the most important customer touchpoint** worldwide, covering more than 100 countries and translated into more than 40 languages.

Consumers visit the website to explore new innovations, compare and decide which products to buy, learn where to find after-sales support, register their products, join forums and to learn how to best use their products.

The website is critical to engage consumers, and Sony considers customer satisfaction its most important key performance indicator.

The website attracts more than 120 million visitors each year and Sony is committed to provide the best experience to each of them by enabling a seamless, engaging customer journey.

The Benefits

▌ Continuously (24/7/365) improving CX for the most crucial customer touchpoint, whilst retaining a lean organization.

▌ Boosting ROI by improving engagement across several million visitors generated by multi-million-dollar campaigns.

▌10x acceleration of actions

▌Nurturing a customer centric culture by aligning the organization and holding all accountable to act on data and improve CX (digital transformation success indicator)

▌ Free up the time of digital analysts to focus on more complex issues

▌ Building a valuable asset: a knowledge-base enabling continuous CX improvement, un-interrupted by personnel changes.

The Challenge

As with any multi-national organization; tackling the complexity of online global data can be a challenge. Achieving a real-time 360-degree view, monitoring +16 metrics, across +100K URLs, multiple devices and +15K SKUs; all whilst running +100 monthly campaigns that generate traffic and billions of interactions, is **complex.** Orchestrating immediate action on data among +500 digital experts (either internal or external partners), across the globe has been an **incredible challenge.**

The existing dashboards, multiple reports and alerts were not able to tackle the complexity. Sony wanted to avoid blind spots and ensure that action is taken for continuous CX improvement.

Automation was the only way to improve performance, while retaining a lean organization.

The Solution

Sony adopts Baresquare AI platform and accelerates data-driven actions:

■ Detects anomalies with root cause analysis 24/7/365 across multiple metrics (traffic, bounce rate, conversion, click-through etc.) and billions of interactions in real-time.

■ Key points are highlighted and presented in easy to understand text, explaining the issues and recommending the next best **action.**

■ Issues are automatically prioritized and sent to relevant stakeholders to investigate and act upon, holding the whole organization accountable for **CX improvement.**

■ Thanks to **AI**, the system keeps learning how the organization prioritize, delegate and solve issues; continuously adapting and improving automation.