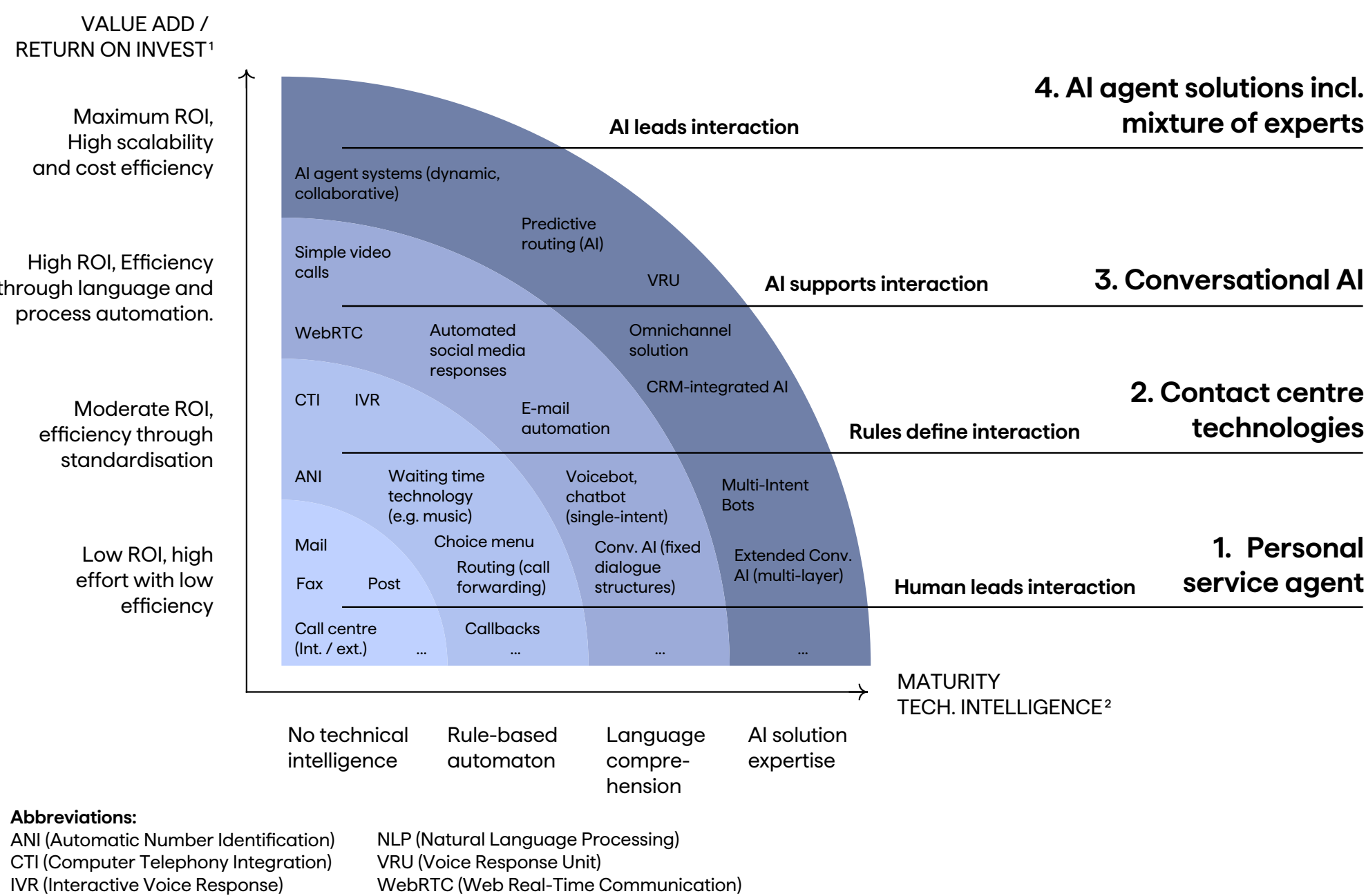


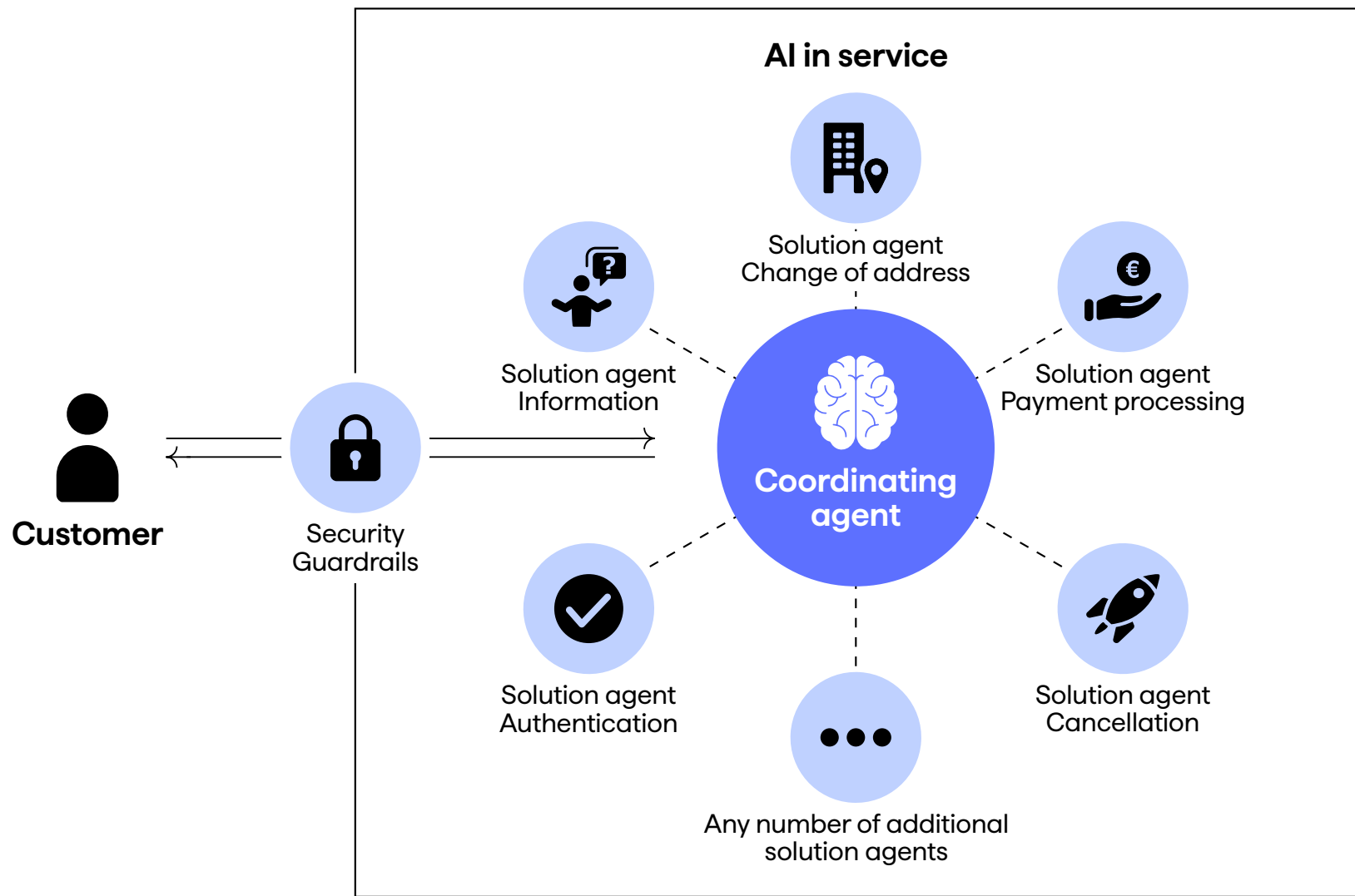
What’s the next hot topic for customer contact centers in Energy & Utilities?

Next Gen Customer Service: AI allows us today to transfer the resolution of customer concerns to technology utilizing “Agentic AI” or “Mixture of Experts” approaches



Source: ERANEOS Research
Note: The graph shows exemplary technologies and tools in the options space
1: describes the value contribution through the degree of efficiency, scalability and solution quality;
2: describes the maturity levels of technological intelligence and automation

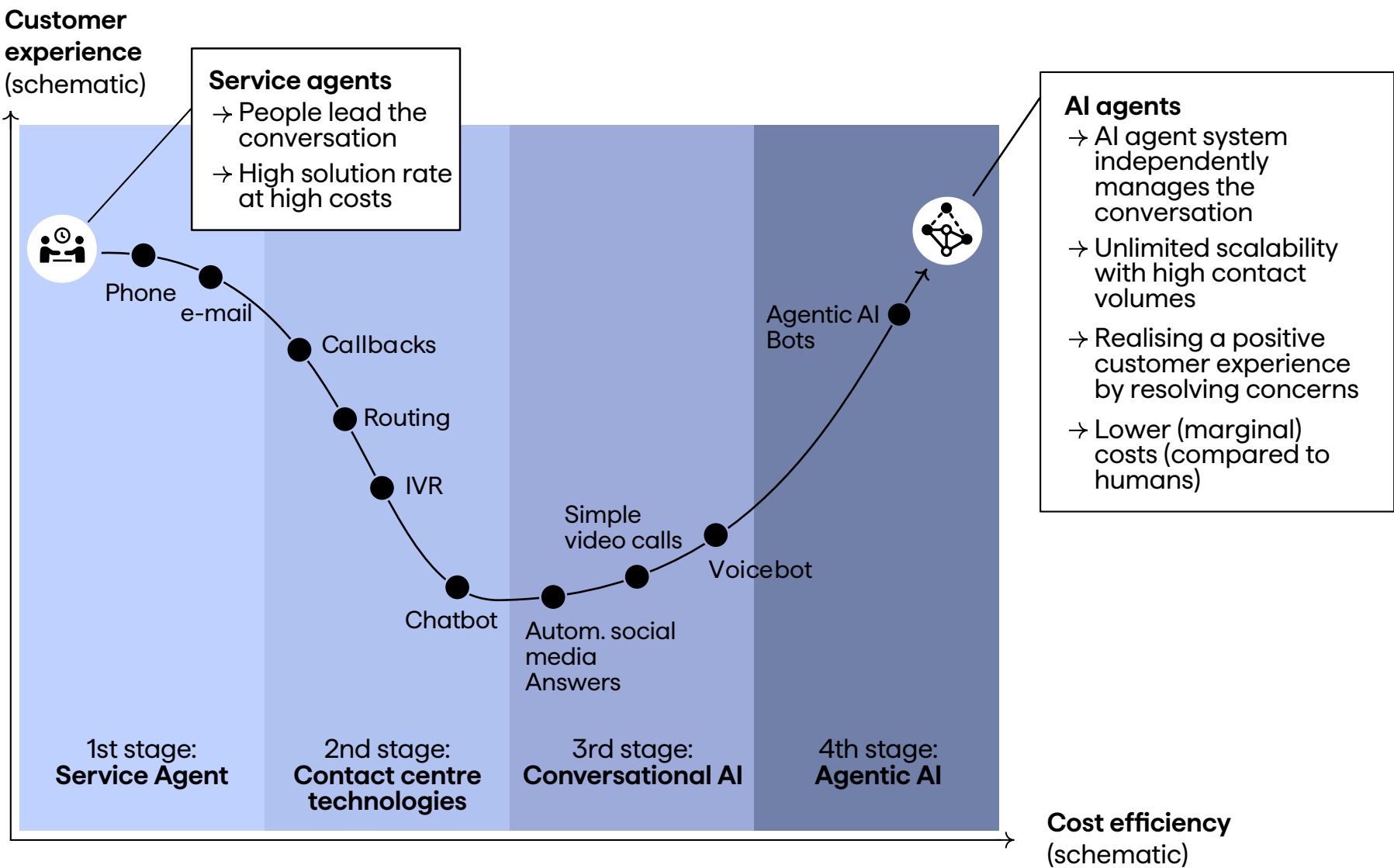
AI agent systems: Interaction between coordinating AI and specialized AI agents leads to case-closing solutions for customers



- **AI agents** master **human-like language skills** and are geared towards **solving specific tasks**
- The **coordinating agent** conducts the conversation or interaction with the customer, **recognises the customer's concerns** and **manages the specialised solution agents**
- **Solution agents** are focussed on a **specific task** and **assess APIs of the internal systems** for the solution
- **Interactions** between customer and AI are **secured by Guardrails** to ensure **the highest security standards**

● Customer service

AI technology enables outstanding customer service: Possible to increase quality and efficiency at the same time by offering service experience close to human interaction



Practical insight: AI as a lever for CX and efficiency in service



Initial solution:

The online bank's customer service channels show massive weaknesses and result in a Trustpilot rating of 1.3 stars

The current chatbot achieves a poor customer experience and is unable to handle the service volume of 40,000 calls per week

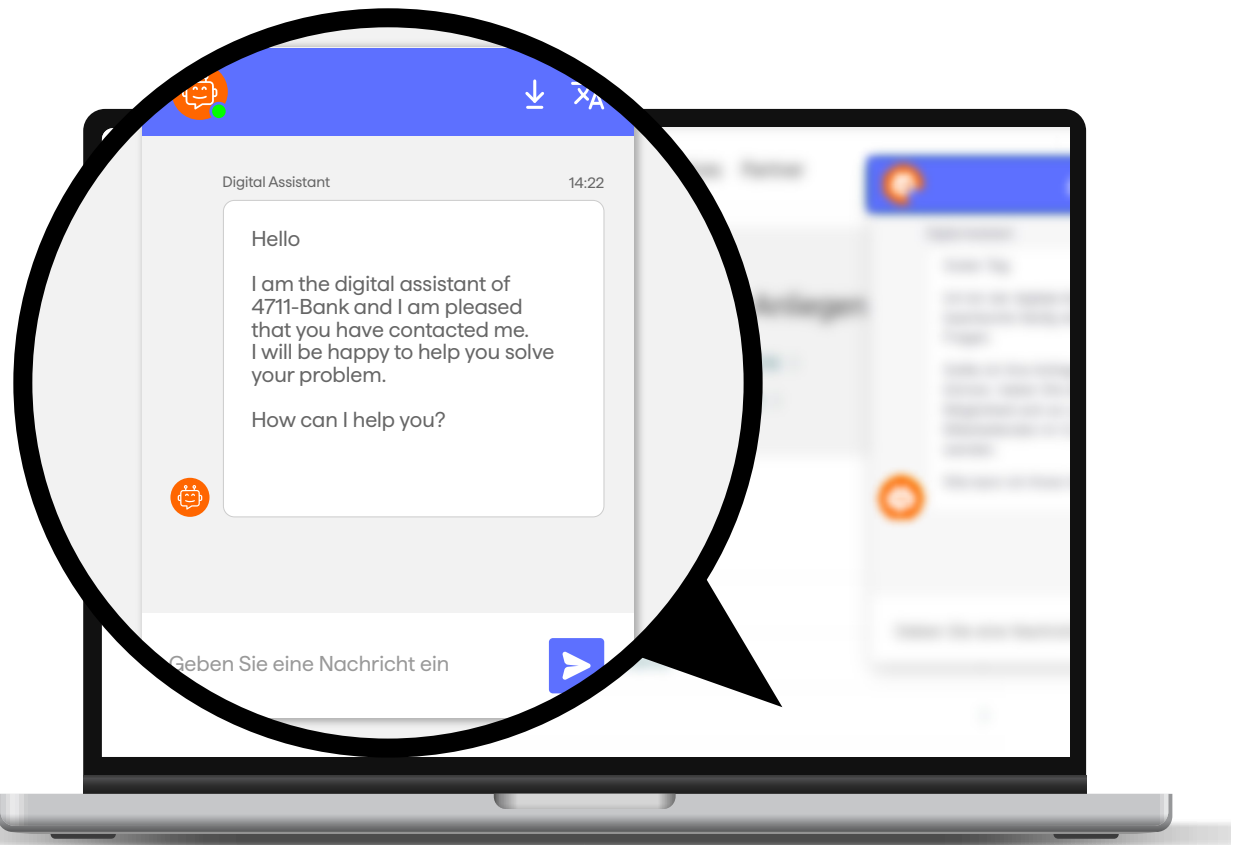


Solution approach:

Replacement of previous technology based on rigid dialogue flows with state-of-the-art generative AI-based experts

Addressing concerns by providing information, guiding the customer, or directly resolving the concern by the AI

AI security concept "Guardrails" for human-AI interaction has been approved by FINMA



High-end effects



8/1

average customer rating in UX testing



100%

precision in the recognition of customer intents by the AI



-90%

reduction in running costs "human vs. AI agent"

AI agent solution kit: We rely on a modular solution approach for the integration of AI in customer service



AI supports customer service

Support in **processing customer letters and complaints**

→ Creation of personalised and contextual responses

Copilot for service staff to answer customer enquiries and for **training purposes**

→ Interaction with internal knowledge databases via RAG systems¹

→ Analysing customer interaction and identifying positive developments



AI automates the customer dialogue

Recognising concerns and routing written or verbal customer enquiries as a **digital concierge**

→ Identification of customer concerns

→ Forwarding to suitable mailboxes or telephone destinations

Chatbot for solving **information and guidance requests** in direct customer interaction

Voicebot in direct dialogue with customers to **solve end-to-end customer concerns** through process integration

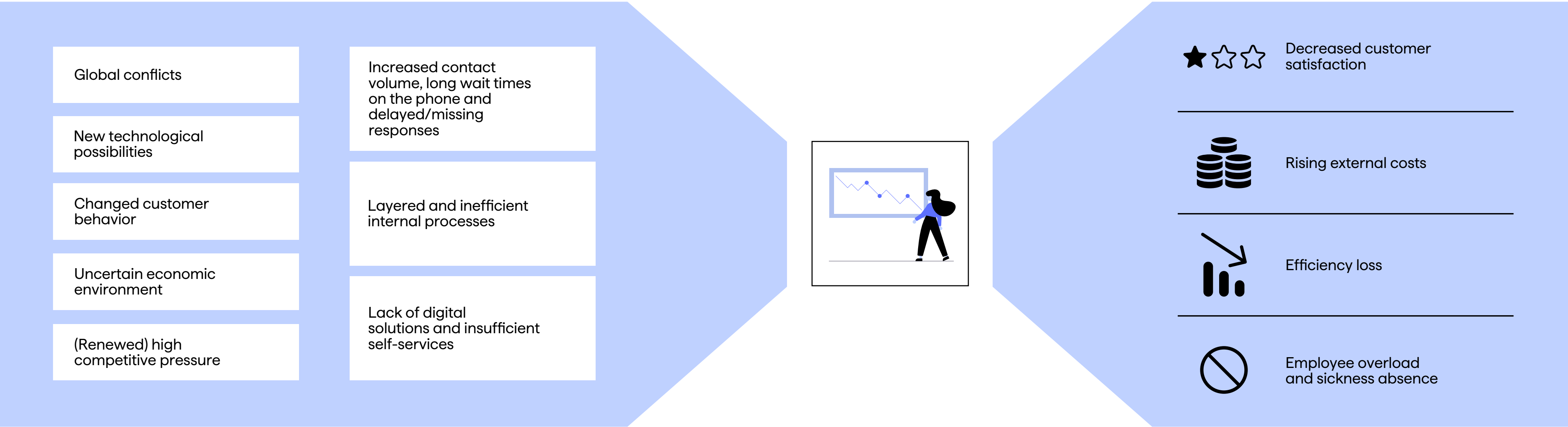
→ Identification of customer concerns

→ Fully integrated and modular "Agentic AI Voice Bot" solution with process experts and API integration







¹: RAG = Retrieval Augmented Generation System

Market uncertainty puts immense pressure on customer service, with dramatic consequences for business performance

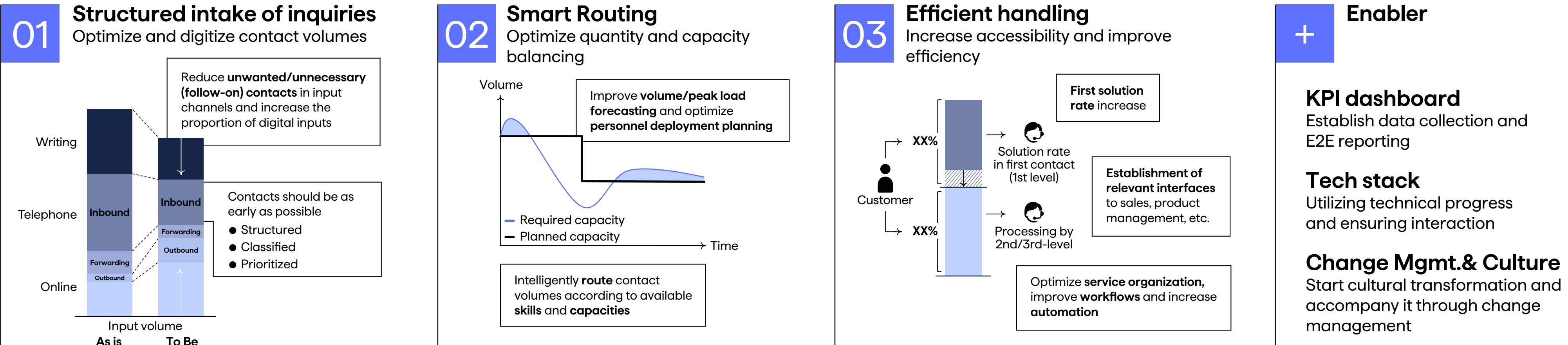
The **current market environment** is **out of balance** and characterized by **uncertainty...** → ... which significantly **impacts** the daily operations of **customer service**. → As a result, customer service often struggles to **meet these demands...** → ...leading to a dramatic **impact on the business**.



Customer service trends in the market are forcing a more flexible offering to provide customers with solution-oriented service from a single source across all channels

 Omni-channel and hybrid	 Capacity flexibilization	 Up-/Cross-Skilling	 Personalization	 Conversational Experience	 Artificial intelligence
Customer interactions are understood across channels and are partially automated (no separation of telephony and writing and work hand-in-hand with Chatbots)	Outsourcing to external service providers for peak loads and volatility in the demand for services	AI-based routing and performance measurement and development of individualized, demand-oriented training for individual service agents	Support becomes more personalized through cross-channel data collection and - analysis for a customer picture	Assistance is becoming more dialog-like, from the chatbot to GenAI-IVR	Customer interactions are understood across channels and are partially automated (no separation of telephony and writing and work hand-in-hand with Chatbots)

Framework for customer service transformation: To achieve top service excellence, you can utilize levers across four dimensions (including enabler)



Our impact: We have improved the resilience of the service organization through quick wins and medium to long-term implementation measures

EXAMPLE FROM REAL ERA STRATEGY PROJECT

FROM “SERVICE CRISIS”...



... TO A RESILIENT SERVICE ORGANIZATION

