



Customer story

Vodafone Ziggo

Innovating digital customer service

How Vodafone Ziggo created fully human conversations with customers, lowered costs, and increased agent happiness and productivity.

Deepdesk.

Customer story

Vodafone Ziggo

[The following three pages contain an executive summary.](#) Following that is a more detailed analysis of VodafoneZiggo's positive results using Deepdesk.

The challenge

VodafoneZiggo is a Dutch company and joint venture of Liberty Global, the biggest international TV and broadband internet company, and Vodafone Group, one of the world's biggest telecommunication companies. They found that even after deploying chat bots, nearly 80% of conversations still needed to be handled by human agents. Their goal was to find a way to make those agents as fast as the bots, decrease average handling time (AHT), automate the repetitive tasks that can't be handled by chatbots, guarantee a great customer experience, and keep agents happy.

The solution

Vodafone Ziggo partnered with Deepdesk to create an AI-powered, Virtual Assistant for their human agents that suggested the best possible answers, links, resources, or anything else to enable their agents to provide an exceptional experience to their customers. Using Deepdesk's Virtual Assistant they were able to provide their agents the right content at the right time, reducing the amount of time needed to provide an answer. The result? Those answers were more accurate and personal in a way a chatbot never could be.

Deepdesk successfully enables our strategy in which we've switched our approach from automating some conversations fully (with chatbots) to all conversations partly. It's giving an enormous boost to our customer service.

Robin Clements – COO Vodafone Netherlands

The result

By deploying Deepdesk, Vodafone Ziggo was able to automate over 20% of live agents conversations, save agent's time, increase conversation quality, lower the AHT per conversation, and cut costs, all while creating happier agents and customers.

By the numbers*

Vodafone Ziggo saw a **15% cost reduction** on human agents by bringing down average handling times, since agents didn't need to type out or search for every answer.

Using Deepdesk's Virtual Assistant, Vodafone Ziggo's top agents have **automated 50% of their responses**, saving them time and eliminating the redundancy in typing the same replies over and over.

Due to the high rate of agents using the answers provided by the Deepdesk AI, **AHT was reduced by 15%**.

In total, Vodafone Ziggo agents **saved over 36k hours** by using Deepdesk.

* January 2021 - December 2021

Vodafone Ziggo's results using Deepdesk



Figure 1 Results from 01/01/2021 to 31/12/2021

Vodafone Ziggo

The story

The customer

Vodafone Ziggo is a Dutch company offering fixed, mobile and integrated communication and entertainment services to consumers and businesses. Vodafone Ziggo is a joint venture of Liberty Global, the biggest international TV and broadband internet company, and Vodafone Group, one of the world's biggest telecommunication companies.

The challenges

Customer acquisition costs in telecommunications are very high, so customer retention and upselling is incredibly important to maintaining and increasing profits. At the core of this is providing an exceptional customer experience. This is especially important when customers are facing complicated technical problems. Issues like WiFi being down, a new SIM card not working when switching providers, and others are common issues that can easily frustrate a customer.

But great customer care can be expensive. This is why so many companies had high hopes for automation and robotic process automation. Vodafone Ziggo also invested in this area, deploying chatbots to take on repetitive tasks. But many conversations in the telecommunications industry are incredibly hard to automate without alienating customers. Chatbots can do their (limited) part,

but in the end, almost 80% of all conversations that start with chatbots end up being handled by human agents. But even when a human agent takes over a conversation from a chatbot that is struggling to find an answer to a common question, the answers provided by a human agent are still highly repetitive, and the agent loses a lot of time typing the same sentences over and over again.

The challenges VodafoneZiggo wanted to solve by partnering with Deepdesk were:

- Finding ways to make human agents **faster and more efficient**, and in the process, bring down the AHT of conversations.
- **Automating repetitive tasks** for human agents that cannot be handled by chatbots.
- Guaranteeing a **great customer experience**.
- Increasing overall **agent happiness**.

The strategy

VodafoneZiggo did something that was innovative and seemed very counterintuitive: they partnered with Deepdesk to successfully switch their approach from fully automating some conversations to partially automating all conversations.

The strategy was not more automation or less automation, it was smarter automation: using AI to enhance the customer experience by improving the quality and speed of conversations. Instead of having a chatbot in charge of communicating with the customer, VodafoneZiggo deployed Deepdesk's AI based technology to support their human agents. This makes the conversation with the customers faster, more consistent, more

reliable, more accurate, and most importantly, more personal than either man or machine could accomplish on their own.

The solution

In order to achieve their desired results, Vodafone Ziggo worked with Deepdesk to focus on 3 key areas: the Virtual Assistant, Smart Customer Service, and Autoflow.

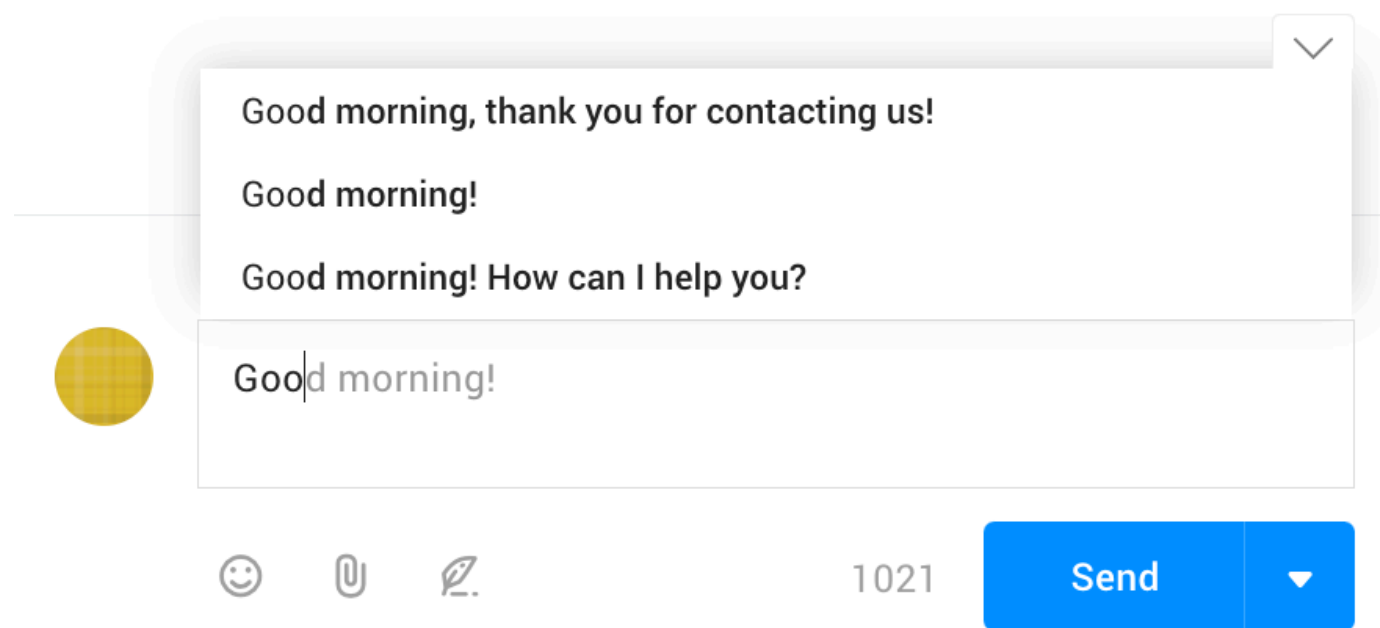


Figure 2 Example of Virtual Assistant

Virtual Assistant

Deepdesk built a virtual personal assistant for Vodafone Ziggo's agents that provides agents the possible replies, useful links, tutorials, FAQ resources, or anything else that could help the customer get the answer they need. It is important to note that the Virtual Assistant doesn't provide the answer directly to the customer, it only suggests an answer to the agent. The agent then has the freedom to select, edit, or adapt the phrase, link, video, or any other resource they think is most appropriate. This increases

the speed of the conversation while keeping the human agent fully in control.

Smart Customer Service

VodafoneZiggo wanted their agents to be more efficient, but also to offer a personal level of support that matched the agents' communication style. By using Deepdesk, they could ensure that the text and solution suggestions were custom tailored to each live conversation, as well as personalized to each agent's tone of voice based on their past chat history.

We have analyzed over two million chats and emails and searched for logic in all questions and answers. Deepdesk supports our employees to help our customers faster and in turn make the technology equally more sophisticated.

George de Visser – Director Customer Care Ziggo

When a customer asks an agent a question, suggested replies are displayed in real-time, even before the agent begins to type a response. These suggestions contain the top 3 suggestions out of the thousands available that match the conversation, and are given in the agent's tone of voice. As the agent begins to type the answer, the sentence is autocompleted, greatly reducing typing time. Additionally, with a single click, a specific link to a website or resource that matches the customer's need can be instantly inserted into the conversation.

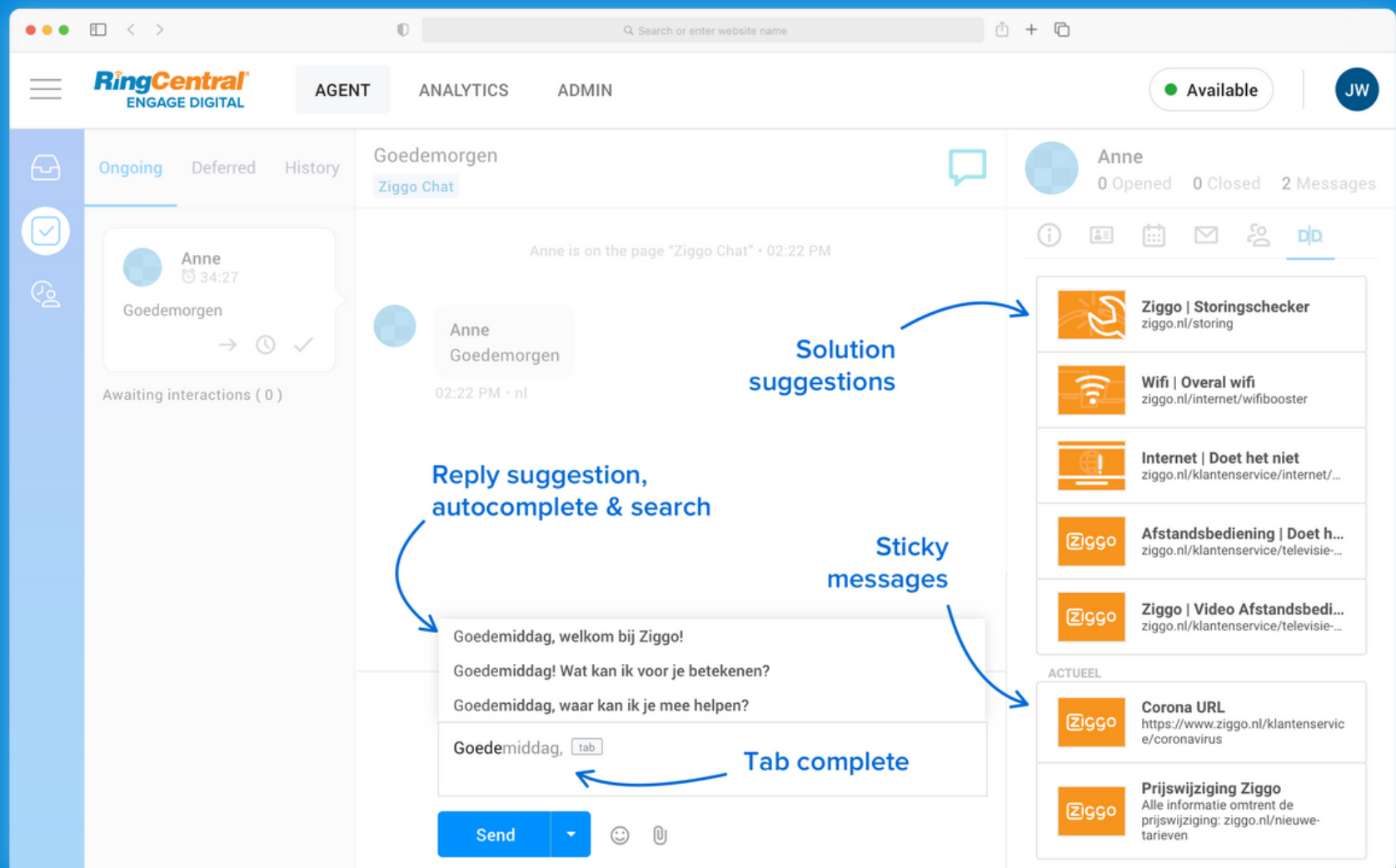


Figure 3 Native integration within RingCentral for Vodafone Ziggo

Reversing roles: Autoflow

A final component of Vodafone Ziggo's strategy was introducing Deepdesk Autoflow features. This allows the agent to let the Virtual Assistant fully take over the customer conversation. While the Virtual Assistant may be assisting the customer, the agent has full visibility into the conversation and can step in at any time as the conversation develops. In this case the roles have reversed: the agent is helping the Virtual Assistant to talk to the customer, and is standing by to come to its aid at any time.

Deepdesk

The results

In close cooperation with VodafoneZiggo, we have continued to develop new features and a fresh approach to AI in customer service.

The numbers speak for themselves*

15% cost reduction
on human agents by bringing down average handling time.

Up to 50% automated
Top agents now only write half manually, the other half is assisted by Deepdesk.

7 AI models & 10 recommenders
Every two weeks all models are updated, processing gigabytes of chat data.

* Based on data from 1/1/2021 to 31/12/2021

Over 200 million characters automated
8% messenger conversations fully automated with the Assisted Intake.

1 billion characters analyzed
The amount of text that human agents used to write each year.

8% Messenger traffic handled by Assisted Intake
Increased self-service with no human interaction needed.

Proving value

Calculating the impact of the Deepdesk AI on agents' performance was a key factor in helping VodafoneZiggo understand the overall effect Deepdesk's technology was having in their contact center. There are many factors that contribute to AHT, so there are multiple variables and data points to consider. But after doing the calculations [see the scatter chart below], we were able to prove that the use of Deepdesk reduced AHT by at least 15%.

Deepdesk impact on AHT

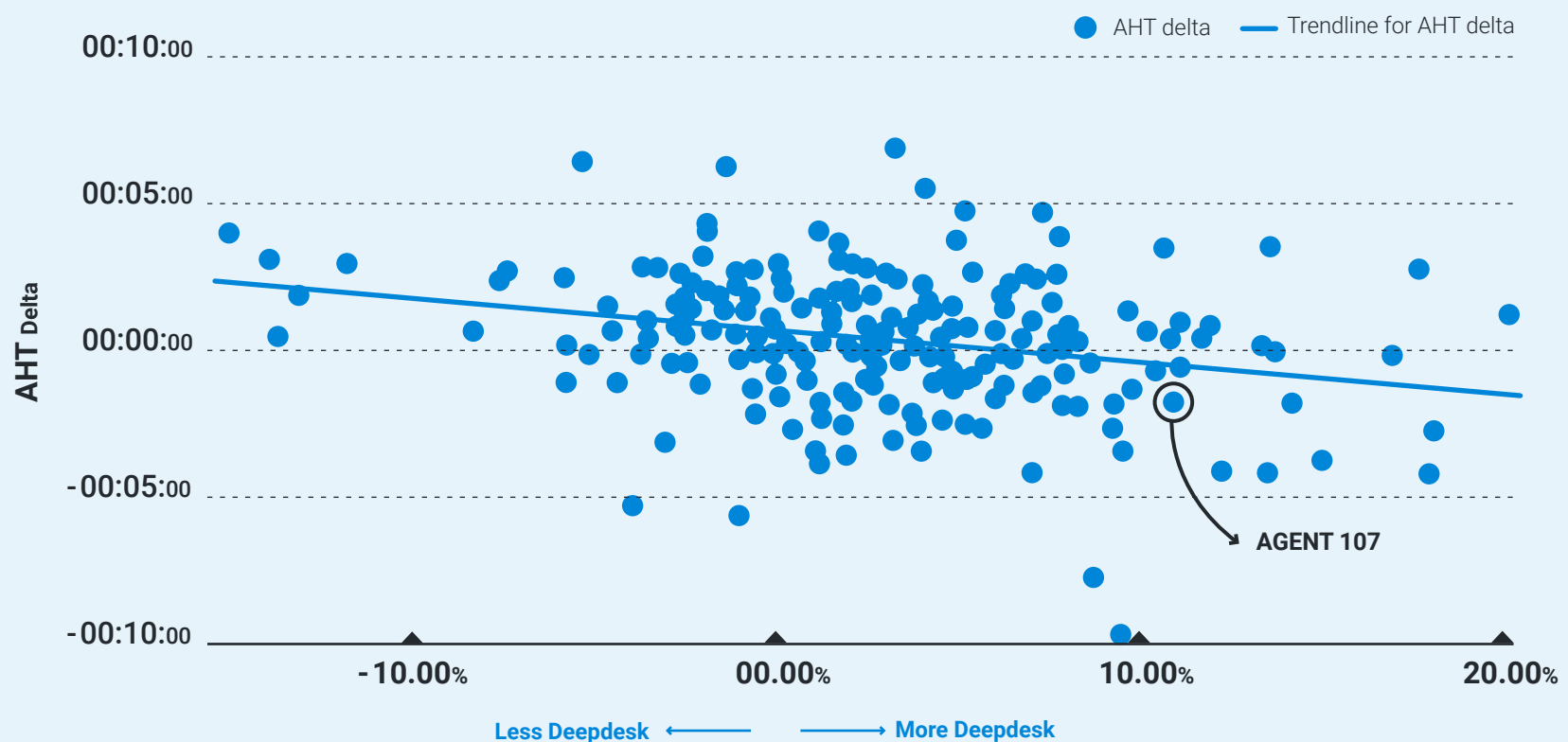


Figure 4 Based on data from 1/1/2021 to 31/12/2021

Concurrency

All the Deepdesk features deployed by VodafoneZiggo enable the agent to do something that is considered to be the holy grail of cost reduction in chat conversations: having multiple conversations, effectively, at the same time. The Virtual Assistant keeps track of the different conversations, suggests answers, and will do part of the conversations itself. The agent can now pay attention to the more complex part of the different conversations and most importantly: focus on the customer.

Less redundancy = happier agents

The key piece in making any type of change like this successful is the agent. And VodafoneZiggo found that their agents happily adopted the Virtual Assistant technology and rated their satisfaction as 'high'. They especially liked that it made their jobs less redundant as they didn't have to keep typing the same things over and over again.

Even more personal with AI

At the request of VodafoneZiggo agents, we enhanced our algorithms to understand the preferences of each individual agent. This results in agent specific suggestions that contain tone of voice and idiomatic tendencies of each agent, making the conversation even more personalized, which is the exact opposite of what chatbots can do. We also developed the ability for agents to organize and manage their own personal collection of frequently used responses, enabling agents to always have their favorite messages instantly accessible.

Knowledge base integration

Deepdesk's AI connected to VodafoneZiggo's proprietary knowledge bases as an additional source of content to help identify the customers' problem faster. This provided agents even more real-time resources to enable them serve their customers without needing to search through multiple external resources to find the answer they need.

AI technology innovators

VodafoneZiggo is the first customer in the Netherlands to run a Dutch GPT-2 model in production. This technology developed by OpenAI was used to train the first Dutch GPT-2 base model. This Natural Language Generation model allows us to still recommend text in complex sentence structures.

About Deepdesk

Deepdesk radically improves contact center agent productivity in digital channels. We power tens of thousands of conversations across multiple industries using machine learning to provide agents with the right content, in real time, to answer any customer question. Headquartered in Amsterdam, our continually growing team of AI experts, engineers, and data scientists, are helping transform how modern contact centers are built and run.

Want to achieve similar results?

Email us at hello@deepdesk.com.