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Case Study

**Customer Experience  
Improvement using Alexa  
Voice Bot for Container  
Shipping Company**





# About the Client

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The Client is an established Global Container shipping company, head quartered in India.



# Business Problem

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The Client was looking for a solution to enhance customer experience and provide convenient access to information regarding their shipping consignments. They wanted a voice bot that could be used on all Alexa devices to allow users to track their shipments and inquire about shipping costs. Additionally, they wanted to provide a scheduling feature for users to book calls with the sales team to resolve queries.



# Solution

We developed an Alexa voice bot that addressed their requirements. The solution was implemented as follows:

## Stats

- Alexa Voice Bot was made public for India, USA, UK, Canada & Australia region.
- Alexa Voice Bot was developed for mobile echo & visual tablet device.

## Deployment:

We Deployed Alexa voice Bot and made it public on Alexa Voice platform.

## Approach:

- **Voice Bot Development:** Developed a voice bot using Python that could be used on all Alexa devices, including voice-based and tablet-based devices.
- **Shipping Cost Inquiry:** Developed an Alexa bot feature that enabled users to inquire about shipping costs for their consignments.
- **Scheduling Feature:** Implemented a scheduling feature for users to book calls with the sales team to address their queries.

# Outcome

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The Alexa Voice Bot for the container shipping company provided significant benefits, including:

- **Enhanced Customer Experience:** Users could conveniently inquire about shipping costs using their Alexa devices, improving customer satisfaction.
- **Improved Efficiency:** The voice bot automated the process of providing shipping cost information, reducing manual effort and enhancing operational efficiency.
- **Streamlined Communication:** The scheduling feature facilitated better communication between users and the sales team, ensuring prompt resolution of queries and addressing customer needs effectively.
- The implementation of the Alexa Voice Bot allowed the container shipping company to leverage voice-based technology to provide a more accessible and user-friendly experience for their customers.







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## Office Locations

### **Pune, India**

3rd floor, Sargam Tower  
Anna Saheb Chirmule  
Path, Neel Kamal  
Society, Karve Nagar,  
Pune 411052

### **Middletown, USA**

651 N. Broad St.  
Suite 206,  
Middletown,  
DE 19709

### **London, UK**

Suite 858, Unit 3A,  
34-35 Hatton Garden,  
Holborn, London,  
EC1N 8DX

Email us for your technology needs  
[contact@shyenatechyarns.com](mailto:contact@shyenatechyarns.com)

Schedule an appointment on  
[www.shyenatechyarns.com](http://www.shyenatechyarns.com)

