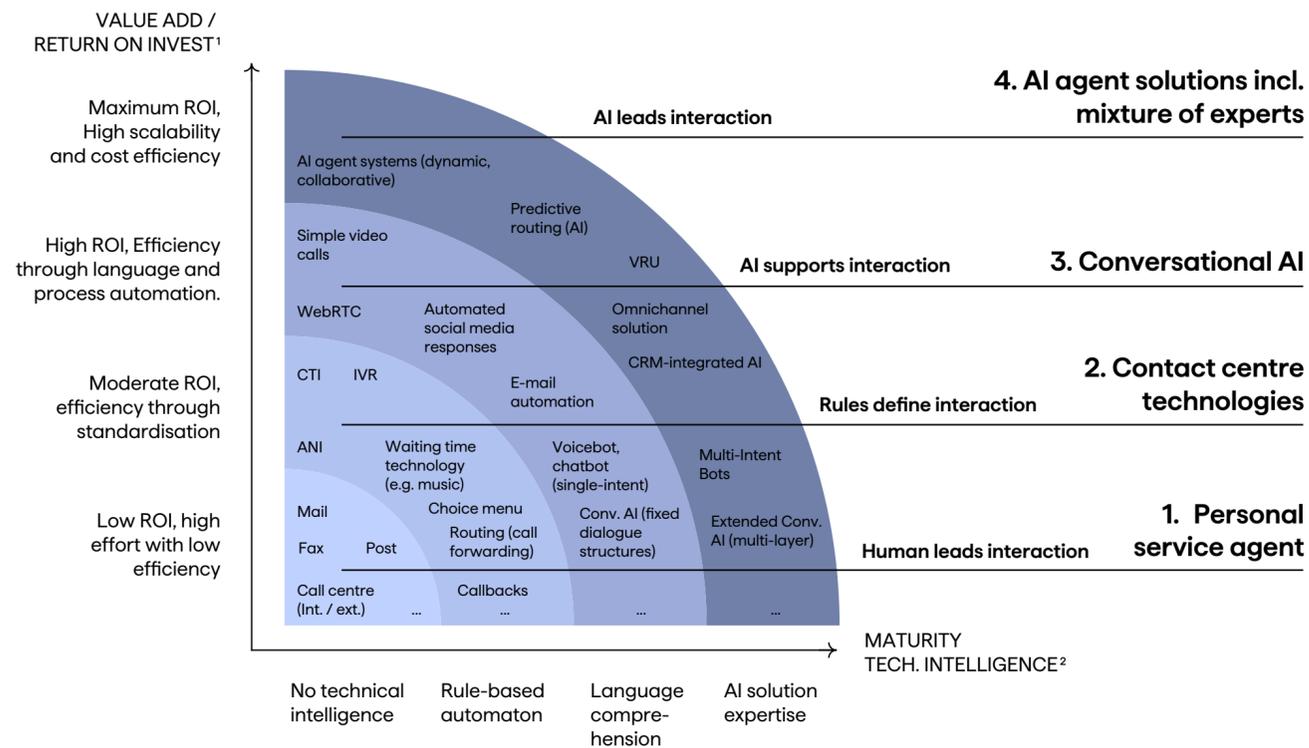


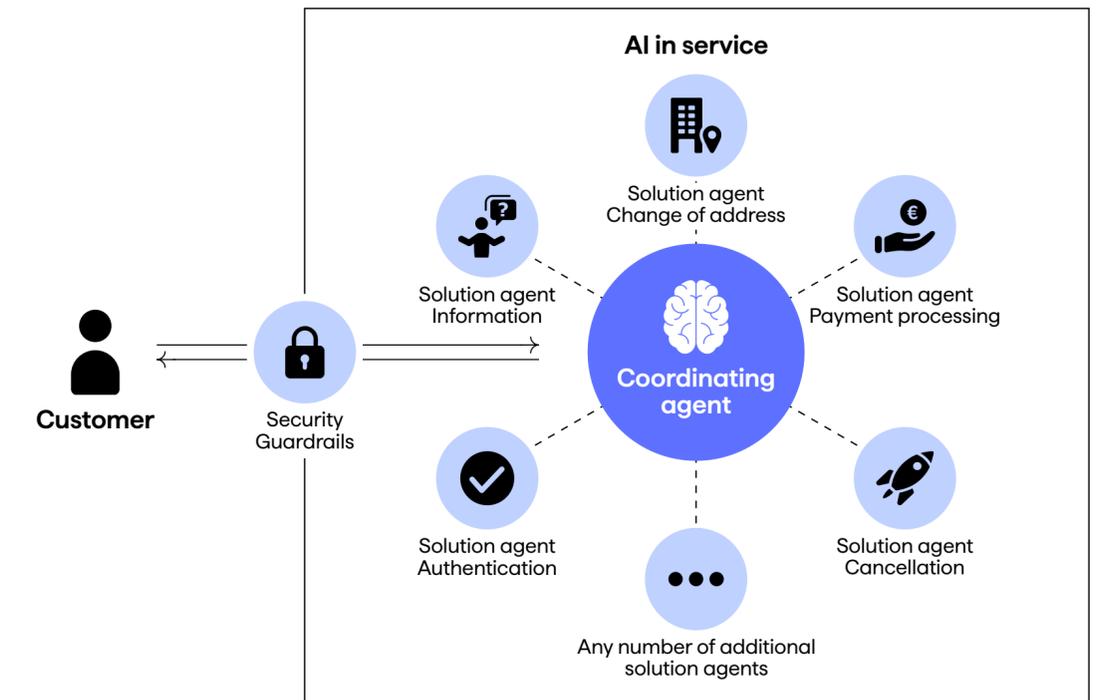
What's the next hot topic for customer contact centers in Energy & Utilities?

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

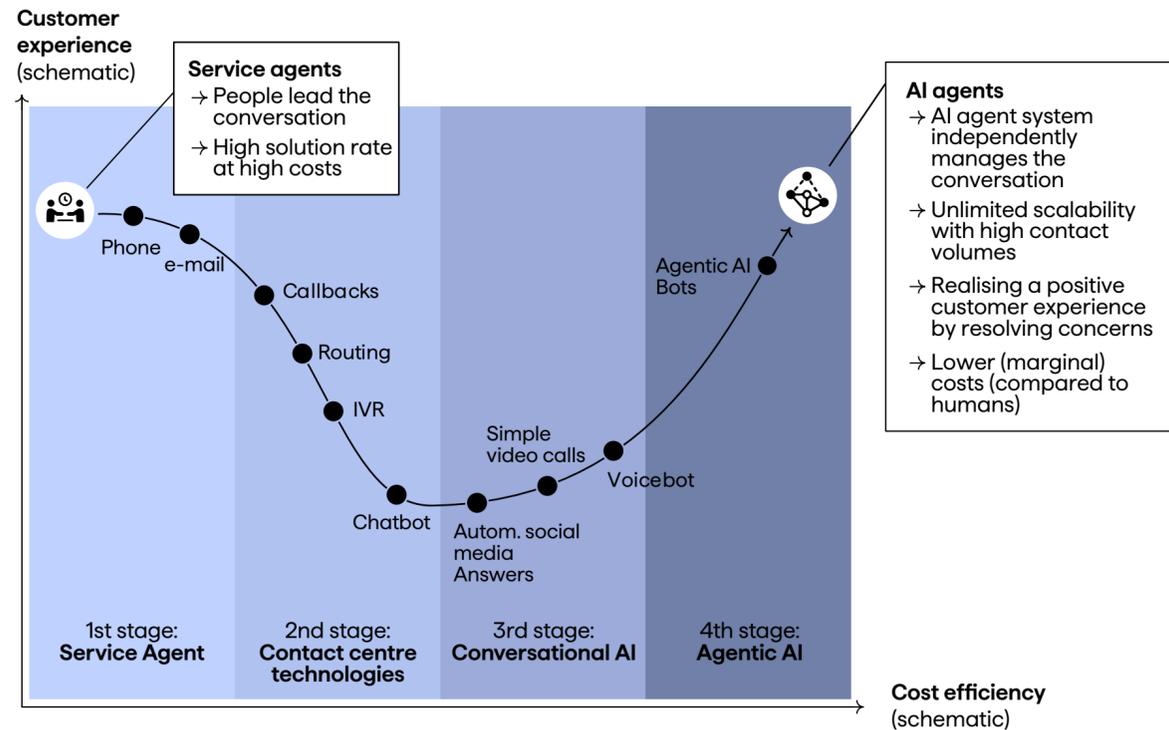
AI agent systems: Interaction between coordinating AI and specialized AI agents leads to case-closing solutions for customers



- **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

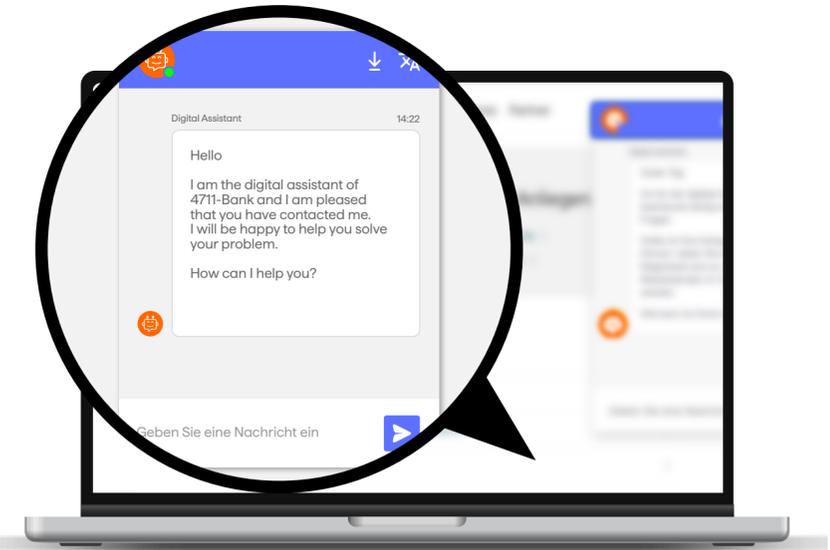
AI technology enables outstanding customer service: Possible to increase quality and efficiency at the same time by offering service experience close to human interaction



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 | **AI automates the customer dialogue**

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

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

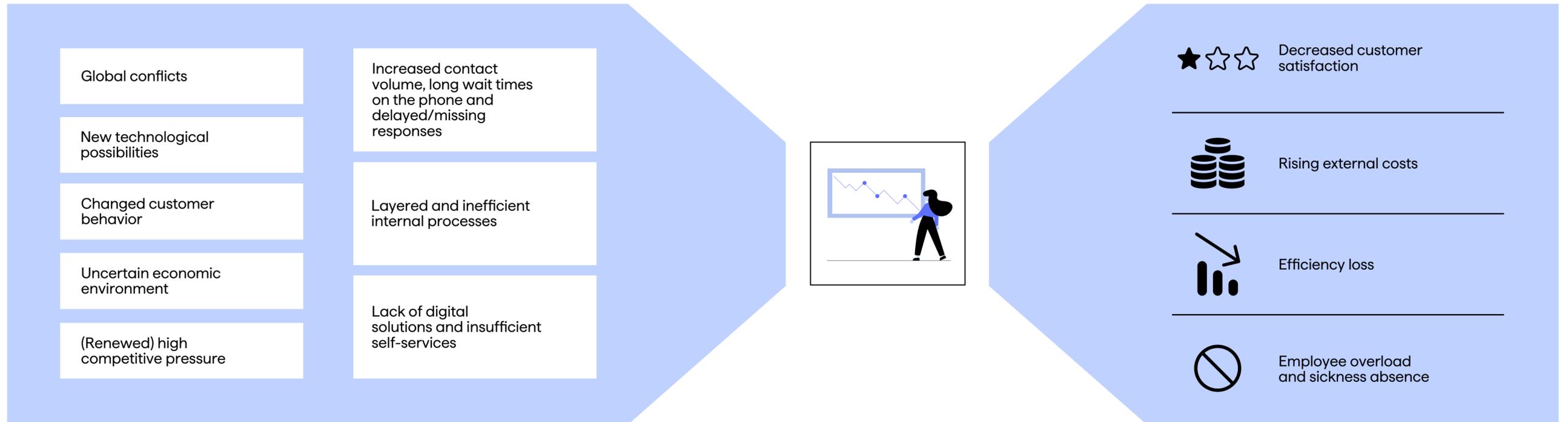
Voicebot in direct dialogue with customers to **solve end-to-end customer concerns** through process integration

- Identification of customer concerns
- Fully integrated and modular "Agentic AI Voice Bot" solution with process experts and API integration

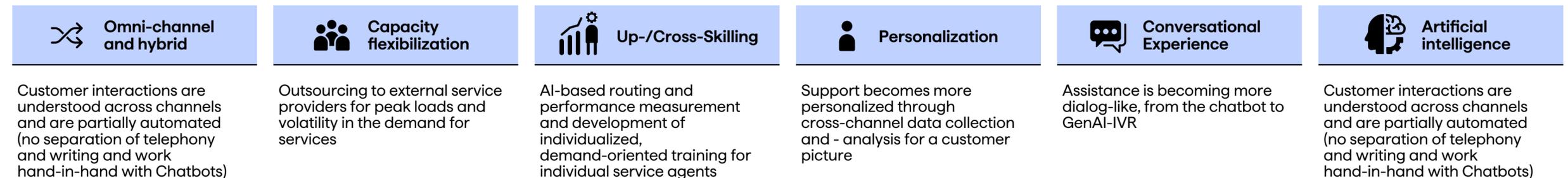
¹: RAG = Retrieval Augmented Generation System

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

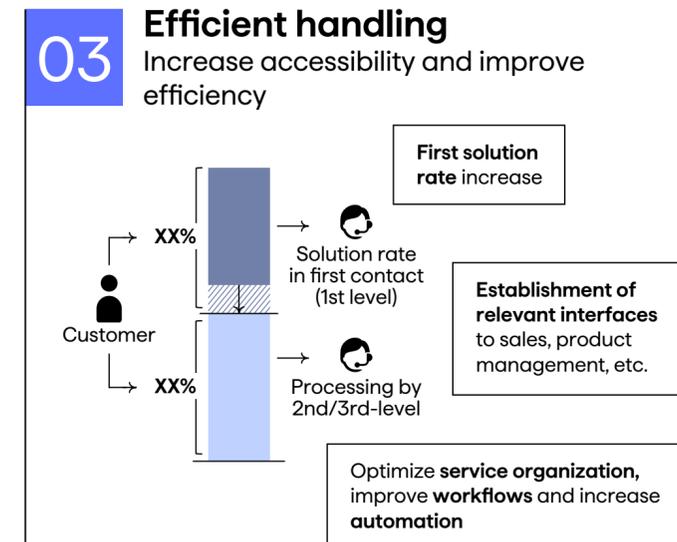
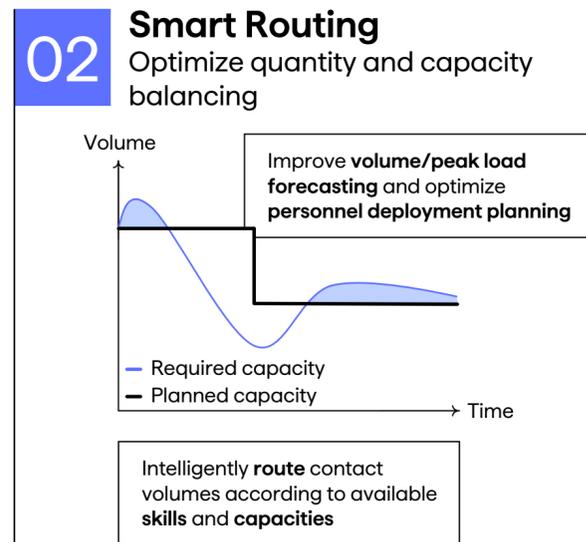
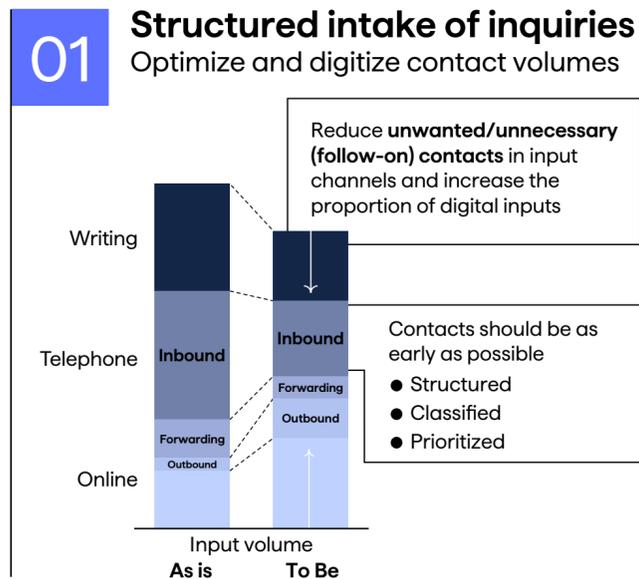
The **current market environment** is out of balance and characterized by **uncertainty...** → ... which significantly **impacts** the daily operations of **customer service.** → As a result, customer service often struggles to **meet these demands...** → ...leading to a dramatic **impact on the business.**



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



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



- ### + Enabler
- KPI dashboard**
Establish data collection and E2E reporting
 - Tech stack**
Utilizing technical progress and ensuring interaction
 - Change Mgmt. & Culture**
Start cultural transformation and accompany it through change management

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"...

- Quantities**
Backlog dynamics
Exponential increase in written customer concerns from 2,000 at the beginning of 2023 to 4,000+ at the end of 2023, including 1,700+ complex cases
- Steering**
Manual work distribution
No staff scheduling for written communication, no formalization of "FIFO" processing and manual prioritization by Team Lead
- Processes**
Process transparency
Initial documentation of the top 10 processes and associated pain points, first process mapping in Celonis software
- Organ. & Capac.**
Task "Ping-Pong"
Level of tension in the organization, external service provider in ramp-up, unclear responsibilities, especially at interfaces between MK-PK and MK-PS
- Systems & Data**
Multiple work item lists
Presentation of the worklist for employees in several systems without clear prioritization (FOUR ACD, d3, CRM, ISU workflows, e-mail)
- Customer Experience**
Dissatisfaction
Customer experience noticeably negatively impacted by backlogs in service organization (increased complaints, churn, etc.)
- KPI dashboard**
Individual reports
Decentralized reports with largely manual creation and insufficient structure for effective decision-making and control

... TO A RESILIENT SERVICE ORGANIZATION

- Stable regular operation**
Through special task force and adjustments to routing and prioritization logics <900 concerns at the end of June 2024, of which <150 complex cases
- Automated routing**
Clearly defined skill-based routing rules and prioritization logic with systemic execution via VIER as the basis for personnel planning
- Process excellence**
Optimization measures for top 2 core processes "relocation" and "billing" implemented with noticeable effect for customers and employees
- Clear responsibilities**
Target image for allocation of "quality assurance activities" incl. corresponding role model for control developed
- A leading system**
Delivery of "work goods" via VIER including systemic prioritization and measurability of processing times and forwarding
- Enthusiasm through service**
Faster throughput times, better availability in telephony and Decrease in customer complaints regarding processing time in service
- Central service dashboard**
(Partially) automated dashboard with key service indicators, target and alarm values, available on-demand via data buffet