![CM.com logo] CM.com

VATTENFALL

Customer story

Sustainable Innovation to Conversational.

How Vattenfall efficiently starts the green dialogue.

Contents

1. Introduction

As a leading energy company, Vattenfall is committed to a fossil-free life within one generation. To make this possible, they engage in conversations. You can only achieve this together. With approximately 2 million households as customers, Vattenfall wants to be reachable as efficient as possible.

Jorissa Neutelings started the digital acceleration at Vattenfall. The start of a sustainable innovation towards a fully Conversational company.

2. The challenges

In 2016, Jorissa Neutelings started as Director of Digital Innovation & IT at Vattenfall. The digital maturity was low, there is work to be done. The company was easily accessible via phone, social media, and Live Chat, but with the increasing number of contact moments, t the demand for a scalable solution was growing. To be able to help customers properly, anytime and anywhere, you need to change course. You want to enable customer interactions in a good, personal, and financially attractive way. For example, by enabling customers to take care of a large part of the service themselves.

The biggest challenges at that time:
- **No single process was fully digitized**
- **No connection between different communication channels**
- **No integration of the various software systems**
- **No central data source**

In a nutshell, this means that customers could reach Vattenfall through various channels, but the systems didn't work together. Collaboration with partners was not easy, as there was no integration structure in place. As there were multiple data sources, the output for the customer could be different. If a customer asked a question in the app, the answer could be different than for example in the "My Nuon environment" (Vattenfall was called Nuon until 2019, ed.).

3. DigitalCX as a solution

Conversational AI turned out to be the solution. In time, even for all four challenges. With this technology, you are available to your customers 24/7 through different channels, depending on how you integrate it. Since all these channels are directly connected, you create your own single source of truth. All conversational solutions use the same data and therefore give the same answer, independent of channel, place, or time. Moreover, the technology not only learns from your input, but also from the conversations with customers, employees, or prospects. Integrate your conversational solution with your databases, platform, and software systems to get even more out of it.

Vattenfall tested several solutions: five chatbot systems, none of which went live. Until DigitalCX came into the picture. The quick implementation, advanced technology, and continuous innovation possibilities were important reasons to start working with DigitalCX. Vattenfall has implemented Chatbot Nina in various places on the website and in the app. Additionally, DigitalCX is being used as an internal knowledge base. The implementation process went smoothly: Chatbot Nina was live within 2 months. We have now been successful partners for three years, and in that time DigitalCX has also grown significantly.

"Part of DigitalCX is open source development. So when I develop something, it benefits others, but also vice versa. You benefit from what other companies are doing. This helps to innovate faster. They may be competitors, but you can also learn from them".

- Jorissa Neutelings, Director Digital Innovation & IT, Vattenfall

Chatbot as an accelerator

Nina makes customer interaction more efficient, for both Vattenfall and the customer. Whether you contact her by phone or via the chatbot, everything is 'simple with a human touch.'

The customer service team immediately embraced Nina. The team replaced their knowledge system and used Nina to look up answers and data during customer contact via telephone. This led to an enormous increase in sessions. It was therefore a logical step to use the technology of DigitalCX as an internal knowledge base.

The team doesn't see Nina as a threat, but as an accelerator to help the customer even better.

The future is Conversational

Becoming a 'Conversational Company' – that is Jorissa's ambition. That doesn't stop after implementing a chatbot. It means continuously engaging in a conversation with your customers.

"Conversational means that you are really in dialogue with your customer, in different ways, at different times, in different places, on different topics".
**- Jorissa Neutelings**

Conversations are becoming more and more personal. Keep this in mind when building conversations for your chatbot. Since Nina has access to a large amount of data, she can give a personal response based on the customer's specific situation and even give personalized advice. For example, to reduce your energy usage. Simple tasks, such as changing your monthly payment, can now also be completed within a conversation.

Chatbot Nina helps anytime, anywhere

Customers want to talk to companies like they talk to friends. Nina doesn't try to be a friend, but she does talk that way: clearly, transparently, and with an eye for what's best for your situation.

Nina has several faces. She can be your personal advisor, mentor, informant, service employee, or transaction counselor. To be able to talk in such a personal and specific way, the technology needs to be connected to your databases and software. Integration is indispensable in Conversational: without data, a chatbot cannot do anything.

Customers should always be able to reach you. Wherever, whenever or however you get in touch, Nina can help. If you call, Nina should be able to help. If you send a message via WhatsApp, Nina should be able to help. If you search the website, Nina should be able to help. With the right integrations, this becomes reality.
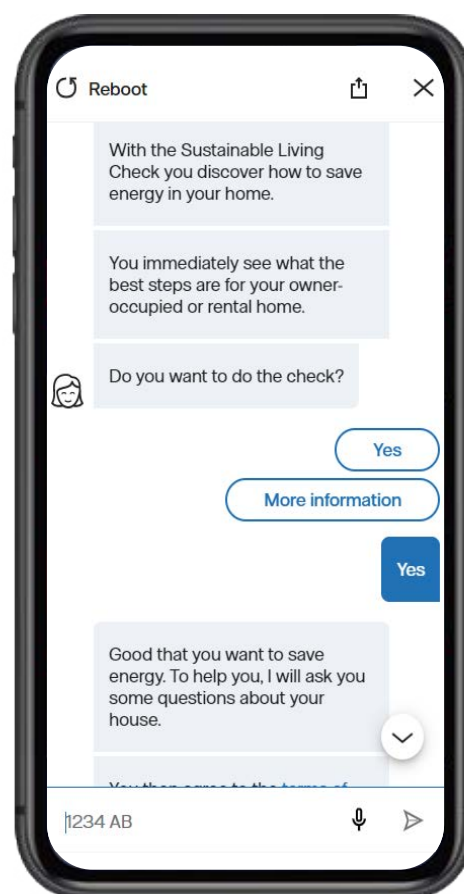
Keep testing and innovating

A lot of testing is done to use Nina even better. By connecting DigitalCX to different channels, Nina can be reached in even more places. She can already be found on the website - via the search bar, as a chat widget, and as a more personal variant in the 'My Vattenfall' environment - in the app, by phone, and in the internal systems.

The team is starting various pilots. For example, they are testing Nina via WhatsApp. This is a completely different channel, with different questions than on the website or in the app. In this pilot, customers are helped for various cases in a fully automated way. Nina can recognize customers via WhatsApp, verify them and help with payment arrangements or changes to the monthly payment.

Nevertheless, accessibility via telephone remains important. Customers want to be able to call you. Nina can help there too, as a voice bot. Are you calling Vattenfall? Then you'll first get Nina on the phone. In this pilot, the top 100 most frequently asked questions and some important flows were made voice-ready. You no longer need a human colleague to change the monthly payment, for example. Nina handles this independently.

Green dialogue

Vattenfall likes to engage in the 'green dialogue'. The mission is a fossil-free society, the question is how you can achieve this together. Interaction is of great importance here. This means the barrier to contact Vattenfall, ask questions, or receive information must be minimal.

A conversation helps to discover new ways to become more sustainable. Customers can use the app for 'sustainable advice' specific to their situation. Think about the living environment, insulation possibilities, or advice on installing a heat pump. Nina gives big sustainability tips, such as cavity wall insulation, but also small tips like a radiator fan.

The future of the customer should always be the foundation, according to Jorissa: "Design with the customer's future in mind". What should you do today to avoid being too late?

Proactive service

With Nina, Vattenfall can help customers proactively, based on data. Jorissa explains: "Suppose we see an increase in energy consumption, we can contact the customer easily via Nina. Via e-mail or WhatsApp, just following the preferences of the customer. There is no need for the customer to call, we already contacted them. This way we prevent worries by giving proactive advice."

Key elements of Conversational

Several elements are indispensable for a successful conversational strategy, such as:

Business processes **Security** **Sentiment** **Relevance**

First of all, you need to get the right business processes in place. Think about technology, but don't forget to get the whole organization on board. It really is a transformation. Then you have to build customer trust. Only then will they start the conversation. Next, security and authentication come into play. Make it very explicit which data is used, and why you are storing it. Sentiment is the next step. How is the customer feeling? How can we take this into account? Personalization is important, but it must feel good for the customer. Relevance is key here. If a conversation is not relevant, the customer will leave.

The approach of Vattenfall

Vattenfall thanks the Conversational success to an integrated approach. The entire company is involved in the transformation. It's no coincidence that DigitalCX is now used by the Customer Service team, Purchasing, and HR. Jorissa explains: "Real transformation is something you have to do together. Thanks to the MT, we have succeeded at this at Vattenfall. You need to have the guts, vision, and courage. Go straight ahead, sail against the wind, until the wind starts to blow in your sails. Make sure everyone is on the ship as soon as it starts to accelerate."

"From Customer Service to Marketing & Communications to Customer Experience and UX. Start with an innovation team with different disciplines and then involve the rest of the organization. Get the right stakeholders on board, and share a clear vision and ideas. Involve current processes; only then the engine will start running."

A dedicated team of specialists

The implementation of DigitalCX went smoothly. A dedicated, multidisciplinary team works on the continuous improvement of the technology. Indispensable in this team is both a Conversational Designer and an Integration Specialist. There is a lot involved when becoming 'Conversational'. A chatbot must have the right conversational tone of voice. This is where a Conversational Designer can help. When you start, there are a lot of questions, like:

What kind of personality does our chatbot have? How does this best suit our customers? And what words do you use?

To bring everything together, you need an Integration Specialist. Nina is integrated on different channels. For example, Vattenfall tested with Nina on Conversational Devices like Google Home. At that time, the use of this was still minimal, now it is becoming more and more interesting.

5. Results

Vattenfall is now more in touch with its customers than ever. The channel shift from telephony and e-mail to chat via the website, in the app, via WhatsApp and other channels has accelerated, mainly thanks to Nina. Chatbot Nina improves customer interaction through every channel. With the input of the customer service team, Nina was able to recognize +80% of the questions within 2 months.

In 2020, there were over 2 million interactions with chatbot Nina. Customers appreciate it. Because Nina helps them so well, their satisfaction increases, and they are more likely to ask her for help again. The high level of engagement is not only reflected in the high interaction figures, but also in the contents of the conversations. For example, Vattenfall receives unsolicited feedback from customers via chat, which enables them to improve their services even further. For the future, Jorissa sees two important pillars:

Hyper personalization. Everything has to become more personal, including automation. How far should you go? What adds value? When does it get scary? Keep it as personal as necessary; a chatbot is not your friend. By taking sentiment into account, you create the right tone for a personal conversation.

Robotics & automation. More and more is automated with deep learning and self-learning systems. Including internal processes. Bots can take over the standard, automated work, but the human element remains important.

I have a question

I am happy to help you with all your questions about energy and a more sustainable life.

What's it about?

Conversational is the future. Be accessible to your customers and keep the conversation going. Customer expectations and the number of interactions continue to rise, but the way of interacting will change. Move with your customers by using the right channels and implementing software. Make sure you have a smart and scalable solution, so it is a positive innovation for both your customer and your business.

Engage with your customers in a sustainable way. Are you ready?

Discover DigitalCX

CM.com

CM.com (AMS: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience. Our communications and payments platform empowers marketing, sales and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities that drive sales, gain customers and increase customer happiness.