TAIGER

SUCCESS STORY
VODAFONE

**Optimizing Customer
Service Through Intelligent
Virtual Assistants**

vodafone™

CUSTOMER PROFILE

Vodafone Group Public Limited Company provides mobile telecommunication services worldwide. It offers mobile voice, messaging, data, and fixed line services; back-up services; machine-to-machine connections; and financial services, such as money transfer, airtime top-up, and bill payment. It also sells smartphones and tablets. Additionally, the company provides hosting and cloud services, including fully managed hosting solutions, as well as cloud computing, co-location, server and website hosting, storage, and security. It serves approximately 404 million customers worldwide, 17 million of them in Spain. The company sells and distributes its products through approximately 15,000 Vodafone branded retail stores, a network of distribution partners and third party retailers, as well as the Internet. Vodafone Group Public Limited Company was founded in 1984 and is based in Newbury, United Kingdom..

THE NEED

Vodafone 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, Vodafone 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.

Vodafone´s 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
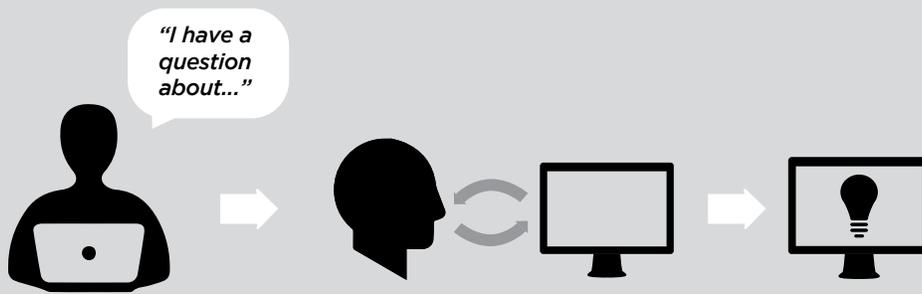Vodafone
www.vodafone.es

CUSTOMER BASE
17 million

COUNTRY/REGION
Spain

INDUSTRY
Telcom

BUSINESS NEED
NLP-powered
virtual assistant

"I have a question about…"

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 Vodafone 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 improve customer service while reducing costs by shifting traffic away from the voice channel. Furthermore, it helps users find the required information available in the corporate website or FAQ, therefore greatly reducing the number of telephone calls.

Upon implementing this solution, customers can interact—using natural (human) written language—with Vodafone´s 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".

THE ADVANTAGES

The implementation of this solution means that Vodafone´s customers will find the information they need through the corporate website´s NLP-powered virtual assistant, reducing the number of telephone calls, increasing the success rate and improving the customer experience. From the internal business perspective of Vodafone, the OPEX reduction will be significant.

In summary, by means of the iConverse solution Vodafone 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.