

MISSGUIDED

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Delivering what matters

Internal chatbots: customer success stories.

Fill knowledge gaps and fast-track training in your internal team.

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NI Water.

Government-owned NI Water, the sole provider of water and sewerage services in Northern Ireland, wanted to revamp its internal communication, specifically, how its customer service agents handled queries.

While there was an existing solution that allowed the team to amend customer service scripts, feedback found it to be cumbersome, and updates took as much as three months to process. Given the success of a previous project for a [customer-facing chatbot](#), it made sense for CM.com and partner IPI to create a tool that could be used to quickly and efficiently update scripts and help agents find information fast.

IPI used CM.com's [chatbot platform](#) to create a 'tile' interface that allowed customer service agents to identify common customer topics and quickly bring up the necessary script to move the call forward. After a rigorous two-week testing period, the [internal chatbot](#) was pushed live to NI Water's entire customer service team.

Since go-live, the system has had 2,500-3,000 interactions per week by agents, receiving positive feedback as the team finds it more user-friendly with fewer clicks to get to the information they need than the previous solution. In addition, account handling time has been reduced by 11 seconds per call.



Missguided.

Leading online fashion brand, Missguided, wanted to automate elements of its customer service. As part of a [wider chatbot](#) project with CM.com, Missguided launched an internal knowledge base to streamline the role of support agents and introduce new metrics to measure success.

From a technical point of view, CM.com's chatbot solution aligned well with the existing architecture. Missguided wasn't interested in a transformational project but wanted a quick and easy point solution which could be integrated into its existing system.

A key learning that Scott attributes to the project's success was that before launch, Missguided dedicated a small internal team of technically savvy and operationally knowledgeable colleagues to receive training in managing and optimising the internal knowledge base chatbot.

Scott Barker, Head of Customer Care “Every decision we made prior, to and post-implementation was data-driven. If you work data-driven, results will follow.”



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Orbit.

Orbit, a leading housing association, wanted to improve its digital offering to customers and free up its service team to deliver real value. A vital part of this project was to provide Orbit's internal team with a wealth of information to call on to answer customer queries effectively.

With CM.com, Orbit implemented an **internal chatbot** to address any knowledge gaps within the team. Moving forward, the team will add an HR element to allow internal staff to raise leave requests and access employee information.

Joleene Bertrand, Orbit's Digital Content Officer, **"We decided to partner with CM.com as the solution was easy to use and set up and offered a good experience. Plus, the fact that we knew they worked with other housing associations and had established a good working relationship."**



Next Steps.

An internal chatbot, or internal knowledge base chatbot, allows you to hold a vast amount of internal company information in one place for your customer service team. It can fast-track new employee training and enable new starters to become more effective, freeing up more experienced staff to focus on quality customer care rather than line management and training.

Experienced colleagues can benefit from the depth of information they provide. One employee can't hold all of the information at all times that they need to do their job, so an internal knowledge base chatbot is a valuable reference tool.

Are you interested in an internal chatbot for your business? Or would you like to find out more information? Contact us to speak to an expert.

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