A CUSTOMER SERVICE STORY, IN NUMBERS

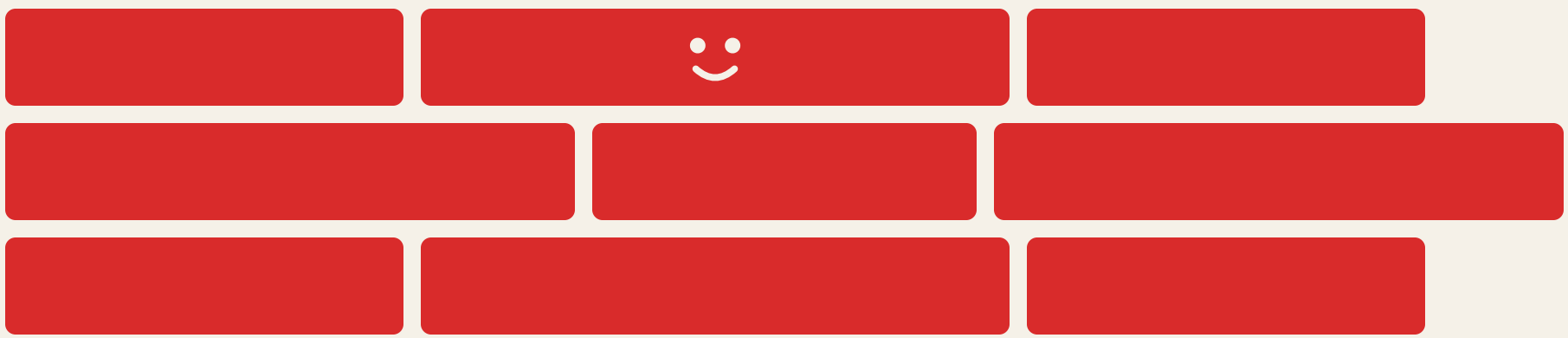
6%

That's how many enquiries Kogan's first chatbot resolved.

Six per cent. Read on - it gets better.

MEANWHILE

The other 94% were talking to a very polite brick.



THE PIVOT

They didn't rename the brick and call it a pilot.

They rebuilt the whole thing on **agentic AI** (Salesforce Agentforce) - from hack-day prototype to production in about six weeks.

Honest measurement in.
~~Polite brick~~ real resolution out.

WHAT THE REBUILD HANDLES NOW

10

live customer service use cases, from order tracking to warranty

60%

of inbound requests are "where is my order" - now answered straight from SAP

6wks

from hack-day prototype to production

Next up: generative-AI photo checks on transit-damage returns - which also catches the duplicate "evidence" photos.

THE LESSON

It isn't "AI works".

It's that measuring your automation honestly is the difference between

a transformation story

a very expensive FAQ page

OVER TO YOU

What percentage of your bot is a brick?

Go/Figure

Strategy and transformation, with a customer flavour.

Source: iTnews, "Kogan taps AI agent to handle customer service" (Oct 2026)