



Army & Air Force Exchange Service Uses Manhattan's New GenAI Chatbot to Elevate Their Customer Service

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ATLANTA--(BUSINESS WIRE)--Dec. 12, 2024-- [Manhattan Associates Inc.](#) (NASDAQ: MANH) today announced that the [Army & Air Force Exchange Service \(a.k.a., Exchange\)](#) has successfully deployed [Manhattan Active® Maven](#) to provide its customers with faster, more personalized and more accurate service. A leading retailer in the U.S., Exchange is leveraging Manhattan's cutting-edge GenAI-powered chatbot to better serve American soldiers, airmen, guardians and their families.

Since 2019, Exchange has used [Manhattan Active® Omni](#) to provide shoppers with best-in-class order fulfillment. Leveraging the power of GenAI, Manhattan Active Maven includes a customer service chatbot for end-customers, as well as contact center agent capabilities that uniquely harness the rich commerce functions and comprehensive customer data embedded in Manhattan Active Omni. This enables it to handle a broader range of customer inquiries directly, including complex requests such as shipping status, order changes, cancellations, returns and exchanges. Additionally, Manhattan Active Maven automates and streamlines manual customer service tasks, such as conversation summarization and post-interaction notes, significantly reducing agents' administrative workload.

Exchange deployed Manhattan Active Maven in just a few weeks. Since then, the chatbot has significantly reduced the volume of inquiries that are handled by the retailer's human customer service agents. Manhattan estimates the tool can save up to 30 seconds per interaction. By quickly resolving customer issues, Manhattan Active Maven is helping Exchange improve its customer satisfaction rate and net promoter score (NPS).

"We are thrilled to use Manhattan's GenAI-powered chatbot to offer our customers better and faster service," said Bill Reynolds, vice president Ecommerce Merchandise and Operations at Exchange. "Manhattan Active Omni has been an integral part of getting orders to our customers as fast and efficiently as possible. Manhattan Active Maven is a natural extension of that solution that provides equally fast and efficient responses to our customers' needs."

"We are honored to work with Exchange, and are pleased to have launched their GenAI based chatbot in just a few weeks," said Sanjeev Siotia, executive vice president and chief technology officer for Manhattan. "Because Manhattan Active Maven is built natively into the Manhattan Active Omni platform, it automates customer service inquiries immediately, without requiring additional integration or extensive configuration and testing. With our versionless delivery model, the solution's capabilities will continue to evolve quickly."

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ABOUT ARMY & AIR FORCE EXCHANGE SERVICE

Since 1895, the Army & Air Force Exchange Service (Exchange) has gone where Soldiers, Airmen, Guardians and their families go to improve the quality of their lives by providing valued goods and services at exclusive military pricing. The Exchange is the 54th-largest retailer in the United States. 100% of Exchange earnings support military communities. In the last 10 years, your Exchange benefit has provided \$3.5 billion in earnings for critical military Quality-of-Life programs. The Exchange is a non-appropriated fund entity of the Department of Defense and is directed by a Board of Directors. The Exchange is a 50th Anniversary Vietnam War Commemorative Partner, planning and conducting events and activities that recognize the service, valor and sacrifice of Vietnam Veterans and their families in conjunction with the United States of America Vietnam War Commemoration. To find out more about the Exchange history and mission or to view recent press releases please visit our website at <http://www.shopmyexchange.com> or follow us on Twitter at <https://twitter.com/ExchangePAO>.

ABOUT MANHATTAN ASSOCIATES

Manhattan Associates is a global technology leader in supply chain and omnichannel commerce. We unite information across the enterprise, converging front-end sales with back-end supply chain execution. Our software, platform technology and unmatched experience help drive both top-line growth and bottom-line profitability for our customers.

Manhattan Associates designs, builds and delivers leading edge cloud and on-premises solutions so that across the store, through your network or from your fulfillment center, you are ready to reap the rewards of the omnichannel marketplace. For more information, please visit www.manh.com.

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