

telemach

Case: AI email Call Center agent

Telemach Slovenia United Group

About the client

Telemach Slovenia, part of the United Group, is a leading provider of paid video content, fixed internet services, and rapidly growing mobile telecommunications. Prioritizing customer satisfaction and technological innovation, the company chose Comtrade to help them succeed in their AI journey.

About the project

- Leveraged Azure OpenAI LLMs for quick email responses, aligning with business goals and saving agent time.
- Emails categorization for further issue analysis and call center performance assessment.
- Recognizes specific customer requests types.
- Analyzes the sentiment of received emails, to enhance Telemach to reshape its offerings and customer retention strategies.

Challenges

- **Complex and inconsistent content in Knowledge Base** covered less than half of the business scenarios.
- **Tabular data:** A significant portion of data was tabular, requiring adaptation to ensure comprehensibility for the language model (LLM).

Outcome and benefits

- Documentation is properly prepared, ensuring **accuracy** (no error) and **ease of maintenance**.
- Scenarios requiring mandatory customer data are handled through a **distinct implementation logic**.
- Scenarios not covered in the documentation are addressed by creating a **separate index of scenarios**.
- Time saving for CC agents and improved **response consistency**.
- Overall **accuracy** achieved after three testing iterations is **97%**.

Project goals

Email processing automation.

Efficiency increase.

Time saving and cost reduction.

Higher agent focus on the most critical issues.

Accelerated onboarding of new employees.

Key numbers

97%

Response accuracy

80

Scenarios

46

Different pricing lists

3

Minutes faster agent response time