

# Case Study: Virtual Assistant in the AAA AUTO Customer Center

20,000 calls handled by a voicebot in 14 days

**Client:** AAA AUTO (Aures Holdings a. s.)

**Period:** July–August 2021

**Main Achievements:** a high success rate in customer service by a voicebot in Czech, Slovak and Polish

*"We have done a lot of work since we started working together. In a very short period of time we have managed to get several projects up and running, for which I am very grateful to the entire VOCALLS team who have always been ready to help. The people who still don't believe in this technology should quickly abandon their opinion and dive into the world of voicebots and chatbots. We can no longer imagine automating both business and non-business processes without VOCALLS and we believe that we are still at the beginning of the possibilities offered by this solution. In all cases, we have so far found it to be not only a full-fledged replacement for human operators, but also a great helper."*

**Jan Duchoň, CC Project Manager**

Successfully detected requests in call routing

**More than 88%**

Success rate of fully completed 10-question questionnaires in NPS

**26%**

Calls handled in August and the first half of September 2021

**33,524**

**Client:**

The AAA AUTO car center network has been operating on the market for 29 years. From the Czech Republic it has gradually expanded to Slovakia, Poland and Hungary. In 2019, its sales volume amounted to 86,000 cars, and it offers an average of over 16,000 cars per day.

**Goals:**

Make the company's communication more efficient • Unify the level of customer service lines in all three countries • Provide the client with a practical and “user friendly” tool for managing campaigns, scenarios and reporting

**Challenges:**

The client was already using a voicebot and a chatbot from another provider before starting cooperation with VOCALLS, but this provider's solution did not allow the client to implement their own campaigns and to participate in the editing and updating of call scripts to the necessary extent. The client was therefore looking for a replacement solution which would offer more possibilities and would be overall clearer and more intuitive. Also, one of the important requirements for the new provider was the ability to process the reporting at a higher level.

**Technical Solutions and Implementation:**

We have created a voicebot that can recognize the most frequent requests of callers (e.g. questions about payments, contracts and other documents, complaints, pending transactions, etc.) and provide a transfer to the correct human operator. In addition to the three primary languages, it can also handle English, which it can recognize and then transfer the customer to an English-speaking specialist.

In the case of customer satisfaction campaigns (NPS), the voicebot guides the customer through ten questions, it can recognize the voice selection of a number from zero to ten, and it records and evaluates other possible answers. It distinguishes the type of transaction that the customer has made with AAA AUTO and selects the questions that are directly relevant to the customer accordingly.

In both cases (i.e. for both customer line/chat and irregular NPS) AAA AUTO is able to easily evaluate the results themselves and continuously monitor the statistics.

## Results:

The voicebot is successfully involved in communication with AAA AUTO customers in the Czech Republic, Slovakia and Poland. It recognizes 10 thematic areas in the fields of buying, selling and trading in cars. When communicating with a person, the voicebot can correctly identify more than 88% of the topics in all three languages, and in the remaining cases it asks additional questions in order to correctly classify the request.

It achieves comparable results to human operators in the area of customer satisfaction and often exceeds their success rates. The average success rate of a voicebot in this case is around 26% (that's how many people make it through the ten-question call to the end).

### Results Summary – Routing

- 13,985 calls handled by the voicebot in August
- 19,539 calls handled by the voicebot in the first 14 days of September
- 2,000–2,500 calls well-handled every day
- The robot's continuous learning resulted in a substantial reduction in unrecognized requests – from 35% in the first test calls to the current 12% in Polish, 8% in Slovak and 7% in Czech.

### Results Summary – NPS

- 4,876 customers (CZ, SK and PL) who confirmed their identity and were willing to complete the questionnaire
- 1,264 (i.e. 25.9%) of the clients completely filled in the ten-question questionnaire
- 759 (i.e. 15.6%) clients completed the questionnaire at least partially and answered the most important questions

*"These figures show us a very accurate categorization of calls and also that the bot and its learning is working. In the first calls we had an unrecognized message rate of over 35%. So it's definitely not possible to prepare the voicebot for all scenarios at the beginning, but it needs attention during live operation as well."*

**Jan Duchoň, CC Project Manager**