Results

Salzburg AG's virtual agent, LEA provides relevant and personalized assistance at scale.

+ 27.000
Unique customers assisted

+ 122.000
Messages automated

SALZBURG AG

CASE STUDY - SALZBURG AG

Energizing Customer Service with Conversational AI

About Salzburg AG

Whether it's energy, mobility, or communication, Salzburg AG's products and services make human lives more sustainable, networked, and comfortable - 24/7, 365 days a year.

Industry	Year Founded	Employees	Website
Energy	2000	Approx. 2200	www.salzburg-ag.at

> "At Salzburg AG, we want to embrace new technologies that help our customers while increasing our overall brand stickiness. Back in 2018, we were already assure that Conversational AI will have a meaningful impact on our Service Quality in the next years."

Sarah Haider - Customer Experience Specialist

Our cooperation at a glance

⚠ Challenge

Salzburg AG receives more than 400,000 phone calls and 100,000 text-based customer service contact requests annually. In most cases, customers are asking general questions relating to products and services. Some requests are highly complex.

💡 Solution

Salzburg AG created LEA, the Learning Electronic Assistant based on Cognigy.AI. LEA resolves customer and employee requests across all communication channels and services and can hand the communication over to a personal customer service representative as a "Live Chat" when necessary.

Results

LEA evolved into a strategic assistant and have recognized more than 400 user intents trained on +7,000 sample sentences. It has also received approximately 122,000 messages from over 27,000 unique customers.
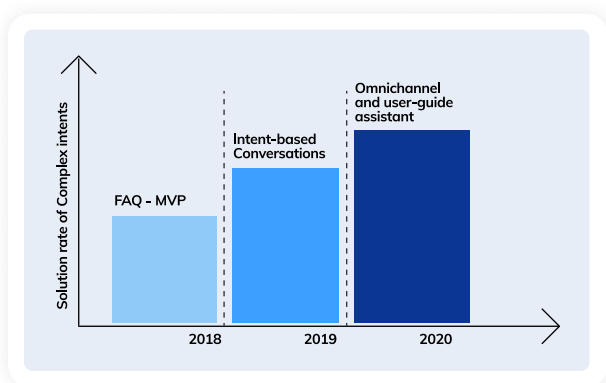
Why customers want an enhanced customer service in the digital age

Customer service is expected to operate at an unprecedented level by today's most demanding consumers. Not only are they looking for a personalized guidance, but they also expect to be getting the most relevant answer in a matter of seconds. While emails are getting unpopular, messaging and voice are taking the pole position in the race of the preferred communication channels. So, how do companies like Salzburg AG tackle that challenge? Sarah Haider at Salzburg AG leveraged the power of Conversational AI & Automation to help customers on their customer journey while liberating more capacity for value-driven service processes and activities.

11 min.

Average duration of a messaging conversation

Source: Live Chat Benchmark Report 2020 by Comm100

Solution rate of Complex intents

FAQ - MVP — 2018
Intent-based Conversations — 2019
Omnichannel and user-guide assistant — 2020

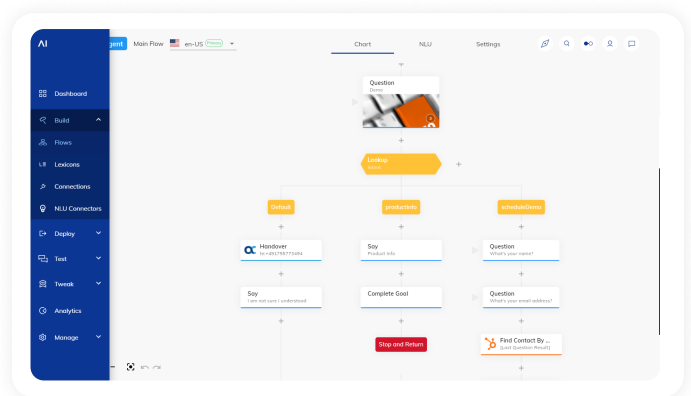## Meet Lea - Salzburg AG's learning, virtual assistant

Initially started in 2018 as a project to automate simple FAQ within conversations, LEA quickly became more powerful due to additional guidance and intent-based training. Since then, LEA is able to recognize a majority of customer queries while assisting them every step of their journey, including service and sales requests. One of the key milestones in 2020 is a strong initiative to offer LEA's assistance on all available channels.

LEA is also compatible with Alexa and Google Assistant!

Built and trained on the most advanced Conversational platform

Cognigy is a global leader in customer service automation through Conversational AI. Its low-code platform, Cognigy.AI, empowers enterprises to automate high-volume customer and employee support requests using intelligent voice and chatbots to deliver personalized experiences at scale.

Graphical Conversation Editor

Easy-to-use graphical editor to design human-like conversations quickly and without coding.

Extend AI to Business Users

Built in NLU and NLP capabilities that empower business users to leverage automated conversations.

Real-Time Previews

See graphical previews of your conversations as you build them directly inside the editor.

Powerful Workflow Engine

Configure complex, integrated conversational experiences with unmatched flexibility.

Powerful platform + happy customer = Results worth sharing...

These are just a few of the milestones that Salzburg AG achieved with LEA:

+400 intents being recognized	Trained on more than 7000 samples	+122.000 automated messages	+27.000 supported unique customers

"With the LEA project, Salzburg AG is the first energy provider in Austria to enable new digital customer touchpoints. Until now, it was only possible to receive information or direct inquiries by phone or email. With Cognigy, the new digital generation will be addressed and supported in a more targeted way."

Bakk Georg Baumgartner, Head of Innovation, Salzburg AG
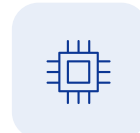
...with additional progress on the horizon.

User Authentication	Voice Channels	Sales use cases	Integration into IT Stack	and more

Let's hear it from Sarah Haider: Project Owner, LEA and Customer Experience Specialist at Salzburg AG

Why Project LEA?

The goal was to create a helpful assistant for our customers while helping our service teams to focuson more relevant customer queries.

You can find the full article about Sarah and her experience here: HYPERLINK

What do you define as one of the most appreciated benefits of Cognigy.AI?

One of Cognigy.AI strongest advantages is it's advanced simplicity, also known as Low-Code in our industry. It enables non-developers and business owner leveraging AI capabilities like Chatbots & Virtual Agents.

Are there any remarkable moments that you would like to share regarding the collaboration?

Specially the early days and weeks in the projects were intense and remarkable as I got a lot of support from the Consulting and Customer Success Team at Cognigy via Trainings, Consultations and more.

Want the same success with Cognigy.AI?
Get your instant access or request a demo via www.cognigy.com