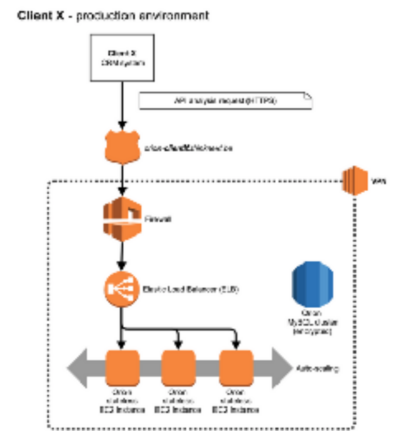
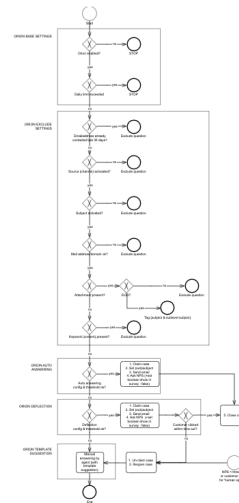


Contact: Koen Van Riet (CIO), Alexander Claeys (Operational Excellence Analyst)

In short: Belgian energy supplier with over 1 million customers. Serving on a daily basis approximately 4000 customer interactions via contact form, email, phone, social media and chat. Orion foresees categorisation, ticket deflection and statistics for all questions via contact form in Dutch and French.



## Context and problem definition

Customer satisfaction, including AHT en FTR, combined with digitalisation are 2 important values within Eneco Belgium. Currently all question of a customer are handled manually.

## Expected benefits

Decrease in lead and average handling time by automating simple customer questions. Thereby a decrease in operational costs.

## What did we do

Based on a set of 50.000 questions and corresponding answers. Orion is set up in such a way that incoming contact form questions are automatically analysed and deflection articles are sent immediately to the customer. An AI model is trained on the 16 most frequent questions within customer service for the client. An API based integration is setup with an Eneco custom application.

## Some key-figures

74% of all tickets may be handled by Orion.

46% was successfully deflected.

## Solution Delivery

A phased approach (for channels and functionalities) was discussed with Eneco to optimise the use of Orion. Setup was started with categorisation and ticket deflection. 2 approaches for ticket deflection were tested in production. First approach: ask the customer explicitly if he is satisfied after receiving a deflection answer. Second approach: close ticket if a customer clicked on a deflection answer. Second approach was preferred. Next up: improve AHT of agents via category and template suggestion and activate auto answering. Long term wish: make calls more efficient by converting speech to text and let Orion help the agent.

## Technology & methodology

API integration with custom built application  
AWS - EU Ireland

## ThinkNext Team

Orion (AI - platform)  
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