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EITK Scottsdale

RAPID-FIRE · 25 MIN

● BJ's Wholesale Club × ibex

Skip the pilot. How BJ's launched its first AI agents At 47% resolution, on day one.

The plan said 25% AI resolution. Members got 47% from the first call, on a platform and an agent switched on together, with nothing held back for a ramp.

● Eve Pellecchia

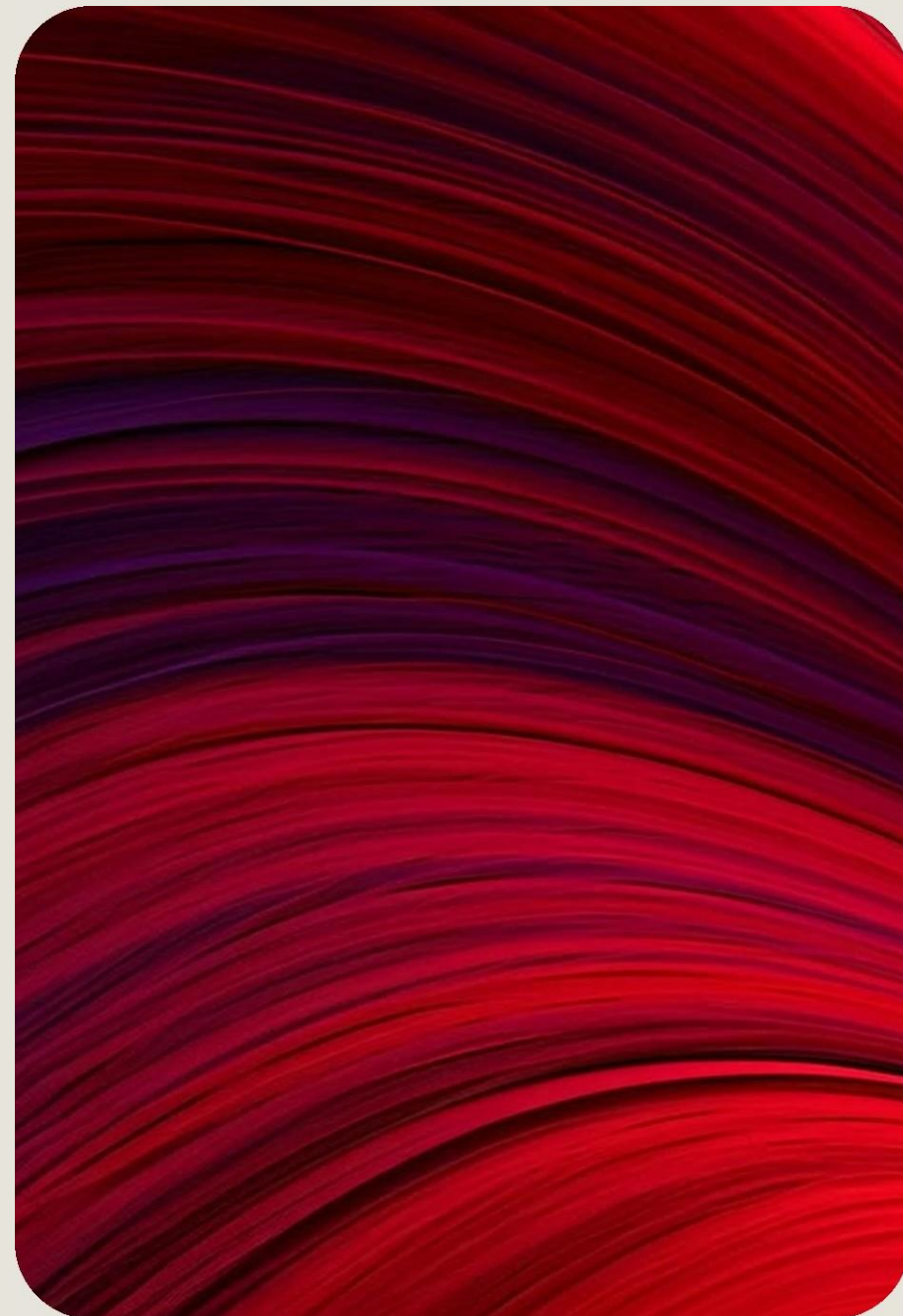
DIRECTOR, MEMBER CARE SERVICES · BJ'S

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BJ'S WHOLESALE CLUB · MEMBERSHIP WAREHOUSE RETAIL

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● 01 · Where we stood

The whole channel ran on people.

BEFORE LAUNCH

VOICE

Every member request, from the first hello, handled by a person.

PLATFORM

New telephony going in. Nothing to hang an agent on yet.

EXISTING PARTNER

Opportunity to improve both CX and technology.

AI IN THE VOICE CHANNEL

None. These would be BJ's first conversational AI agents.

THE AMBITION

Not 'add a bot'. Raise the ceiling on what a voice agent can own: the highest-value member journeys, end to end, measured on what gets resolved.

● BJ's brief

~~Add a bot.~~

Own the member
journey.

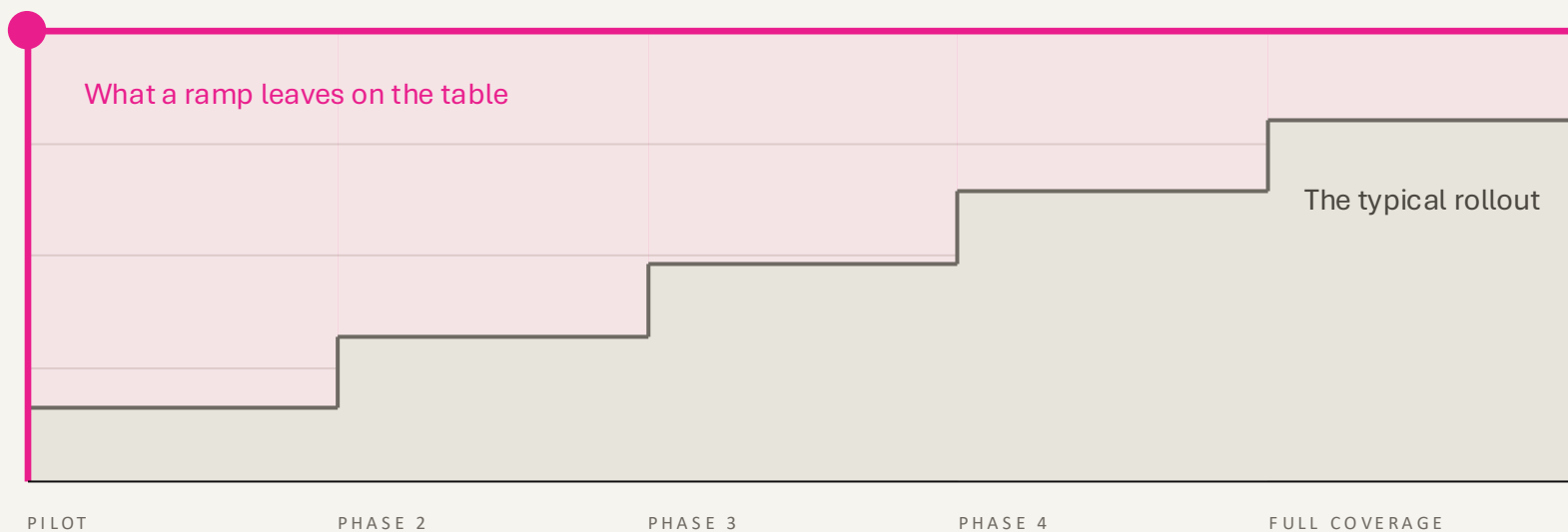
Authentication sat at the front of nearly every call, which is why it became intent number one.



● 02 · The day-one decision

A ramp is a choice, not a law of nature.

BJ'S · FULL VALUE FROM DAY ONE



Not from zero: the journeys already existed as flows in the old IVR. What was new was an agent owning them end to end, from the first call.

0

pilots.

7

intents, built before
launch.

2

months, decision to
first call. Four tracks in
parallel, one switch.

- 03 · Buy a solution, not parts

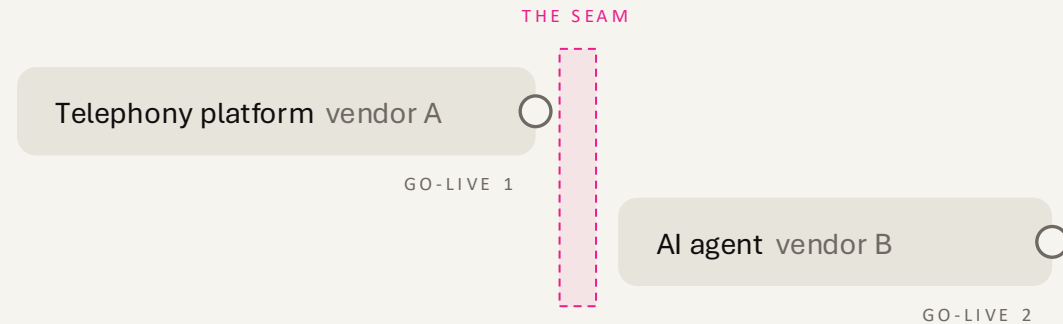
Accountability can't be split.

THE SEAM

Telephony and AI are usually bought from two vendors on two timelines, with a seam between them that nobody owns. BJ's bought one solution, with one point of accountability for the platform, the agent and the result.

- The usual way

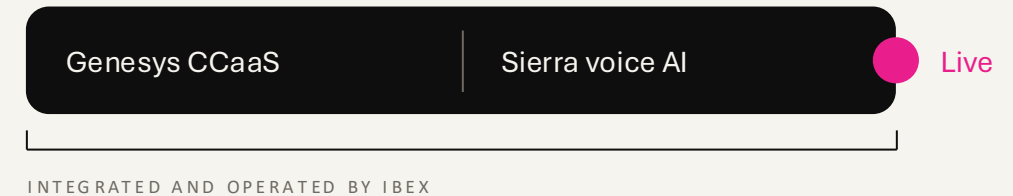
TWO VENDORS · TWO GO-LIVES



Two timelines, two roadmaps, and a gap between them that surfaces on the member's call.

- BJ's way

ONE SOLUTION · ONE GO-LIVE



One team answers for the platform, the agent and the result. Built in parallel, switched on together.

● 04 · Map before you build

Just because you *can* automate
doesn't mean you *should*.

HOW TO TELL THEM APART

Map the journeys with the people who run them, from real interaction data. Ask of each one: can an agent carry it end to end, with the systems it needs behind it? Seven could. The rest stayed with people.

WHAT THE AGENT OWNS

FOUR TESTS, EVERY JOURNEY

01 · STRUCTURED

The steps are the same every time.

02 · REACHABLE

The systems behind it are wired in and answer.

03 · FINISHABLE

The agent can close it without a person.

04 · WORTH IT

Members ask often enough to build it well.

Seven journeys passed all four, and went live together on day one.

WHAT STAYED WITH PEOPLE

JUDGMENT, TRUST, OR AN EXCEPTION

Anything that needs a call on policy.

A member the agent cannot verify.

Complex resolutions.

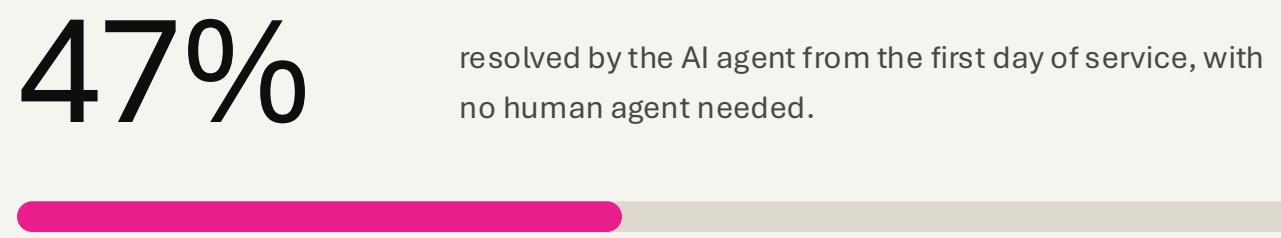
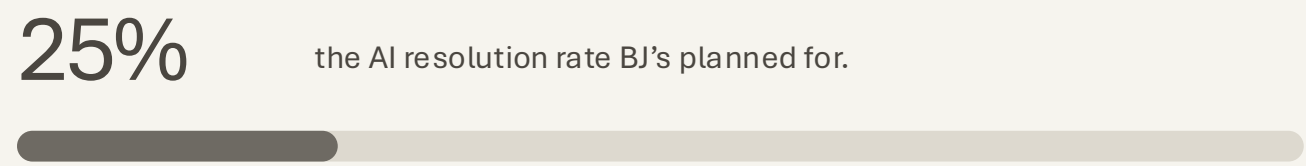
A member who needs to be heard.

What a person does better stays with a person, and the handoff carries the context.



05 · The results

Planned for 25%.
Resolved 47% on day one.



Resolved, not contained. One counts calls that never reached a person. The other means the member's issue was finished.

MEASURED ACROSS THE FIRST SEVEN WEEKS OF SERVICE · JULY 1 TO AUGUST 20

01 · Day one

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40%+

resolution from the first day of service, and every day since.

02 · Satisfaction

4.74

AI CSAT, out of 5.

03 · Headcount

0

agents added to the operation.

● 06 · What was hard

The hard part was never the AI.

THE HONESTY BEAT

Every case study on this stage is a success story. This is the part that makes ours believable: the access rights, the calendar, and the pace of the decisions.

01

The APIs were ready. The access rights were not.

EVE

The APIs were ready because BJ's had anticipated the technology transformation. Aligning access across every system still took longer than the integration itself, and squeezed the window ibex and Sierra had.

02

What we tested before we trusted it.

ERIC · TO FILL

How the team proved each intent was safe to put in front of a member.

03

Fast decisions, on a short clock.

EVE

Two months meant a lot of meetings and a lot of decisions made quickly. A few came back for a second look later.

● 07 · Why it worked

The work didn't stop at launch.

THE DIFFERENCE

The same engine is available to other brands; the number is not. AI takes what it can resolve, people take the rest, and the operator is on the hook for the number.

01 · SINCE LAUNCH

Tuned together, every week.

BJ's checks tone, brand voice and whether the answers are right. ibex runs the loop and makes the changes. Neither side does it alone.

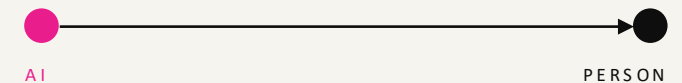
02 · THE ECONOMICS

Priced per resolved transaction.

No AI licenses. No seats. No minutes. Cost moves with outcome, so the team behind the agent is engineers and analysts, not a headcount line.

03 · THE EXPERIENCE

Warm handoff, context attached.



Transcript and account context travel with the member. Nobody starts over.

● 08 · What's next, and the takeaways

Four things to take home.

01

Map before you build.

Choose intents from your own interaction data. Just because you can automate doesn't mean you should.

02

Be on the IT roadmap early.

The APIs have to be ready in the background. Without them, you will not see results like this.

03

Bring the member along.

The experience is better, but it is new. The program lands only if members are ready for the change.

04

Buy the outcome, not the seats.

Pay for what actually gets resolved, and hold whoever runs it to the number you answer for internally.



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● Thank you

Questions.

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