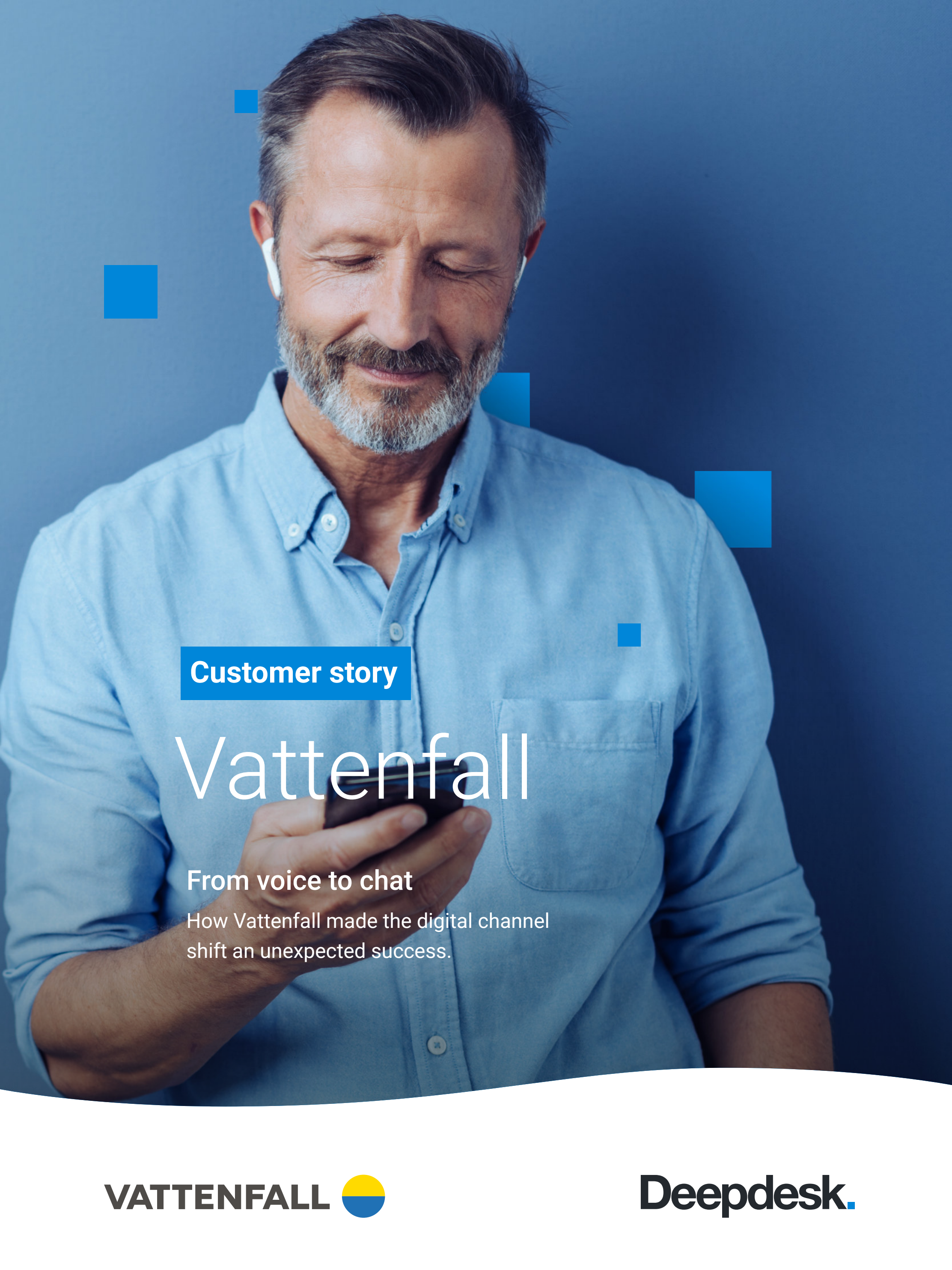




Customer story

Vattenfall

From voice to chat

How Vattenfall made the digital channel shift an unexpected success.

Customer story

Vattenfall

The following three pages contain an executive summary. Following that is a more detailed analysis of Vattenfall's positive results using Deepdesk.

The challenge

Vattenfall, one of Europe's largest energy producers and retailers, saw their already high costs for customer service continuing to rise. Within their Netherlands operations, they made a bold strategic decision to rapidly shift their main customer service channel from voice to chat via WhatsApp. Their goals during this transition were to reduce costs and improve both customer and employee satisfaction.

The solution

Using Deepdesk's AI-powered Agent Assist, Vattenfall was able to provide their agents with real-time, personalized suggestions to answer customer questions, reducing the amount of time it took for agents to provide answers to customers, increasing the quality and consistency of answers, and being able to handle more conversations concurrently.

The result

Vattenfall exceeded all its expectations, rapidly shifting from voice to text while boosting concurrency, and improving customer and employee satisfaction.

By the numbers*

Vattenfall **increased the share of customer service inquiries** via WhatsApp from 10% to 50% in just one year; a **500% increase**.

Vattenfall **increased the average hourly chats handled by an agent by 25%** by using Deepdesk Agent Assist to keep track of different conversations, suggest the best answers, and autocomplete the text response. This enabled agents to handle more conversations simultaneously.

With the best answer being suggested to the agent at the right time, Vattenfall **delivered on its 'always well-helped' promise** and increased their **Net Promoter Score to +40** in 2021.

Vattenfall's results using Deepdesk

+40

Net Promoter Score
in 2021

25%

Increase in average
chats per agent per hour

500%

increase of inquiries
via WhatsApp

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

Vattenfall

The story

The customer

Vattenfall is one of Europe's largest energy producers and retailers, primarily serving Sweden, Germany, the Netherlands, Denmark, and the UK. Vattenfall has approximately 20,000 employees in total, with 6,000 part of their Netherlands operations. Facing already high costs for customer service which continue to rise, Vattenfall Nederland made a bold strategic decision to make a rapid shift from voice to chat. The challenge was not the shift itself, but achieving a cost reduction while keeping both their customers and employees happy.

The challenges

In deciding to make a rapid shift in customer support channels from voice to chat, Vattenfall faced a few key challenges:

- Reducing costs while making the shift from voice to chat
- Maintaining customer satisfaction levels
- Keeping agents happy

These are enormous challenges. Many customer service specialists know that making a channel shift and reducing costs simultaneously is extremely difficult. Typically, a channel shift itself costs money.

And to keep customer and employee satisfaction high in the process is almost impossible. Vattenfall's customer care agents primarily provide support to the end customer. While they cover a large range of topics, most of their conversations provide insight into the consumer's energy usage, costs, and contract terms. They are also tasked with helping convert new customers as well as upselling to current customers.

Part of our agent population would be extremely unhappy if Deepdesk was no longer available to them. Without Deepdesk, many agents would not be able to successfully handle the same number of chats that they do today.

Ahmed Ahmed – Digital Channel Quality Advisor

Additionally, pricing, terms, and conditions in the energy market are heavily impacted by legislative changes as well as global politics. It is therefore crucial that any changes which impact customers are communicated accurately by all of their customer care agents.

The requirements

Based on all the challenges and the type of support Vattenfall's customer care agents provide, Vattenfall was in need of a solution that allowed all agents to:

- Provide **personalized support and insight** to their customers with regards to variable aspects such as: usage, costs, and billing.
- Make use of **content that is created and managed by a customer service leader**, and is therefore uniform in message, accuracy, and completeness.
- Easily **access and use new content** when there are changes that have an immediate impact on the customer.

To meet these requirements and support an accelerated transition, Vattenfall needed a solution that was easy to implement and adopt.

The strategy

Vattenfall was well aware that they could only meet their requirements and overcome their challenges by combining a clear strategy with innovative technology.

To start, Vattenfall made two bold strategic decisions:

1. Instead of offering multiple digital support channels, Vattenfall decided to direct almost all its effort into one channel: WhatsApp.
2. Vattenfall made a seemingly counterintuitive choice to initially reduce the number of hours their customer service available.

By initially reducing customer service contact hours and funneling the majority of their customer interactions to a single channel, an immediate cost reduction could be achieved. However, to maintain customer satisfaction, communication through WhatsApp needed to be as personal and effective as a phone call, and should ideally be faster and easier.

To realize this strategy, Vattenfall partnered with Deepdesk, investing in innovative AI technology to support their agents with this transition. Using Deepdesk's technology, agents were able to help customers quickly and effectively.

The solution

Focusing on WhatsApp as the primary digital support channel, as well as technical innovations in the Agent Assist AI, turned out to be a winning combination for Vattenfall. Using Deepdesk's AI-powered Agent Assist, Vattenfall was able to provide their agents with real-time, personalized suggestions to answer customer questions, reducing the amount of time it took for agents to provide answers to customers, increasing the quality and consistency of answers, and being able to handle more conversations concurrently.

Personalization

Even though the Agent Assist AI was suggesting the best answer for a particular situation, agents were still able to provide personalized responses without needing to take the time to type out a personalized response. Suggested replies and useful links that are provided to the agent by Deepdesk are personalized,

reflecting both the agent's style and customers' history, thus retaining a personal touch and providing the type of unique experience you only get while speaking with a live agent.

Managing and updating suggestion content

Using Deepdesk's Recommendation Studio, Vattenfall was able to easily manage, review, and update all suggestion content. A combination of senior agents and managers were designated as Studio Editors, and were tasked with maintaining the content and tone of voice for the suggestions provided to the agents.

Commonly asked questions

For Vattenfall, enabling agents to quickly access temporary messages or commonly used messages was key to keeping their agents happy. Using Deepdesk's Pinned Messages feature, agents were able to answer customer questions on how newly proposed tax increases would affect them, how pandemic regulations may affect some of the services being provided, and also to communicate around technical issues in their app.

Deepdesk

The results

Vattenfall exceeded all its expectations, rapidly shifting from voice to text while boosting concurrency, and improving customer and employee satisfaction.

Successful Channel Shift

Vattenfall managed the share of customer service via WhatsApp from 10% to 50% in just one year; a 500% increase in a relatively short period.

25% increase in chats per hour

With the Agent Assist keeping track of the different conversations and suggesting answers, the agents could have more conversations simultaneously. As a result, Vattenfall increased the average chat per hour by two, from eight to ten per hour.

Higher NPS (up to +40)

Vattenfall delivered on its 'always well-helped' warranty and managed to increase their Net Promoter Score, scoring a +40 in 2021.

Employee satisfaction

Making a drastic change in the way a team works, as Vattenfall did by shifting their support channel from voice to WhatsApp, is usually accompanied by employee turnover. But this was not the case at Vattenfall. By enabling agents with the ability to answer customer's questions quicker and easier using Deepdesk, they maintained their average agent retention time of five years. Clearly they are doing something right.

Key Results in Numbers

+40

Net Promoter Score
in 2021

25%

Increase in average
chats per agent per hour

500%

increase of inquiries
via WhatsApp

Figure 2 Results from 01/01/2021 to 31/12/2021

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?

Don't hesitate to email us at hello@deepdesk.com.