

**COGNIGY**

Customer  
**Success  
Stories**





**Our customers are shaping the  
future of customer service by:**

harnessing the power  
of Generative and  
Conversational AI to create  
AI Agents for their Business



Meet our customers

# brave innovators & visionaries

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## Trusted by more than 1000 brands worldwide, Cognigy makes life easier.

The customer stories in this eBook will guide you through various customer service challenges faced within companies today. As time has become one of the most valuable assets for modern day enterprises, it is paramount that organizations capitalize on a sustainable and innovative solution.

Customer service quality is one of the backbones of enterprises today. As the demand for high quality customer service continues to skyrocket, so does your need for a robust solution. Cognigy is revolutionizing the customer service industry by harnessing the most cutting-edge AI technology on the market. By perfectly combining Generative and Conversational AI to create AI Agents, we empower enterprises to increasing customer satisfaction, and supporting employees in real-time.

Our award-winning solution empowers businesses to deliver exceptional service that is instant, personalized, in any language, and on any channel.





## Next-Gen Customer Support – Toyota’s Drive for Innovation is Limitless

### About Toyota

Toyota is one of the largest automobile manufacturers in the world, producing about 10 million vehicles per year.

Headquartered in Japan

Toyota is renowned for long-lasting vehicles and first-of-its-kind technical solutions.

With Cognigy.AI, Toyota offers its customers a unique experience while adding value to more customer touchpoints. This includes seamless self-service via voice and chat and proactive outreach to vehicle owners by a digital assistant, a recipe for success that raises the bar for CX.

### Cognigy use case

Voice- and chatbots that help customers with daily inquiries and alleviate workload on service agents

Voicebot “E-Care” that proactively calls vehicle owners when the warning light appears



With Cognigy.AI, we’re able to provide our customers with real added value and deliver even better services and products

### Peter-Pascal Meik

Manager Innovation & Projects  
@Toyota



## The challenge

Toyota envisioned multiple use cases and sought a Conversational AI solution to build voice- and chatbots at scale. They wanted a platform to integrate into their systems to create smoother, more intuitive ways of communicating with their customers.

**On one hand, they experienced peak times during which customers were seeking direct support. Service agents were swamped with requests, often about frequently asked questions. In another scenario vehicle owners often overlooked warning lights on the dashboard and did not contact dealers to get their cars serviced when required, leading to potential problems down the road.**

Reducing the burden of repetitive tasks on customer service teams and ensuring vehicle owners are contacted proactively are two examples of challenges the Toyota Innovation Team wished to tackle.

## The solution

Toyota selected Cognigy.AI to create exactly the digital assistants they envisioned. They decided on a platform strategy that allows them to cover multiple use cases and automate communication across different channels. Their customer service can be reached via chat or phone, engaging customers in a natural dialogue with the virtual agent.

To ensure that warning lights are not overlooked, Toyota decided on proactive customer service and developed a digital assistant called E-Care. **E-Care is directly connected to the car's onboard electronics. In case of an engine warning, customers are contacted via phone and can immediately make an appointment via the digital agent.** At the same time, the digital agent informs the dealership, sharing all the relevant technical and warning data, so that they can prepare for the appointment in advance, saving both them and the customer time.

## The impact

Toyota's forward-thinking conversational AI solutions create outstanding customer experiences and make life dramatically easier for contact center agents.

By reaching out to their customers proactively when the bot detects an engine warning Toyota ensures customers feel valued, have a safer driving experience and are saved the hassle of remembering to book a service appointment.

Car dealerships feel empowered as they can increase their customer stickiness and revenue while saving time calling customers about their vehicle.

## The results



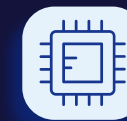
Reduced waiting time on the phone with self-service.



Human agents can focus on more complex customer communication



Prioritizing Safety – warnings are never ignored or forgotten



MS Dynamics integration

## LUFTHANSA GROUP

### About Lufthansa Group

Lufthansa Group operates worldwide and is the largest airline in Germany. Lufthansa is one of the founding members of the world's largest airline alliance known as Star Alliance.

## Lufthansa Manages Customers during the Biggest Crisis in Aviation History with Future-Facing Technology

Very high customer expectations, daily changing regulations, and high-cost pressure during COVID-19 were managed successfully with Cognigy.AI.

### Cognigy use case

- 16+ AI-powered virtual agents for customer service
- Available on FB messenger
- Live-chat integration
- Multi-lingual



We believe Cognigy.AI to be the **most comprehensive, user-friendly conversational AI platform** on the market today, which empowers our business users and developers to build advanced, multi-lingual virtual agents at scale.

### Nick Allgaier

Product Manager "Digital Assistants"  
@Lufthansa Group Hub Airlines |  
Austrian, Lufthansa, SWISS

## The challenge

In the face of the Covid-19 pandemic, Lufthansa Group's passengers desperately needed help. They flooded call centers and websites looking for up-to-the-minute information, inquiries regarding flight changes, and flight cancellation requests. **Lufthansa Group had to act quickly to serve customers and scale its ability to respond** to increased and overwhelming call volumes without adding cost or increasing headcount to manage the vast number of inquiries.

In such drastic circumstances, the existing in-house developed chatbot was not flexible enough. **Lufthansa decided to consolidate its customer service provisions under the umbrella of one platform.** The fastest and most effective way to do this was with an AI-powered customer automation platform, which offered Lufthansa Group business units the ability to take control with minimal IT support.

## The solution

Lufthansa identified Cognigy.AI as its platform for customer service automation, allowing it to create and operate virtual agents fast and with ease.

The introduction of **Cognigy immediately gave Lufthansa the resilience it needed to handle extreme traffic spikes** and deliver consistent customer support.

In addition, this single **cost-effective automation platform provided the scalability and flexibility** that Lufthansa needs to consolidate all customer interactions with an omnichannel approach, which alleviated the pressure placed upon agents.

## The impact

**Ten thousand customers a day** and over one million conversations per annum rely upon Lufthansa's virtual agents to get it right.

Maintaining service levels during the pandemic has been pivotal to Lufthansa and its customers.

Adopting Cognigy.AI has proven to **improve the customer experience, delivering Lufthansa with increased satisfaction levels** and making Cognigy an integral and critical part of its customer interaction strategy.

## The results



1M+  
conversations p.a.



Decreased  
average  
handling times



Improved  
customer  
experience



Live-chat  
integration



E.ON

### About E.ON

E.ON is one of the largest and most well-known energy networks and infrastructure operators in Europe.

## E.ON Provides Best-in-Class Service with Cognigy.AI

Cognigy.AI enables E.ON to scale its customer service, ensuring customers receive support anytime, anywhere. Offering AI-powered services via phone and chat, E.ON has proven its dedication to improving customer support experiences.

### Cognigy use case

30+ conversational AI solutions, voicebots and assistants. Enterprise-wide delivery of 30+ conversational AI solutions, comprising both voice bots and chat, covering 70% of demand.



Through Cognigy.AI, we can **reduce the workload of our customer service** departments and reduce our cost at the same time.

**Nikolai Berenbrock**

Head of Conversational Experiences  
@E.ON

## The challenge

**With around 2,200 employees, E.ON Digital Technology (EDT) is the task force for digital innovation.** They aim to support E.ON's international business activities and focus on innovative customer solutions and products.

Their mission is to bridge the gap between IT, business automation, and marketing. To bridge this gap, they implement future-oriented digital channels and services (e.g. messaging, voice and chatbots, virtual assistants) with subsequent scaling that includes a multi-national roll-out.

For this purpose, **a strong platform with all of the necessary functions needs to be chosen to fit into E.ON's IT architecture and deliver enterprise solutions.**

One key factor for EDT was to find a scalable solution where they can build and deploy voicebots just as easily as they can chatbots across the entire organization.

## The solution

"Our motto is to use conversational AI to automate repetitive tasks so our agents are free to use their time to make a more valuable difference", says Nikolai Berenbrock. **"Cognigy.AI was chosen because of its high modularity and custom integration capabilities".**

Another key factor was the intuitiveness of the UI. The bot-creators can visualize conversations, which is especially convenient for non-technical users. **The possibility to use Cognigy.AI to orchestrate all bots and channels (chat, voice, and phone) with one solution gives E.ON the potential for high scaling and growth.**

The mature voice features within Cognigy.AI support various use cases to build the foundation for future customer service automation.

## The impact

Currently, E.ON has a portfolio of more than 30+ conversational AI solutions, serving their customers and employees and covering around 70% of their demand.

The possibility of serving customers wherever they are, 24/7, has massively reduced the workload on service centers and reduced operational costs whilst offering a better service.

2022 the E.ON Group won the CogX Best Innovation Award in the category Consumer Chatbot for their chatbot Robin. This award recognizes the company using the best chatbots to enhance customer experience.

## The results



Decreased workload for customer service representatives



Increased customer satisfaction



Massive reduction of operational costs



## 99.5% Faster Response Times at Mobily's Contact Centers

### About Mobily

Mobily is one of the largest wireless networks, providing coverage in Saudi Arabia, as well as the surrounding region. Additionally, it is one of the largest data center systems worldwide.

Mobily is seeing response times of just 6 seconds compared to 20 min at their contact centers and has witnessed a notable increase in customer satisfaction since implementing Cognigy's conversational AI platform.

### Cognigy use case

Customer-facing bots on 8 channels with integration into internal systems, and employee bots enabled on MS Teams and integrated into service desk and HR systems.



Using Cognigy as our conversational AI platform within Mobily has helped us to build **one unified conversational AI that is linked directly to eight channels**. This has minimized the development efforts, improves the time to market, and helps us to gain higher customer satisfaction rates overall."

**Mubarak Alharbi**

Digital Experience General Manager  
@Mobily

## The challenge

The telecommunications sector is exposed to rapid product innovation, tough competition from other major players in the industry, and ever-increasing consumer demands. In 2004, Mobily launched its mobile services with one clear vision: **to be ahead of time and to unlock possibilities that had never been seen before.**

To secure its success and live up to its vision, Mobily sought to gain an understanding of the power of conversational AI and the need for automation as a key factor in customer experience.

**The goal was to minimize answering times for customers and lighten the burden on their contact centers.** General Manager of Digital Experience at Mobily, Mubarak S. Alharbi, and his team took on the project of finding the right platform for this challenge.

## The solution

Mobily chose Cognigy.AI because it offers a scalable and modern architecture that helps with existing system integration.

“What we liked most about Cognigy.AI was the connectors and low-code capability that it offers, which **allows the CX team to build the conversations by themselves without the need for heavy IT involvement.**

This leads to a faster time to market, and the ability to release more services and conversations”, says Mr. Alharbi.

Today the virtual agent is present on multiple social channels. **The bot hands over conversations when necessary to the human agents and provides them with all contexts from the previous dialogue.** The human agents can then continue the conversation and give the dialogue back to their virtual colleagues at any given time.

## The impact

**The virtual agent picks up any inquiry in approximately 6 seconds, reducing previous first response times that lasted approximately 20 minutes.**

The bots take over various services for customers such as billing, balance information, and data usage inquiries. Customers can also subscribe, change subscriptions, buy add-ons, make payments, and even recharge their credits using Apple Pay and credit card.

**Mobily has elevated its customer experience and gained valuable insight into customer behavior** while reducing costs and overload in contact centers. At the the same time, Mobily has successfully increased the quality of the conversations still supported by human agents.

## The results



Decreased workload for customer service representatives



Increased customer satisfaction



Automated self-service and payments through social channels.



## Bosch Augments the Human workforce with Conversational AI and Empowers its Employees

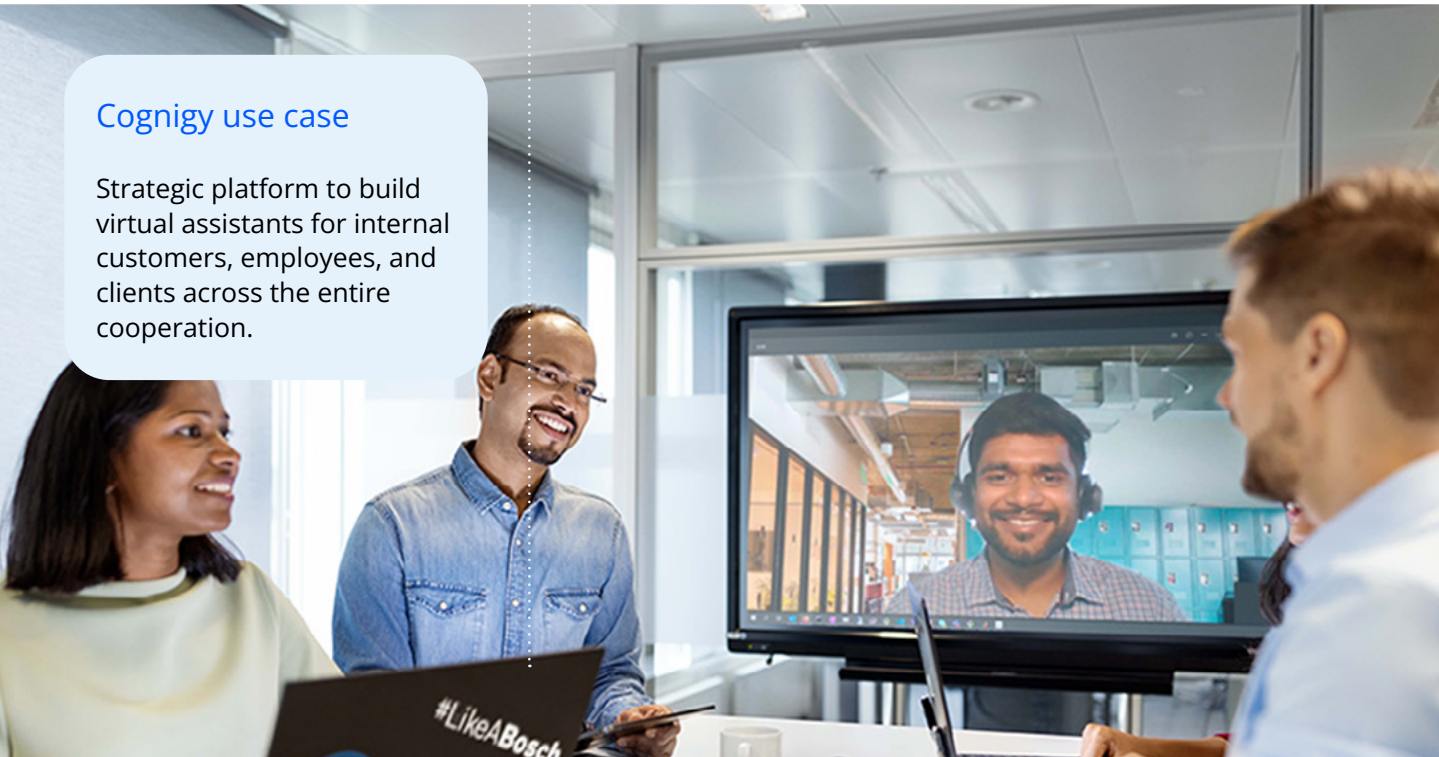
### About Bosch

Bosch is a multinational engineering and technology company. Its core operating areas are spread across four business sectors: mobility, consumer goods, industrial technology, energy, and building technology.

Robert Bosch is a global engineering and technology company with over 400k employees in more than 60 countries. A pioneer in recognizing the revolutionary potential of conversational AI, Bosch implemented a robust and streamlined AI solution.

### Cognigy use case

Strategic platform to build virtual assistants for internal customers, employees, and clients across the entire cooperation.



**Our goal is to free up the time of our employees to think and work more strategically. Bots are taking over a lot of administrative processes, all the things that are not the most desirable aspects of work.** The intention is never replacing humans, but rather to make their lives easier with conversational AI.

### Ted Constan

Principle Product Owner  
@ Robert Bosch, LLC

## The challenge

Bosch believes in the potential of conversational AI and the substantial necessity to invest in digital assistants in streamlining daily tasks.

**Consequently, they wanted to implement a conversational AI solution that seamlessly integrates into their infrastructure while empowering business units and departments to build their virtual agents at scale.**

Although they experimented with early pilots with point solutions running in various parts of the world, none proved to encompass the centralized, scalable enterprise solution they were looking for.

They started an extensive RFP to find a solution that would meet all their criteria. Cognigy.AI proved unparalleled in delivering the most advanced conversational AI platform.

## The solution

Bosch standardized on Cognigy.AI globally, creating a multitalented team that spans worldwide time zones. Entitled "The Bosch Chatbot Suite," their dynamic solution engages internal customers through training and access to the platform while developing virtual assistants for their day-to-day work.

**Hundreds of different bot projects have since been developed and deployed, often by the business units themselves, capitalizing on its simplistic integration and low-code interface functionality.**

One virtual assistant was designed by the central auditing team. They created a chatbot that would investigate potential double payments from accounts payable. Cognigy.AI was integrated into the automation software to detect those double payments and correct them. When triggered, both the vendor and Bosch can communicate with the bot and provide information; The solution is thus able to reveal if a double payment was made.

## The impact

Adopting the Cognigy.AI platform, Bosch has constructed a powerful foundation that massively accelerates automation and capitalizes the benefits of conversational AI within the enterprise.

Cognigy.AI is deeply rooted in the company's operational processes and proves successful across various use cases with immense cost savings.

A single auditing bot out of more than 120 bots saved Bosch nearly €200,000 in just 7 months. Harnessing the dynamic prowess of conversational AI, Bosch has elevated its standards for the future workforce.

## The results



Accelerated automation



Future-proof workforce



Massive cost-savings



120+ Digital Assistants



## Henkel Fast Tracks Customer Loyalty

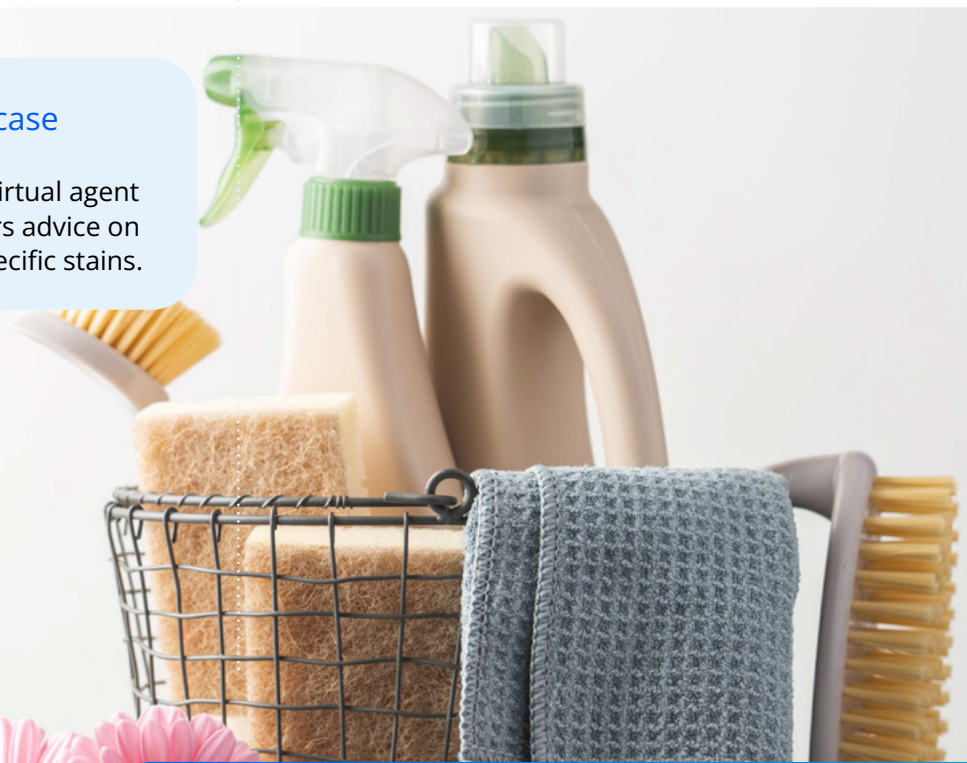
### About Henkel AG

Henkel operates worldwide with leading innovations, brands & technologies in three business areas: adhesive technologies, beauty care, laundry & home care.

Henkel automates consumer interactions using Cognigy's conversational AI platform to enhance consumer relations and strengthen brand loyalty.

### Cognigy use case

24/7 available virtual agent giving customers advice on how to treat specific stains.



The project is a real success for us. First: we help our beloved consumers. Second: we build a direct relationship with them. Third: we see a **positive brand experience**.

**Christian Hohmann**

Head of New Technologies @Henkel



## The challenge

The world over FMCG manufacturers want to encourage and develop customer loyalty, which has a direct correlation with continuing growth. Therefore, **understanding how consumers engage with a brand and being able to spot trends is essential to keeping ahead of the competition.** Henkel found that stains are the common enemy in everyone’s life. They happen out of the blue and help is instantly needed to treat them correctly.

**Henkel realized that its consumers started to search for stain treatments online in moments of panic** and thus were exposed to many results with little chance to find the correct answer right away. They embraced the challenge to help everyone live a life in which a smear of melted chocolate on a white shirt will not be a big deal anymore.

## The solution

The goal was to provide the most convenient way to help customers on the spot.

By deploying Cognigy’s conversational AI platform, **Henkel can interact with its consumers easily, precisely when they need help, on any device, at any time, in natural language.**

Christian Hohmann, Head of New Technologies at Henkel points out, “I think that is a true realization of our laundry & home care’s claim: ‘Together creating clean living.’”

## The impact

The bot can safely identify more than 2,500 variations of substances, fabrics, and surfaces and calculate the exact best treatment for each situation and give the right answer.

**The brand awareness and stickiness have increased substantially,** and Henkel achieved one more milestone with regards to its “cleaner living”- mission.

## The results



Increased in brand awareness and loyalty



Enhanced customer experience



Automation - 24/7 instant help



Insights into customer’s behavior





## Cognigy.AI Propels Direct Travel to the Forefront of the Industry

### About Direct Travel

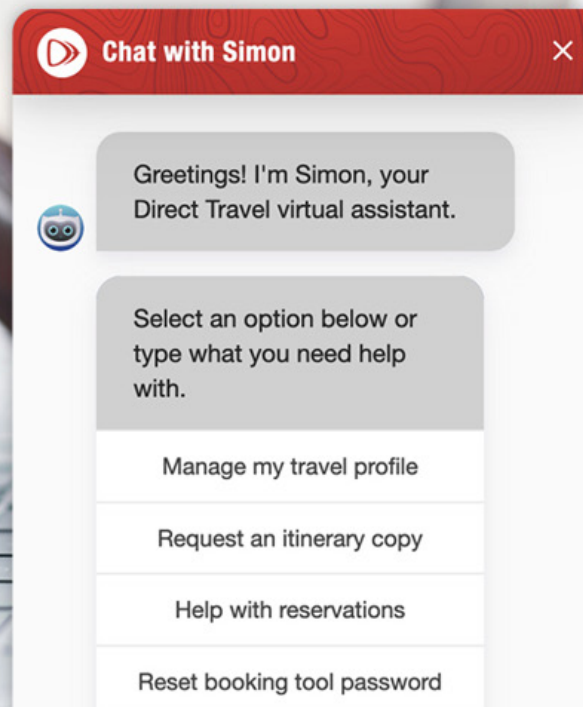
Direct Travel is a leading corporate travel management company.

Recognizing the growing trend of individuals preferring to conduct business through messaging apps, Direct Travel made the strategic decision to integrate a virtual assistant into popular platforms like MS Teams and Slack and other enterprise level collaboration platforms.

### Cognigy use case

#### Contact Center Integration

A fully automated chat solution for use in MS Teams, Slack and other enterprise collaboration platforms.



Forrester research suggests that over two-thirds of people offered a self-service option will take advantage of it. We selected Cognigy.AI to bring our vision of abundant self-service automation for our customers to fruition. Cognigy.AI has proven to be the perfect fit for our enterprise needs and has enabled us to deliver a truly exceptional customer experience.

**Darryl Hoover**

CTO @Direct Travel

## The challenge

As a company with a long history of prioritizing automation, Direct Travel understood the potential for implementing Conversational AI to enhance the customer experience through their traveler journey.

Initially experimenting with Google DialogFlow, they soon realized that they needed a more versatile solution that could be integrated into any channel, including telephony, and their customer relationship management (CRM) system.

## The solution

After careful consideration, Direct Travel chose Cognigy.AI for its advanced integration capabilities, allowing them to quickly and easily implement a virtual agent named Simon, who can be accessed through popular messaging platforms like MS Teams and Slack.

Additionally, by integrating Cognigy.AI into their contact center, Direct Travel is able to provide customers with the option to be transferred to a live agent at any point during their dialogue with Simon, further improving the overall customer experience.

## The impact

The adoption of this innovative technology demonstrates Direct Travel's commitment to staying at the forefront of the industry and meeting the evolving needs of its clients. The implementation of Cognigy.AI has proven to be a significant competitive advantage for Direct Travel. By meeting customers where they are, Cognigy.AI enables Direct Travel to advance their digital transformation strategy, ultimately enhancing the customer experience.

## The results



Increased Self-Service Automation



Teams & Slack-Integration



Live-Agent Handover



Increased Productivity

NASDAQ-listed  
Biotech Pioneer

### About the company

Pioneers in the research and development of therapeutics for cancer and infectious diseases.

### Cognigy use case

Voice-based virtual assistant accelerates sales process via seamless Salesforce integration.

## Virtual Agents Reduce Time to Market for new Drug

A leading pharmaceutical company integrates Cognigy.AI into Salesforce to support their sellers and introduce a new drug at speed.



**Voice-based access to CRM is a game changer for sales teams.** This is truly a shining example of what our customers can achieve with our conversational AI technology.

**Philipp Heltewig**

CEO @ Cognigy

## The challenge

Due to the launch of a new therapeutic product in high demand, the **sales team was under tremendous pressure** to get it to market and arrange and attend meetings with pharmacists quickly.

This situation required an exceptionally well-structured process that maximized the sellers' time while easing their workload. To do this, **the Company sought to use time spent driving to and from their meetings productively.** Specifically, the Company wanted its sellers to access Salesforce – documentation, customer account information, upcoming events, agendas, in fact, everything they need to manage customer engagement and sales – all while driving.

## The solution

To support the sellers and to use their time wisely, **the Company introduced a hands-free virtual assistant that could hold a two-way conversation and then work with Salesforce** to provide answers to specific sales and customer account questions. Fortunately, the Company is very tech-driven and already had experience with Cognigy's conversational AI platform with the development of its customer service virtual assistants. So, it was natural to extend the use of Cognigy and establish a virtual assistant for the sales team that seamlessly integrates with Salesforce.

This approach to alleviating pressure and maximizing time spent while driving meant that sellers not only **came to every meeting prepared but also allowed them to dictate meeting notes** to the virtual assistant as they traveled to their next destination.

## The impact

By introducing virtual agents to support the sales process, the Company **significantly reduced time to market, increased sales available productive time**, and met an urgent demand for its new therapeutic product.

## The results



Sales manager can query via phone on-the-go



Meeting notes recorded and transcribed



Fully integrated with Salesforce CRM



On-the-road enablement with streamed audio content



## Smart Self-Service with AI-Driven Appointment Booking via Voice & Chat

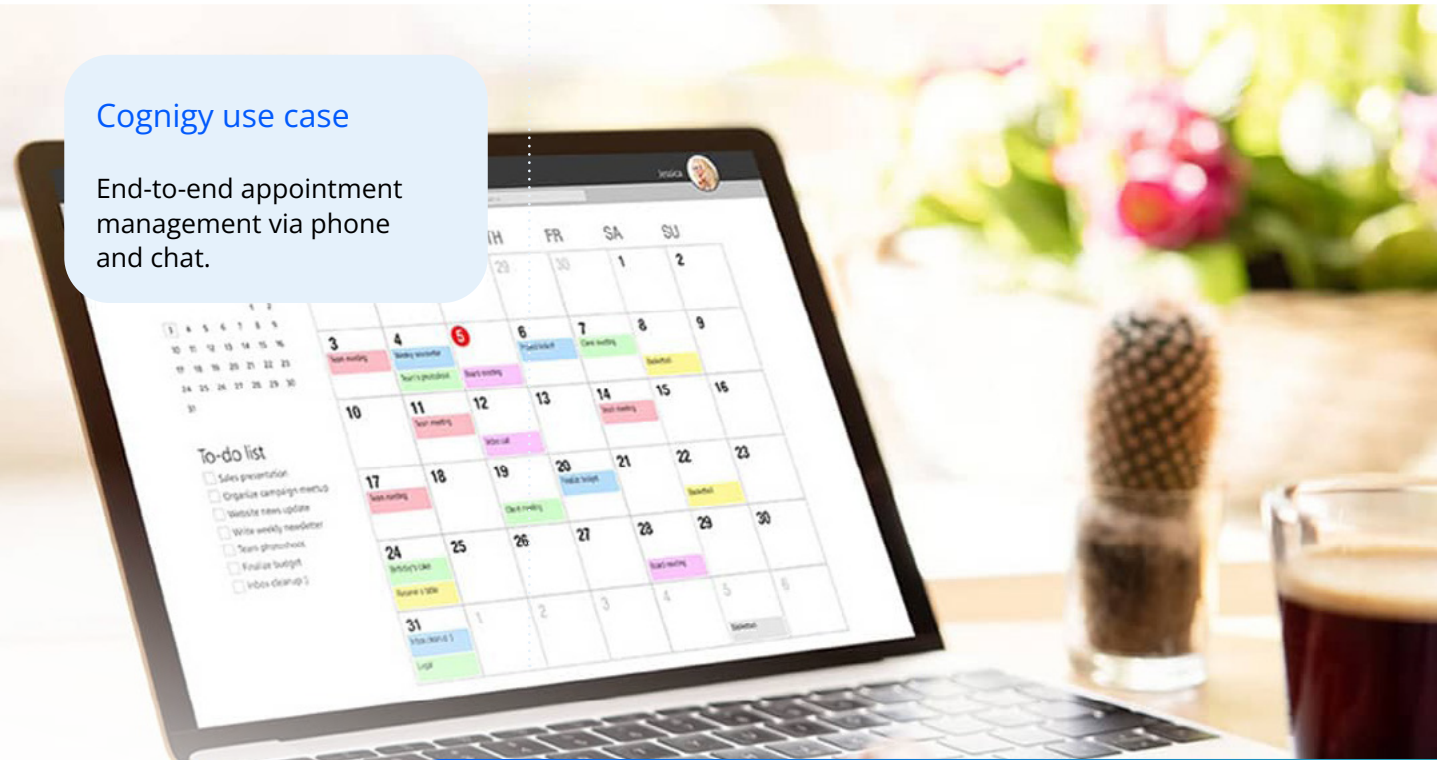
### About Calen AI

Calen.ai delivers AI and automation solutions.

Calen.ai launched a virtual agent based on Cognigy.AI that handles the entire process of making appointments in natural language. With smart integrations, it updates relevant calendars and sends confirmations. This makes it personalized and intuitive which has led to high customer acceptance.

### Cognigy use case

End-to-end appointment management via phone and chat.



For voice interfaces, Cognigy.AI is the best solution on the market in terms of integrations, flexibility, and ease of use. We plan to expand the capabilities even more as the platform has endless potential.

**Irakli Beselidze**

CEO and Founder  
@Calen.ai

## The challenge

Hotels, medical or wellness centers amongst many other service providers spend every day creating, changing, and canceling appointments with customers. This requires staff to be constantly available, not to mention it drains a great deal of their time.

**Calen.ai was looking for a way to streamline and simplify the appointment management experience by creating a virtual assistant that helps businesses be available for their customers 24/7 and schedule appointments on their preferred channels without waiting, even during peak times.**

To meet these requirements, Calen.ai needed a platform that could integrate well into all conversational channels (including voice). In addition, they needed a powerful NLU and built-in database with call logs to ensure ongoing training and optimization.

## The solution

Cognigy.AI was selected as their Conversational AI Platform after struggling with the limitations of Google DialogFlow's NLU, which lacked accuracy. DialogFlow had no in-built database and more limitations in terms of integrations and flexibility.

In just two weeks, they were able to build a professional virtual agent with Cognigy.AI.

**The digital assistant handles the entire conversation, enabling customers to choose appointment times which best suit them as well as answer their questions, collect customer information and update the calendars for all parties, finally sending out a confirmation.**

The solution is infrastructure agnostic and seamlessly integrates into the IT landscape of different businesses. Moreover, it communicates over all channels and is customized to the business's tone of voice and preferences to ensure a unique experience for the user.

## The impact

Businesses that implemented Cognigy.AI **were able to grow their customer base by increasing appointments while simultaneously saving time and resources.** Service agents focused their time on higher-value customer-facing duties and were freed from tedious calendar management and appointment scheduling.

## The results



8000+ Responses covered by the digital assistant



End-to-End automated intelligent booking



200+ Hours saved per agent per year



# A Leading Bank That Puts Customers First, Starting with Conversations

## About Rentenbank

Rentenbank is Germany's development agency for agribusiness and rural areas.

Rentenbank wants to ensure their clients feel confident in effortlessly navigating a complex service landscape. They should also experience a seamless handover to a live agent whenever necessary.



Cognigy's low-code platform is the ideal solution. **We don't need extensive programming knowledge to operate and to further develop the technology.**

The implementation was fast, allowing us to focus on an elaborate phone bot that would be available quickly for our customers.

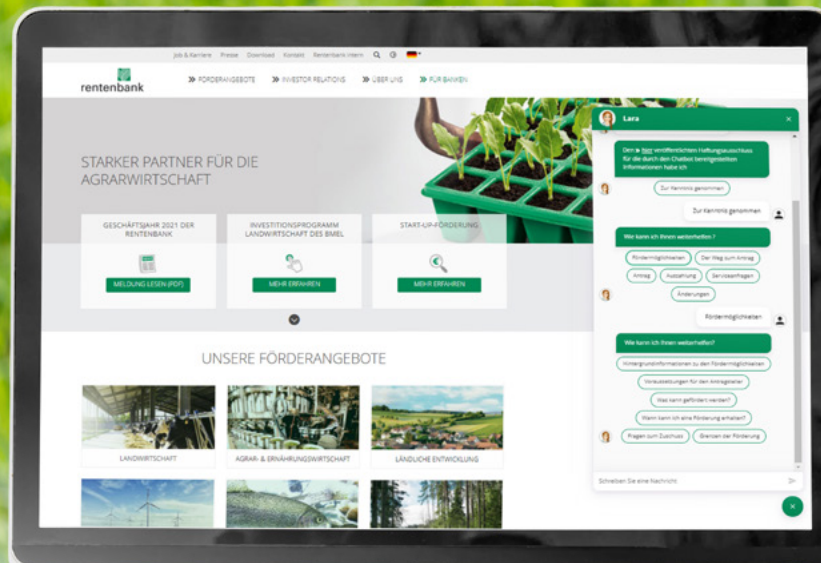
**Dr. Marc Kaninke**

Chief Financial and IT Officer @ Rentenbank

## Cognigy use case

Phase 1: A webchat that answers questions around a federal program that promotes investments of German farmers, and helps applicants and job seekers

Phase 2: A phone bot to support the service agents and broaden the service-level



## The challenge

Rentenbank is a triple-A-rated development agency for agribusiness and rural areas providing its loans to ultimate borrowers via local banks. The bank attaches particular importance to the promotion of sustainability and innovation.

In 2020, a program that entails a grant combined with a low-interest promotional loan from Rentenbank was implemented in cooperation with the government. **For this purpose, Rentenbank had to provide its customers with complex information and to rethink its form of advice.**

No request should get lost, and customers should not struggle to navigate the bureaucracy, red tape, and information jungle.

## The solution

It all started with a creative mindset and out-of-the-box thinking. The idea was to initiate a digital transformation; the IT department soon solved The challenge with conversational AI.

**What previously existed as massive pdf files containing hard-to-find information resulted in a 24/7 available digital agent called Lara, who could easily answer questions and provide all the necessary information to support new customers.**

This, however, was only the beginning of the quest to craft a better client experience. As the phone remains the most intuitive form of communication, Rentenbank develops a phone bot to unburden the contact center while ensuring access to information is even more straightforward and natural.

## The impact

**The conversational AI solution is loved by everyone.** Customers give it excellent ratings and it is a proof point of digital transformation within Rentenbank. Lara is constantly improving, with every 4th request resulting in her learning something new. Currently, she has already conducted thousands of successful dialogues and the bank is just starting to explore all the potentials of conversational AI.

## The results



Excellent customer service ratings



90% of user intents understood



Extended service offering



Service agent support





## Virtual Agent Probes Vast Technical Knowledge Base

### About Kofax

Kofax is a leading supplier of intelligent automation software for digital workflow transformation.

Kofax has introduced an AI-powered chatbot, which has transformed and elevated support for Kofax's partners and customers.

### Cognigy use case

Kofax uses Cognigy.AI to deliver an omnichannel customer experience and an enhanced knowledge base search capability.



We were impressed with the **combination of Intents and Natural Language Understanding (NLU)** to not only determine the product the user was looking for information about but also what kind of information they were seeking.

### Mike Pilman

Director of Technical Support Operations @ Kofax



## The challenge

Kofax sells and supports a variety of enterprise software solutions used to solve business problems and opportunities.

These solutions are made up of many components and **it can often be difficult for users to find the right resources for their current needs.** To support the complexity of intelligent automation, Kofax explored conversational AI platforms that could deliver a quality, omnichannel and scalable chatbot experience.

## The solution

For Kofax, the first step was figuring out what the customer or partner experience should be and what they might be looking for.

**“The key to this strategy was determining the intent of the user and using that information to get them to the resources to match their current need.** From that point it made sense to map out the flow of the customer journey and then build Cognigy flows to match,” said Mike Pilman, Director of Technical Support Operations. Together with the Cognigy team, Kofax formulated questions, designed journeys and started quickly. “We were impressed with the combination of intents and Natural Language Understanding (NLU) to not only determine the product the user was looking for information about but also what kind of information they were seeking.”

Calling their chatbot “Kofax Support KoBot”, **Kofax uses the power of Cognigy.AI as an enhanced search engine for their knowledge base.**

## The impact

Today, with the help of Cognigy’s automation platform Kofax has achieved its goal of having its Kofax Support KoBot fully operational and available in the knowledge center.

**Providing self-service resources has enhanced Kofax’s ability to help partners and customers.** “Rather than look at chatbots as a cost-saving tool, we look at it as an opportunity to have our expert technical support resources focus on customer issues not easily resolved on their own,” Mike Pilman stated.

In a recent analysis of user activity Kofax found that, **for every session where an intent was expressed, the user completed the session 80% of the time, without asking to create a support ticket** within the chatbot (which is an option with every interaction).

## The results



Improved productivity and reduced costs with 80% of queries solved through Cognigy.AI only.



High intent recognition



Improved customer experience



## Cognigy.AI is a Pillar Stone for the Smarter Cities of Tomorrow

### About Smart City Duisburg

The Smart City Duisburg Innovation Center is a think tank that researches, supports, and evaluates prototypes for innovative smart city solutions. SCDIC encompasses a local partner network of research institutes, start-ups, established companies, other organizations, and citizens.

Harnessing the power of AI-solutions, the Smart City Duisburg Innovation Center is shaping the city of tomorrow. Cognigy.AI complements the needs and goals of the Smart City of Duisburg. The solution boosts self-service options and delivers more streamlined access to information.

### Cognigy use case

E-Government self-service

Transactional voice bots



Utilizing Cognigy.AI with chat- and voice bots **guarantees inquiries are streamlined and handled with the utmost quality.** This consistency ensures a positive customer service experience.

### Stefan Soldat

CEO Duisburg-IT, Head of IT @DW

## The challenge

The municipal companies in Duisburg field a large volume of emails and phone calls inquiring about services and day to day concerns. These inquiries cover a large range of questions and issues.

Managing high volumes is not the only struggle: Acquiring qualified personnel to offer high quality customer support services is a constant challenge.

**Ensuring availability drains time from public service employees and negatively impacts the quality of service.**

## The solution

Within the first year, the municipal companies in Duisburg deployed 6 bots, amongst them internal digital assistants that support employees in HR matters and unburden the IT service desk.

In addition, the solution was expanded with external bots. **The public utility department developed a voice bot for metering services. Customers report their meter readings to a phone bot.** The solution is directly connected to SAP and ensures all data is processed securely.

Cognigy.AI proved to match well as a solution because of the low-code approach that empowers service employees to create and maintain their own bots. Additionally, the high integration capabilities into several backend systems proved to be essential for successful rollout.

## The impact

The deployment of AI-powered virtual agents has substantially improved accessibility to information and frictionless availability of transactions, while significantly reducing the workload of municipal employees.

**SCDIC is a frontrunner through implementing varied self-services on web, phone and social media channels.** A center of excellence will further maximize the impact of conversational AI technology across institutions.

## The results



Empowered employees



Frictionless transactions



Omnichannel services

## Going Beyond the Call Center to Serve Customers Wherever They are

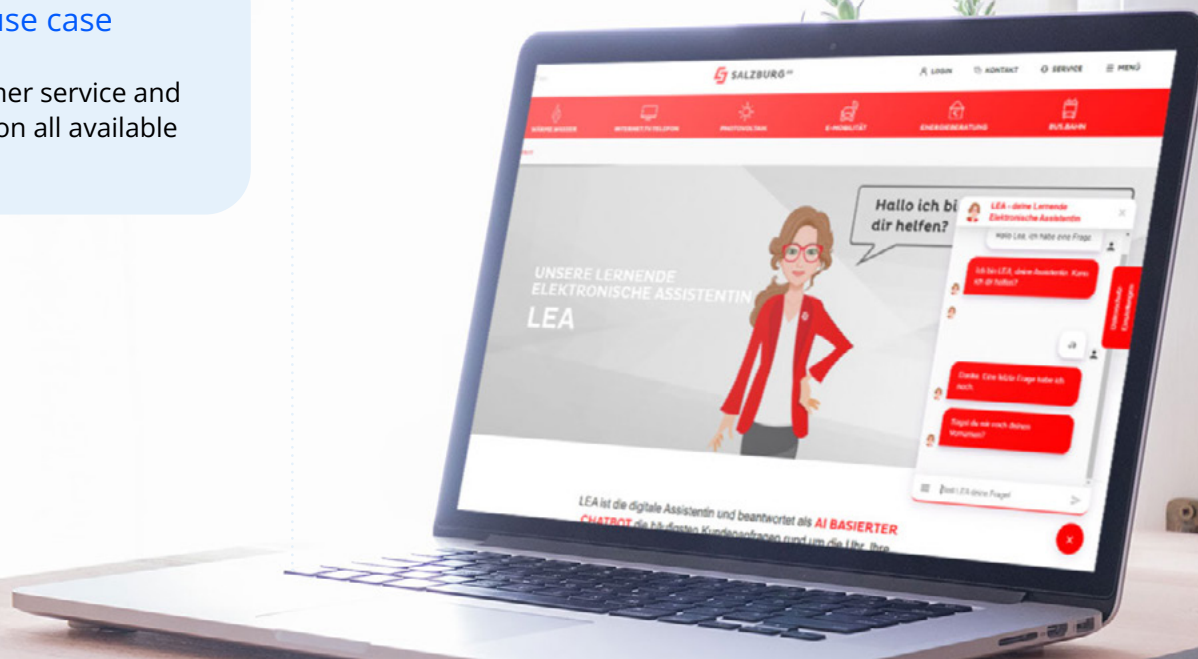
### About Salzburg AG

Salzburg AG is a utility company providing energy, telecommunications, and transport networks & infrastructure.

Salzburg AG saw significant increases in customer and staff satisfaction with its omnichannel AI chatbot – LEA.

### Cognigy use case

B2C customer service and consulting on all available channels.



At Salzburg AG, we want to embrace new technologies that help our customers while increasing our overall brand stickiness. Back in 2018, we already knew that conversational AI would have a meaningful impact on our service quality in the next years.

### Sarah Haider

Digital Manager Chabot & Social Intranet  
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## The 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. However, some requests are highly complex.

Therefore, **the goal was to relieve the pressure on service teams** by introducing an AI-powered virtual assistant working across all channels and handling most inquiries. The virtual assistant needed to free Salzburg AG's customer service teams to enable them to focus on customers with complex questions and requests.

## The solution

Salzburg AG created "LEA" aka Learning Electronic Assistant, using Cognigy's conversational AI platform. **LEA resolves customer and employee requests across all communication channels and services** and will hand the communication over to a personal customer service representative as a "live chat" when necessary.

For the end customer, LEA is evolving to handle more inquiries with satisfaction, and as it learns, it continues to **reduce the burden placed upon the customer service representatives**. Its evolution is down to Cognigy.AI's innate ability to analyze conversations and interpret intents.

## The impact

LEA has recognized more than 400 intents and is trained on over 7,000 sample sentences.

It has also received approximately 122,000 messages from over 24,000 unique customers in 2020.

For Salzburg AG, Cognigy has addressed the need for increased customer loyalty by providing an intelligent learning chatbot available 24x7, giving the customer service team greater job satisfaction by removing mundane and repetitive inquiries.

## The results



Over 400  
recognized  
intents



Trained on  
+7,000 samples



>122,000  
messages  
automated



+24,000 unique  
customers  
supported

## Customer Success Stories Conclusion

Our customers can interact with their customers across all channels, in all languages, without hesitation and using the charm of natural language.

Built on the foundation of the world's leading Conversational AI solution, Cognigy's AI Agents offers next-gen customer service with a suite of turnkey solutions including Voice AI Agents, Digital Chat AI Agents and Agent Assist. Coming equipped with dozens of pretrained skills, the platform works seamlessly with existing enterprise systems and learns from your agents, giving them superpowers.



Cognigy customers are happy customers

## The next steps

Now that we have shared a wealth of information regarding our customers and their use cases, it's time to see how we can revolutionize your customer experience and create AI Agents for your business.

## See Cognigy in action

[Get a demo](#)