oxxio
Superslim. Supervoordelig.

Customer story

Chatbot O. helps connecting.

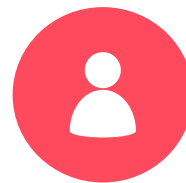How Chatbot O. helps energy suppliers connect with its customers.

Contents

1. Key results

Reduced calls by 50%

Improved self-service by 100%

Personal and relevant interactions

Proactive advice for customers

Transforming the organization

2. Problem

Utility companies are low interest

Most people only think about their energy provider when they get their utility bill. As long as the stove and lights work, there's really no need to think about your supplier.

Most interactions have a negative sentiment. It's either about money or something that doesn't work. This makes it tough to build loyalty.

Oxxio therefore decided to engage in more positive conversations with its customers. It aims to play a different role in their lives, by engaging customers to save energy in a fun and easy way. That is the only way to build loyalty and a distinctive position in the crowded energy market.

3. Solution

3.1 An intelligent, IoT connected chatbot for service and proactive energy advice

The key to more positive conversations and engagement is the app. Over time it has grown into the easiest way to manage your energy bill, get something done or get in touch with a customer-service agent.

"We started small," says the product owner. "In the initial version you could only check your smart meter in (near) real-time. We were surprised so many people started using it.

3.2 Pro-active conversations

Customers can easily manage their utility bill. Through its chatbot it offers advice on how to save energy. In addition, it sends pro-active notifications when customers use more energy than average. This enables the company to start a conversation and build a better relationship with its customers. This service also avoids negative surprises for its customers when the annual settlement gets sent out.

Soon customers started to ask service questions. It is, after all, a simple way to reach out to a company. "You don't have to login each time you want to check something. This is a great advantage as opposed to a website," says the product owner. "And it's obviously easier to take your phone to the meter than your laptop."

3.3 Personalize the experience

"It was important to us to give customers a personal and relevant app experience. That's why we developed O.

O. is the name of the chatbot with a personality that proactively advises users based on their power usage. O. provides a different and personal experience each time they login. And that makes the app sticky and engaging." Before they knew it, customers started asking O. more service-oriented questions.

"It was obvious that we quickly had to use O. to service our customers and add more relevant content. Customers can now ask all their questions, and if the chatbot and the customer cannot figure it out together, then they can reach out via webchat from within the same app."

This service strategy proved a great success. The number of phone calls to the service center deflected by 50% and self-service quickly increased by 100%. Great business results by simply focusing on improving the customer experience.

3.4 Powered by DigitalCX, the conversation platform

Most companies find it a difficult first step to implement a chatbot, but for this energy supplier, it was the only way to go.

Customers showed a clear need. They wanted more self-service and they wanted it in a friendly way. DigitalCX was to make it happen.

DigitalCX, the conversation platform ensures that most customer conversations are automated. Since it's easy to integrate DigitalCX into the app and smart meters, these conversations are always personal and relevant.

The chatbot delivers a combination of proactive messages and reactive service dialogues, powered by AI, in an easy to use and effective way. A stark contrast to the traditional call center approach.

3.5 Keeping humans in the mix

A chatbot can never know everything. When self-service isn't sufficient, customers can be directed to an agent via webchat. They can also schedule a meeting so an informed employee can give them a call at a suitable moment.

3.6 Keep improving your conversations

The next focus is on optimizing the content and conversations with O. to ensure a perfect customer experience. Personalization is key.

"There's a great difference between active app users with solar panels," says the product owner, "and people that login once a month to check their usage. To service both type of customers, it's crucial to personalize the experience."

This isn't something that can be done overnight. "We continue to optimize and base everything on customer feedback and data. That's the only way to make it personal. DigitalCX makes this easy to do".

We work closely with Oxxio in this process. "Together we explore different ways to make O. more effective. O. is a fun and innovative project, but it only succeeds when it's entirely focused on our users," says the product owner.

> **"Chatbot O. is the beating heart of the app. With both proactive and reactive dialogues, it changes our relationship with customers."**
>
> -Isabel Thijssen, Product Owner at Oxxio

4. Results

O. leaves customers happy and employees engaged

O. changed the brand. It used to be a utility company, now it's a fun and innovative brand. It has also changed the employees' perception of the business.

"Our customers actually post screenshots of conversations that they have with O. online. That's pretty unique for a company like ours."

This free publicity is a treat, but it also creates a new kind of pride to be working for such a company. Everybody is now involved with improving O. and that means that all employees are dedicated to giving their customers a great experience.

The chatbot plays an important role in a larger transformation taking place within the company. It's shifting from a utility company towards a customer focused organization. O. allows the company to now give every customer an exceptional and personal experience. The kind of experience customers expect.
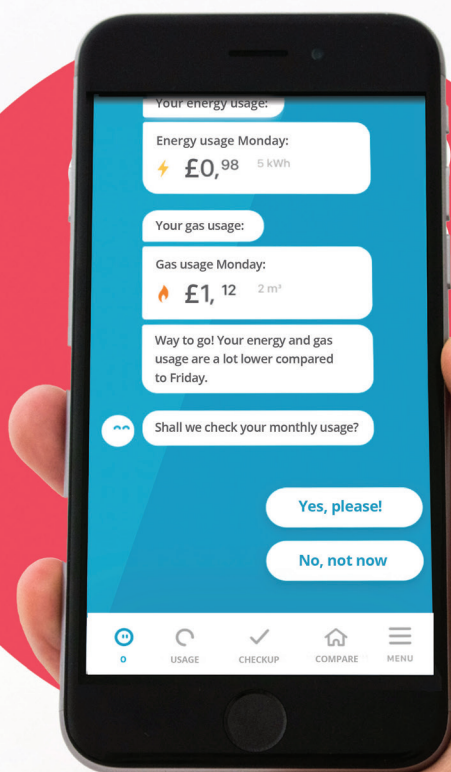
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