Blue Diamond's self-service chatbot shines

The Challenge
Smoothing the customer journey with always-on answers

Every month, Blue Diamond's consumer advocate group deals with a high volume of consumer questions related to coupons, products, recipes and more. Lisa Diehl, Blue Diamond's Consumer Advocacy Manager, saw an opportunity to provide a quicker, easier way for consumers to find answers to their questions.

The company was looking to simplify the customer journey by enabling consumers to get answers without needing to pick up the phone. As an added benefit, they wanted to free up agents to focus on engaging more deeply with consumers.

The Solution
AI-driven chatbot delivers quick value

Blue Diamond looked to their longtime CRM provider, Astute, and chose our award-winning conversational self-service solution, Astute Bot.

The Blue Diamond team deployed the chatbot on their website, www.bluediamond.com, in 2018, with the purpose of answering the most common consumer queries, including questions about coupons, product flavors, allergies, ingredients, and recipes. Since these questions generate the highest contact volume, the team at Blue Diamond singled them out as the most impactful topics to cover from the start.

Astute Bot, driven by narrow AI and natural language processing, is designed to allow consumers to engage conversationally to answer questions and complete a variety of transactions. The core functionality can be built once and easily deployed across multiple platforms, including websites, mobile apps, messengers, and voice-based virtual assistants. Blue Diamond is following best practice by taking a phased approach with their chatbot, starting on one channel and then expanding channels and functionality as the bot learns.

"Astute Bot is a great solution for companies that want to leverage what artificial intelligence can do, even if they’re just at the beginning of their AI journey."

- Lisa Diehl, Consumer Advocacy Manager
The Results
Serving up answers and surfacing consumer insights

Within its first month alone, the Blue Diamond bot engaged in more than 9,000 interactions with close to 6,000 consumers, delivering correct answers with 90% accuracy. As the AI continues to learn and identify questions that don't yet have an answer, the accuracy rate will only increase.

In addition to providing conversational self-service experiences, the bot is also surfacing valuable insights that can be used across the organization, including by the marketing, web development, and product teams. For example, upon launch the chatbot received a larger than anticipated volume of recipe requests, indicating that consumers were extremely interested in what recipes they could make with Blue Diamond products. The consumer advocate team shared this insight with the marketing and web teams, suggesting that the next website redesign makes recipe information more readily available.

“We’re pleased with the chatbot’s progress during its first month, and look forward to seeing it continue to improve the customer journey.”

- Lisa Diehl, Consumer Advocacy Manager

90%
Answer Accuracy in the first month

9,000+
Interactions in the first month

About Blue Diamond
Blue Diamond Growers, a grower-owned cooperative representing over 3,000 of California's almond growers, is the world's leading almond marketer and processor. Established in 1910, it created the California almond industry and opened world markets for almonds. Blue Diamond is dedicated to delivering the benefits of almonds around the world and does so by providing high-quality almonds, almond ingredients and branded products. Headquartered in Sacramento, the company employs more than 1,500 people throughout its processing plants, receiving stations and gift shops.