Last week, I spoke to CX exec @Colin Crawley about how he used tech to speed ticket resolution time by over 90% - and how you can do it even faster:

Crawley has more than 15 years of experience transforming brands like Freshly and Freshworks by leveraging RPA and AI. His top-tier KPIs illustrate why this tech alone isn't a silver bullet - it's about when and how you use it. I'll break it down:

THE TECHNOLOGY

– RPA: The quick win. It automates repetitive tasks, reduces errors, and frees up agent time. It's fast, affordable, and effective when used right.
– AI: The decision-maker. It understands customer intent, handles exceptions, and drives smarter resolutions. It's more complex and pricey, but offers high ROI when optimized.

THE APPLICATION

Crawley leveraged RPA to reduce a 40-click order cancellation process to a single click. Here's the result:

– 92% faster resolution times
– Agents freed up to focus on customer care, not admin work

Take it a step further by letting AI make the call on that single click. This reserves your agents for the rare cases when the system isn't sure whether to apply cancellation logic AND unlocks even more time for meaningful customer interactions.

THE TAKEAWAY

Don't implement tech for the sake of it. Start with your biggest bottlenecks, then map the right tools to your goals.

If you don't optimize now, your competitors will - and they'll win on speed, efficiency, and customer satisfaction.

The good news: You don't have to do it alone.

For @Colin Crawley's full insights, listen to our conversation on the CX Innovation Playbook Podcast. Link in comments.