

Sofbang Accelerating Chatbots in the Utility Industry

Improving customer service & optimizing investments



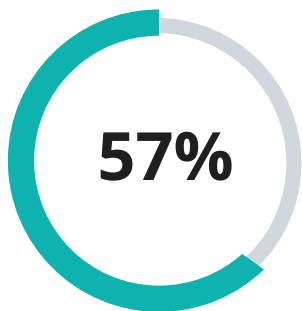
KEY HIGHLIGHTS

Industry
Utility

Business Needs

- 1.4 Billion people use messaging apps
- 63% of people would consider using a chatbot to communicate with a business brand

Forrester reports,



Companies are already using Enterprise Chatbots

" Conversational AI-first will supersede "cloud-first, mobile-first" as the most important, high-level imperative for the next 10 years "

- Gartner

Overview

Chatbots are gaining momentum in the utility industry; from huge corporations to SMB's, chatbots can assist organizations by automating services that until now required headcount. With chatbot automation, organizations are now running services 24/7 while reducing human error.

The current IT trend within the utility sector is to leverage AI implementations across the industry, reducing costs and increasing efficiency and optimization. Utilities will be able to offer products as a service helping to achieve product autonomy.

Forrester reports, 57% of companies are already using enterprise chatbots or have plans to implement chatbots this year. It is estimated that the global market will explode to more than US\$1.9 billion in 2020.

According to the U.S. Department of Labor, half of the utility workforce will retire in the next 10 years, making way for AI to establish itself as a driving force within the industry and creating new roles for younger employees while automating processes.

Challenge

A large utility customer of Sofbang's was looking for a solution that would provide a new medium for customers to interact with their support and service teams. The customer expressed the need for the solution to ...

reduce high call center costs and be fully integrated with their proprietary systems for billing, outage monitoring and reporting.

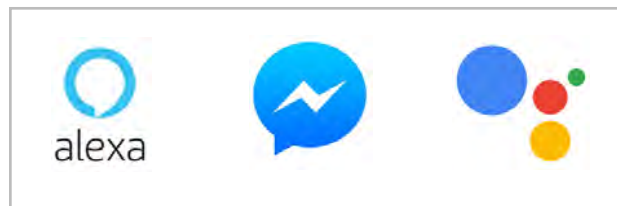
The Solution

With the focus on innovating business processes and the use of new technology, Sofbang implemented a chatbot to handle customer inquiries 24 hours a day, 7 days a week to improve productivity and efficiency. Sofbang leveraged the Oracle Mobile Cloud Enterprise to develop an intelligent bot for our customer and its affiliates that automates routine processes and easily integrates with the existing enterprise and other modern applications.

The bot recognizes the keywords and phrases in questions entered by the user in natural language and returns the most appropriate answer. The bot was configured for channels such as: Amazon Alexa, Google Smart Speakers and Facebook Messenger using OBCS and connected to existing systems using MCS.

The BOT allows users to:

- Check Service Outage Status
 - Report Service Outages
 - View current/previous bill details
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Results

- The bot automates the conversations and talks to multiple customers at the same time
- One-time investment in chatbots reduces the cost of hiring staff for customer service
- Enabled customers to seek answers to their questions via various text and voice platforms such as Amazon Alexa, Google Smart Speakers, and Facebook
- Enhanced customer satisfaction scores by 10%
- Reduced cost of customer service by 18%
- Brought insight to end-user adoption

