



Case study

Business Messages delivers higher CSAT scores for Estafeta



About

Founded in 1979, Estafeta was the first company to offer door-to-door delivery services in Mexico. Now, more than 40 years later, Estafeta is the largest Mexican delivery and logistics company, powered by highly-trained and customer-oriented employees and state-of-the-art technology.

Summary

At the outset of the COVID-19 pandemic, Estafeta saw a 3x jump in shipments, a 10x surge in customer support queries, and delays in deliveries, which led to a significant drop in customer satisfaction (CSAT) scores. To respond to this, Estafeta launched Google’s Business Messages, which now solves 98 percent of customer issues while delivering CSAT scores 20 points higher than those for the web chat bot hosted on their site. Estafeta is also reaching 20 percent more customers who said they wouldn’t have called, and who only contacted the company because messaging was available.

The challenge

In early 2020, Estafeta’s operations were running smoothly and their customer service team was able to manage the thousands of customer support queries they received each month. But in March 2020, everything changed. With the onset of the COVID-19 pandemic, Estafeta saw a 3x jump in shipments, which overloaded their operations and led to delays in deliveries. These delays, in turn, led to a 10x increase in customer support queries and a drop in CSAT from 84 percent to 59 percent.

“ I would strongly recommend using Business Messages for all companies—whatever sector they’re in. Right now it’s important for companies to have open, on-demand conversations with their customers, and Business Messages does just that.”

Paulina Torres Ocejo, New Product and Innovation Strategist, Estafeta

98% of queries solved by bots

85% cost savings vs. voice

+20 CSAT points higher than web chat

20% increase in customer reach

→ Learn more about Business Messages at businessmessages.google



Estafeta
Mexico City, Mexico
www.estafeta.com

Estafeta's operations and customer support functions best when they can adequately respond to customer demand. They needed a solution that could help them respond to the significantly higher customer demand while maintaining high customer satisfaction scores.

The approach

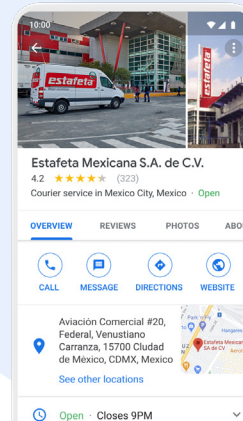
Estafeta launched new bot- and live-agent-powered support solutions, including Business Messages in August 2020, to better connect with customers. The company worked with Auronix, a provider of Communications Platform as a Service (CPaaS) solutions, to set up the conversational flows and user experience.

Estafeta customized the Business Messages bot to be user-friendly and intuitive, so that customers can click on text buttons and scroll through image-rich carousels to seek assistance, instead of having to type what they need.

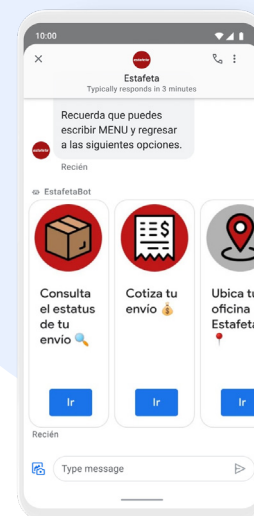
The results

Estafeta customers now hold over 40,000 Business Messages conversations each month on Google Search, Maps, and Estafeta's website. The bot has a 98-percent success rate at resolving customer queries and CSAT scores have returned to pre-pandemic levels—even with up to 10x more queries each month. With conversations shifting to Business Messages, Estafeta is saving 85 percent of what it would have spent on call center costs. Paulina Torres Ocejo, New Product and Innovation Strategist, Estafeta explains, "When we adopted Business Messages, there was a noticeable uptick in overall messaging volume that demonstrated pent up demand from our users. We saw that when we designed a customer experience that was easy to use, fast, and familiar, customers would jump to use it to solve their support queries."

Estafeta recommends Business Messages to other brands and wants to extend their use of the service to include paying for shipments and arranging for pickups. Torres Ocejo shares, "I would strongly recommend using Business Messages for all companies—whatever sector they're in. Right now it's important for companies to have open, on-demand conversations with their customers, and Business Messages does just that."



Customers can message Estafeta through Google Maps



Estafeta helps customers track packages, get a quote, and more

→ [Learn more about Business Messages at businessmessages.google](https://businessmessages.google)

About Business Messages

Business Messages is a mobile conversational channel that combines entry points on Google Maps, Search, and brand websites to create rich, asynchronous messaging experiences.

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