

Case Study: Virtual Telephone Agent for Roadside Assistance

Integration of a voice robot for basic and routine calls to roadside assistance

Client: Europ Assistance Czech and Slovak Republic

Period: first phase of Q1 2020 – April 2021

Main Achievements: higher availability and faster call handling while maintaining high customer satisfaction

"We came into contact with VOCALLS in 2011 when we started looking for an alternative to a foreign provider who was unreliable, did not deliver and did not communicate. I have to say that we could not have asked for a better second attempt. VOCALLS has great employees, high level developers and together we have made the project a big success."

Vladimír Chovanec, Project Manager

Reduces the average call length by
3 minutes

Increases the availability of the line by
15–25%

Customer satisfaction
75–80%

Description of the Client / Client:

Europ Assistance Czech and Slovak Republic is a provider of assistance services and claims handling services. Thanks to their strong international background and know-how, they offer their customers comprehensive specialized insurance and service solutions tailored to their needs.

Goals:

Ensure the availability of the assistant 24 hours a day • Improve the availability of the service at the busiest times • Reduce waiting time on the line • Increase customer satisfaction • Reduce staff costs • Free up the time of human operators to deal with more complex or unusual situations • Increase road safety by faster intervention, for example when towing a dangerous vehicle

Challenges:

Europ Assistance came up with the idea of using voicebots 3 years ago. For a year they tried to implement a voicebot from a foreign provider. Unfortunately, they had a very bad experience. Neither deadlines nor requirements were met and many communication problems occurred (language barriers, lack of direct contact, minimum consultations, etc.). The result was a loss of 1 million CZK.

Europ Assistance did not want to repeat this experience. They started looking for a partner on the domestic market who could listen to their requirements and turn them into a working reality. We are glad that they put their trust in VOCALLS. Now they are successfully using our assistance robot and we have been working together on its development for over a year.

Technical Solutions and Implementation:

The virtual assistant will find out the information needed to quickly arrange a tow or assistance. The call is carried out with maximum efficiency and regard to the specific situation the caller is experiencing during the conversation.

The call script is carefully prepared in constant consultation with the client and according to the specifics of the client's assignment (conveyed in SIP headers). Identification data (registration number, etc.) is validated against the EA database for maximum accuracy and converted to numeric or standardized values during the call as required by EA. At the same time, however, direct transcripts of the caller's speech are also transmitted for security reasons.

The caller can specify the location of the intervention either with a verified address, by a text message link to a geolocation web application, or simply in open speech. At the caller's request, the call can be transferred to a human operator at any time and all information obtained can be transmitted immediately. At the end of the call, the data is transferred via the webservice to the EA, the call is terminated and evaluated in the helpdesk system.

Results:

Voicebot integration reduced the average call length by 3 minutes compared to human operators (4 minutes vs. 7 minutes). SLA (the voicebot availability) is 15–20% higher compared to lines without voicebots. Approximately 75–80% of customers who were assisted by a voicebot reported satisfaction.

During April, the robot handled 3,092 cases incoming through 3 channels: 38% via a human, 17% via their WebApp and 45% via an agent. Approximately 600, or 36% of enquiries, were fully digital. This resulted in a substantial reduction in costs.

EA is interested in the digitalization of call centers worldwide (FR, BE, ES, IT, PL, USA, etc.), but only in the Czech Republic have they managed to achieve, in a very short time, remarkable results. And all of that is thanks to VOCALLS.

Results Summary

- Call length shorter by 3 minutes
- Availability higher by 15–20%
- Satisfaction 75–80%

Example: April 2021

- The robot handled 3,092 cases
- 38% of the cases were calling clients
- 17% of the cases were requests placed through the web application
- 45% of the cases were requests placed through an agent
- A total of 600 cases, or 36%, were fully digital