



**TAIGER**

# SUCCESS STORY ONO

Optimizing Customer  
Service Through Intelligent  
Virtual Assistants





## CUSTOMER PROFILE

ONO is the leading alternative provider of telecommunications services in Spain (fixed telephony, broadband and pay-television), and is a major provider of mobile telecoms services. ONO is the only fiber operator with nationwide coverage that provides services to both households and businesses.

In its commitment to innovation, ONO continues to invest, allowing its customers the privilege to enjoy the most innovative trends in the market. In 2012, ONO launched a pilot project: ONO WiFi in Alicante that has extended to Santander in September 2013. This service is a high-speed mobile network based on WiFi technology which allows ONO's customers browse the Internet in the street as if they are at home: with maximum safety, reliability, and from any device (tablet, smartphone, laptop, ...).

In 2013, the Company generated revenues of 1,598 million euros and EBITDA of 686 million euros. As of 31 March 2014, ONO delivers more than 5.5 million fixed and mobile services to 1.8 million residential clients and 130 thousand SMEs, using its own high capacity fiber optic digital networks, which provide direct access to more than seven million homes across most of Spain, including the nine largest cities.

## THE NEED

ONO was facing the need to improve its customer service efficiency and response time, while reducing the bottom line costs of its operation. To effect this, ONO decided to articulate a strategy to shift traffic away from the dedicated customer service telephone channel and into the Web channel. Doing so required installation of an intelligent piece of software able to handle and correctly respond to all customer requests, mimicking a human-to-human written interaction.

ONO problem is a common denominator in all big service firms that have to cope with a large number of clients. Customer service is one of the corporate departments that receives the largest share of customer complaints, and one that is very expensive to maintain due to the large staffing requirement.

### ORGANIZATION

ONO  
[www.ono.es](http://www.ono.es)

### CUSTOMER BASE

5.5 million

### COUNTRY/REGION

Spain

### INDUSTRY

Telcom

### BUSINESS NEED

NLP-powered  
virtual assistant



The customer writes his/her request in natural (human) language.



iConverse interprets the query and interacts with the customer to request any missing data.



iConverse answers the customer's request.



## THE SOLUTION

The optimal and most convenient way for ONO to solve this problem and provide top quality customer service was Taiger's iConverse. This is an intelligent transactional virtual assistant able to interact with customers in writing, using natural language. It provides the means to carry out the corresponding actions and to improve customer service, while reducing costs by shifting traffic away from the voice channel.

Upon implementing this solution, customers can interact—using natural (human) written language—with ONO intelligent virtual assistant in the following way:

**User:** "I would like to upgrade my Internet connection from ADSL to fiber optic cable."

**iConverse:** "No problem. Where do you live?"

**User:** "In Madrid, in the Chamberí neighborhood."

**iConverse:** "Perfect. In 7 days a technician will drop by your house and install the fiber optic cable. Normally we will be handling the job between 10 a.m. and 1 p.m. Are that date and time ok for you?"

**User:** "Yes, thanks".

**iConverse:** "Would you like us to call beforehand to remind you the appointment?"

**User:** "No, it isn't necessary. Just sending me an e-mail would be right."

**iConverse:** "Perfect. Could you provide us with your e-mail address?"

**User:** "Yes. Here it is: customer@ono.es"

**iConverse:** "Thanks. We'll send you a message 2 days before."

**User:** "Thanks"

## THE BENEFITS

The implementation of this solution means that ONO customers can interact with the transactional corporate website's NLP-powered virtual assistant, in order to perform the desired tasks, reducing thus the number of telephone calls, increasing the success rate, and improving the customer experience. From the internal business perspective of ONO, the OPEX reduction becomes significant.

In summary, by means of the iConverse solution ONO has greatly improved customer service performance while it has achieved a long-desired operational cost decrease, without having to incur any additional new investments.

### TAIGER SOLUTION

iConverse

### FUNCTIONALITY

- Query expansion
- Ontology engineering
- Natural language processing
- Semantic technology
- Advanced text analysis
- Automatic tagging and notation

### LANGUAGE

Spanish

### TECHNICAL INFORMATION

#### Platform

Linux

#### Type of Content

- Internal, external, and user-generated content
- Content in Spanish
- Textual content.