

# It's the simplicity of the process that we all aspire to – Janio Asia delivers it.

Janio Asia's core goal is to simplify and streamline Southeast Asia's logistics ecosystem by providing easy-to-scale solutions for their business clientele.

Their motto 'to bring smiles to customers' faces' is part of Janio Asia's customer service excellence. All employees take this very seriously, including the customer support team, which handles all incoming inquiries and requests from clients and consignees.

Every company that ships goods knows the deal - putting their products and commodities into the hands of a third-party logistics company is a matter of trust and reliability. Everything hinges upon the logistics company and its ability to fulfill the promises made by the vendor to its customer. From procurement to delivery, accurate and timely communication is key to customer satisfaction. There should be no leap of faith at any stage of the logistics process; instead, there must be transparency and accessibility.

## Technology that makes customers happy

To make it simple for their clients and inform them about delivery times, the precise whereabouts of goods, and to answer any other questions concerning their freight, Janio Asia implemented a track-and-trace solution on their website. However, every inquiry that came through the website created a service ticket in Zendesk, which had to be manually handled by support staff. This solution was a success for Janio Asia's clients and consignees. Yet, its growing customer base meant an increasing volume of shipments, and all too soon, Janio Asia's support team was handling 35K tickets per month. With no end in sight and the possibility of ticket numbers continuing to soar, Janio Asia needed another way. It needed to find a cost-effective solution to improve productivity and scale while delivering transparency to ensure customers continued to be informed and happy. Above all else, the answer must not torpedo the customer experience!



To solve this problem, Janio Asia introduced a conversational AI platform that would allow advanced natural language chatbots to be integrated directly into Zendesk and for conversations in WhatsApp and the website.

The overarching aim was to reduce tickets by giving customers and consignees instant, accurate information via their chosen channels and in their preferred language, which also demanded that the chatbot have access to relevant information to handle a full and meaningful conversation.



## ABOUT JANIO ASIA

### INDUSTRY

Logistics

### OPERATES

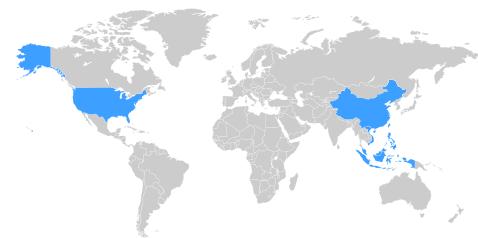
Southeast Asia

### EMPLOYEES

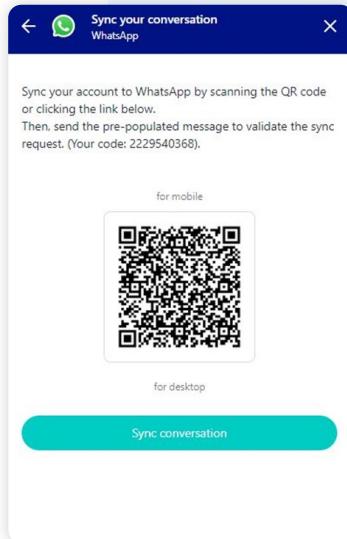
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### SERVICES

- eCommerce Logistics
- Freight Forwarding
- Customs Clearance



Integrated logistics solutions provider Janio Asia works throughout Southeast Asia to deliver goods on behalf of its clients and their consumers across the region, including – Greater China, Hong Kong, Indonesia, Malaysia, The Philippines, Singapore, Taiwan, Thailand, and Vietnam, Brunei, and USA.



Janio Asia's Sayid M. Furqan, Head of Regional Customer Support, remembers that it took a detailed evaluation to identify the right conversational AI Platform that would work today and support the business as it continues to grow.

Janio Asia evaluated several vendors and concluded that Cognigy.AI is the most advanced and comprehensive platform that can deliver intuitive conversations across all of our channels. Cognigy.AI also offers the fastest way to achieve a multi-lingual, multi-channel solution because of its pre-made AI structure and integration capabilities.

## MEET THE EXPERT

**"We use Cognigy's conversational AI platform to automate the customer service experience by ensuring customers receive up to the minute accurate information delivered through the deployment of highly intuitive virtual agents and natural language. Furthermore, thanks to Cognigy.AI's easy-to-use and powerful localization feature, we serve customers in their local or preferred language via our website or WhatsApp."**

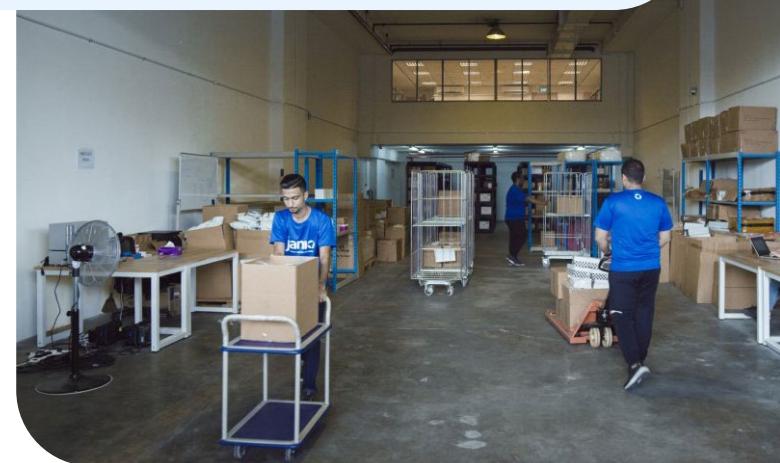


**Sayid M. Furqan**

Head of Regional Customer Support

**Let's connect**

Having selected Cognigy.AI as the preferred solution, Janio Asia immediately embarked on a concise and intense 3-week development program to produce customer-facing chatbots. Cognigy was available throughout the development, offering guidance and expertise. Shortly before deployment, and to make sure that the chatbot was up to the pressures and volume of the real world, Janio Asia devised a stress test that involved 200 of its employees asking its Asia Bot a question in the same split second – and it worked!

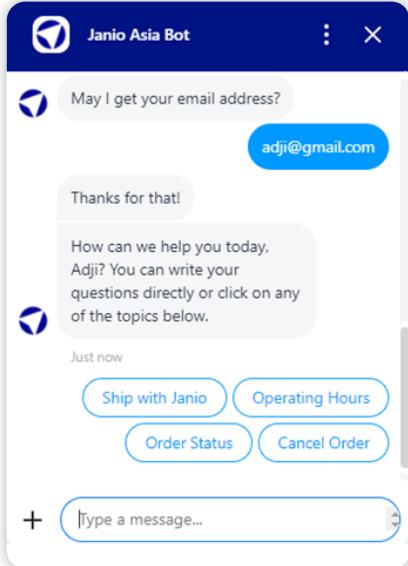


Today, Janio Asia answers more than 10,000 customer inquiries per month using the chatbot. This represents a significant gain in productivity, as more than 25% of queries no longer require staff intervention.

It also means that Janio Asia can continue to scale its operations, safe in the knowledge that customers can access accurate and timely data, how they want, in their preferred language, and precisely when they need it.

Feedback from their customers confirms that their introduction of an AI-powered multi-lingual chatbot is a success. Customers are satisfied that it answers their questions at speed, and so it is proving to be a real asset for them and Janio.

In the future, Janio Asia sees the Cognigy conversational AI Platform playing an increasingly important role in powering the company's ability to scale and expand to support new internal and external use cases.



### Janio Asia Bot at a glance:



Speaks 3 languages



Solves >10K tickets per month



Handles >25% of inquiries without human support



Zendesk- and WhatsApp-Integration

## The magic makers behind this project



**Adji Pahlawan  
Mahdiantoro,**  
Customer Support  
Team Lead

Customer Service is the first line of defense in any company. CS has to adapt to advanced technology and many people out there expect it to be convenient and easy. Conversational AI is one of the answers and Cognigy can deliver it as expected. It is a very handy and easy-to-build conversational AI platform. We can create our own intents, conversation flows, we can even make our AI learn a new language.



**Ryan Chong,**  
Engineering Manager

Working with Cognigy has drastically reduced our time-to-market from the initial 3 months to 3 weeks. We were pleasantly surprised by the intuitiveness of their user interface and flow builder. Thanks to that, we were able to quickly iterate and launch a working prototype within a week. We highly recommend Cognigy for a fuss-free experience in deploying your chatbot.



**Bhisma Al Aslama,**  
Quality Assurance

Cognigy is very helpful in creating chatbots in Janio. Complete your team's tools by using Cognigy.



**Firman Khristian,**  
Regional Customer Service Manager

Cognigy.AI: Simplified AI for everyday users.



**Sayid M. Furqan,**  
Head of Regional Customer Support

This is my first project in doing live AI chat and straight away I went with Cognigy after seeing their portfolio.

They are very helpful in the whole process. They guide the team to build the chats and also use their templates, which are very well organized. It does not stop there, they also give us a weekly call to let us know that they will have our back the whole way until we can run it by ourselves. This kind of dedication is really needed whether you are already advanced in the live AI chat world or you are just a novice.



**Arba Syuhada,**  
Customer Support Team Lead

I admire Cognigy as one of the provider vendors. The process is also smooth and they always help us to push through the bottleneck in the field.