



Deliveroo Supplies Real-Time Translation with AI-Enhanced Customer Service

AT-A-GLANCE

How TTEC Digital Helped Deliveroo

- On-time, on-budget contact center migration
- 20% decrease in average handle time
- 83% first call resolution

About Deliveroo

Deliveroo provides hyperlocal food delivery in over 200 locations across Europe, the Middle East, and Asia. By offering fast and reliable delivery, which consumers can track online, Deliveroo has grown rapidly — now operating in 10 markets worldwide to service millions of customers in dozens of languages.

PARTNER

AWS

INDUSTRY CATEGORIES

Retail

Data & AI

SERVICES PROVIDED

- Contact Center Optimization
- CRM and Technology Integration
- Digital Transformation
- Customer Experience Transformation
- Employee Experience Transformation

PRODUCTS USED

Amazon Connect

Amazon Translate

Amazon Transcribe

Amazon Comprehend

Amazon Lex



The Challenge

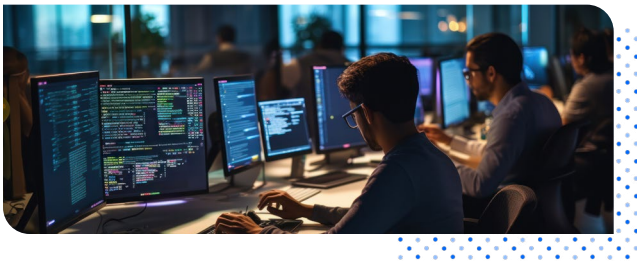
Deliveroo, a British food delivery company, was on a rapid growth trajectory – but to support this continued growth, they needed a more robust contact center platform that could keep up.

In addition to scaling, Deliveroo wanted a solution that could help them solve a specific customer experience challenge: when contacting customer support during periods of high demand, customers

often had to wait for an agent who spoke their language to become available. Wait times were extended even further when agents copied and pasted chats into an online translation service. Staffing the contact center with more multilingual agents was not a viable option; the company needed a platform to support a real-time translator which would allow customers and agents to easily communicate in different languages.

The Solution

The TTEC Digital team brought their extensive Amazon Connect knowledge – including cloud development and software development skills for integrations to internal and third-party systems – to accelerate the adoption of Amazon Connect. In addition, TTEC Digital provided the architecture, design, build, training, user acceptance testing (UAT), migration, and go-live support for the contact center migration to the new platform for the CareOps team, as well as project management to ensure that the migration to the new platform was both on-time and on budget.



In partnership with AWS, TTEC Digital implemented a powerful contact center platform that supported live chat with built-in automatic two-way translation. This contact center solution, which relied on AI/ML services such as Amazon Translate, Amazon Transcribe, Amazon Comprehend, Amazon Lex, and Contact Lens for Amazon Connect, enabled customers to message support in their preferred language, and for support agents to read and respond in their own native language.

Amazon Connect supports up to five concurrent chat sessions per agent, which allows a single agent to support multiple customer chats in different languages at the same time, and a custom terminology feature allows companies on the platform to ensure that product names and other terms are translated correctly.



"Amazon Translate is fast, accurate, and customizable to ensure that food item names, restaurant names, addresses, and customer names are translated correctly to create trustful conversational connections in uncertain times. By using Amazon Translate, our customer service agents were able to increase their first call resolution to 83% and reduce the average call handling time for their customers by 20%."

Amy Norris
Product Manager for Deliveroo Customer Care

The Results

Now, when a customer types a question into a chat session, Amazon Translate will automatically translate the message for both parties. Amazon Translate allows agents and customers to select their preferred language from an ever-growing list of more than 70 languages.

The benefits of a real-time translator were immediately apparent: the tool helped Deliveroo's customers, delivery personnel, and restaurant owners talk to each other across language barriers, leading to a 20% decrease in average handle time and an 83% first call resolution.



About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes. Learn more at [ttecdigital.com](https://www.ttecdigital.com).

