

HEXAWARE

Alexa Skill Development Drives 24/7 Customer Support



Client

| Client

- Challenge
- Solution
- Benefits
- Summary

Voice Technology Adoption in Food Industry
Our customer was a leading North American turkey and poultry producer known for their commitment to quality products and exceptional customer service. Since its establishment in 1981, their customer support hotline has handled approximately 100,000 calls each holiday season, and our client approached us seeking solutions to maintain their high standards of customer service with new technology.



Challenge

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Voice First Design Implementation

Our client faced several critical challenges in modernizing their customer support approach while maintaining their reputation for personal, expert guidance. The primary challenge stemmed from overwhelming call volumes during the holiday season, creating significant wait times that impacted customer satisfaction. This highlighted the urgent need for voice-enabled search and support accessibility that could operate 24/7/365.

Additionally, the company wanted to develop an intuitive voice user interface design that could accommodate diverse customer needs and varying levels of technical proficiency. Perhaps most challenging was the task of translating complex cooking instructions through voice interaction design in a way that maintained the clarity and helpfulness of human support staff. The solution needed to balance technological innovation with the warmth and personal touch that had become hallmarks of the brand’s customer service.



Solution

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Voice App Development and Authentication

Hexaware developed a sophisticated voice experience design through a multi-modal Amazon Alexa skill that brought our client's expertise into customers' kitchens.

Key features included:

- Custom voice app design with authentic expert voices
- Voice UI best practices implementation for Echo Show devices
- Voice interface prototyping for intuitive user interactions
- Interactive voice data analytics for continuous improvement
- Voice authentication systems for a secure user experience



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Voice Commerce Platform Success
 The implementation of the voice application development solution delivered transformative results. The voice UX design significantly enhanced customer service accessibility while reducing pressure on traditional phone support channels. The initiative leveraged enterprise voice strategy to generate over 1 billion impressions and secured coverage in prestigious outlets including The Today Show and WIRED Magazine. The final solution created a comprehensive and user-friendly experience that resonated strongly with modern consumers while maintaining the brand's heritage of personal, expert guidance.



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Voice Authentication Security and Future
 By partnering with Hexaware, our client successfully transformed their traditional phone support service through innovative Alexa skill development and voice technology adoption. This initiative demonstrated how established brands can leverage voice-enabled search and authentication security to enhance customer experience while maintaining their core values and expertise.

Ready to transform your customer experience with innovative voice solutions? [Contact](#) Hexaware today to learn how we can help your business succeed in the digital age.



About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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