

CASE STUDY



UK Energy Provider Deploys Conversational AI

to Deliver Enhanced Self-Service to PAYG Customers

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The Business Case

One of the UK's leading energy providers were embarking on a business optimisation and transformation project. As part of this project, they were looking at ways to improve their customer experience and deliver efficiencies to their contact centre. The organisation identified that they were receiving a high volume of queries into their contact centre surrounding customer requests for temporary financial support.

Customers who are applying for this type of support are typically facing hardship and require immediate action. However, the high volumes received, particularly after the weekend, in combination with the whole host of other requests and queries needing to be handled meant that customers were subject to longer waiting times for a response, impacting their experience of the brand.

As part of their broader digital transformation initiatives, the organisation had already deployed RPA bots into their contact centre processes to deliver efficiencies and optimisation.

Following the success of this implementation, they were seeking ways to transform their processes and improve customer experiences. They reached out to Humley to deploy its Conversational AI Assistants to help reduce the pressure on their contact centre team and deliver enhanced self-service to customers.



Key Benefits:



67%

Accuracy
Rate



50%

Average
Containment

Humley's Solution

Humley deployed a Conversational AI Assistant via the energy providers website which streamlines the handling of incoming customer queries and requests for additional financial support. The Assistant utilizes the best-of-breed AI technology including machine learning and Natural Language Processing (NLP), as well as integrations to RPA bots to deliver actionability and more meaningful outcomes to customers in seconds.



During the course of a natural conversation, the Assistant securely gathers the necessary information to validate a customer's account and credit application including metre type, plan, and other financial information such as income, etc. The Conversational Assistant will then deliver this information via an API to RPA bots which integrate with internal business systems to validate the user and calculate the amount of credit they would be eligible for.

Returning the credit offer to the customer within the conversation in minutes for review. Depending on a business's requirement and the customer's response, the Assistant can then automatically trigger the credit approval process or handover to a Customer Support representative.

The Assistant can also support customers with a wide variety of FAQs, ranging from simple information to more complex instructions related to their meters or energy supply. Due to the varied nature of how requests are inputted into the Assistant, Humley's use of AI and NLP has been key to ensuring customers receive the most relevant responses and for the continual optimisation and learning of the platform.

Additionally, Humley's solution provides customers with the option to speak with a live agent through an integration with a live chat service.

If requested or in certain circumstances, the Assistant will integrate with the customer's chosen live chat provider via an API, and hand over to an agent a summary of the previous interaction – ensuring continuity of service and further improving experiences



Benefits Delivered



Since launching, the Assistant has handled over 200,000 conversations per month, of which 26% relate to requests for additional financial support and delivered an average accuracy rate of 67% across all requests.

This has meant that customers are able to access the information and support they need 24/7, regardless of contact centre opening times. This has Significantly improved experiences and satisfaction, as well as reducing the overall cost to serve.

Humley's Assistant can handle inbound customer queries regardless of the complexity or the volume received, ensuring that customers receive a consistent level of service and further improving their experiences.

The Assistant has also impacted the contact centre itself, delivering an average 50% containment rate resulting in time savings for the team who are now freed up to focus on more sensitive customer tasks and priorities.

Additionally, due to the initial success of the Assistant, the customer decided to remove their telephone number from their website, meaning that the majority of customers are now directed through Humley's solution.



The organisation can now more effectively manage peaks and surges without placing additional strain on the contact centre team. Humley's Assistant can handle inbound customer queries regardless of the complexity or the volume received, ensuring that customers receive a consistent level of service and further improving their experiences.

Revolutionise Experiences & Boost Efficiencies with Humley Studio.



Welcome to Humley, where we are transforming the way organizations engage with their customers through Conversational AI Assistants. Our mission is to empower businesses to autonomously build, deploy, and manage cutting-edge AI-powered Assistants, delivering exceptional customer experiences while optimizing valuable time and resources.

At Humley, we offer Studio, our flagship SaaS platform, designed to revolutionize the way you interact with your customers. Studio provides a suite of powerful tools, including Think – our state-of-the-art generative AI and GPT-driven solution, enabling automatic creation and review of Q&As based on existing knowledge sources.

With our intuitive Easy Q&A editors, versatile Flow builder, and templated integrations into the leading business systems and technology solutions, you can effortlessly design personalized and efficient conversational experiences.

What sets us apart is our commitment to providing a no-code approach to Conversational AI, making it easy for businesses of all sizes to harness the potential of AI-driven customer service without the complexities. We believe in empowering our customers to orchestrate AI safely and seamlessly, integrating our Assistants into a wide range of AI providers, including our own.

Join us on our journey to revolutionize customer service through Conversational AI. Sign up for a free account today and experience the future of effortless and intelligent customer interactions.

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