

CASE STUDY



MOBILITY



CUSTOMER SERVICE CHATBOT

CHALLENGE

Especially in the mobility sector, customers need immediate customer support and accessible contact options while travelling. Deutsche Bahn integrated the e-bot7 technology to ensure a high level of performance, accessibility and customer satisfaction. At the same time Deutsche Bahn was able to cut their customer service costs.

SOLUTION

Deutsche Bahn deployed the e-bot7 solution in the customer service section of the website via an online live chat. The goal is hereby to expand its customer service touch-points and to offer a simple and instant contact option for customers without having to write an e-mail or call the hotline.

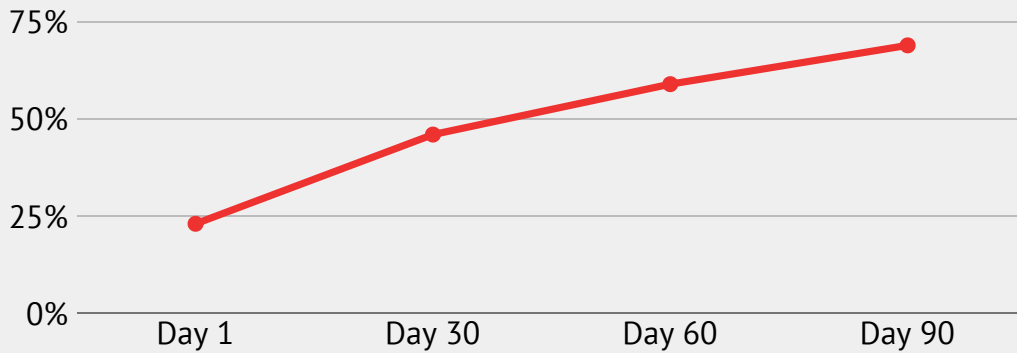
Chatbot Kai responds automatically to inquiries that have already been learned. If a question is encountered

for the first time, a Deutsche Bahn agent is automatically added to the conversation and Kai suggests the most viable answer. This hybrid automation approach saves the agents' time by pre-filled answer templates. Additionally, Kai learns from every response allowing the automation level to increase organically.

The advantage for Deutsche Bahn was the quick integration of the hybrid solution and the possibility to scale it up when needed. Despite only using three agents to support the chatbot, more than two thirds of the requests were fully automated after two months. Moreover, Kai's hybrid automation of chats enables each agent to answer a large volume of messages per day while offering a high-quality level of customer support and reducing the customers waiting time in total. By implementing the e-bot7 solution Deutsche Bahn managed to cut their customer service costs by 35%.

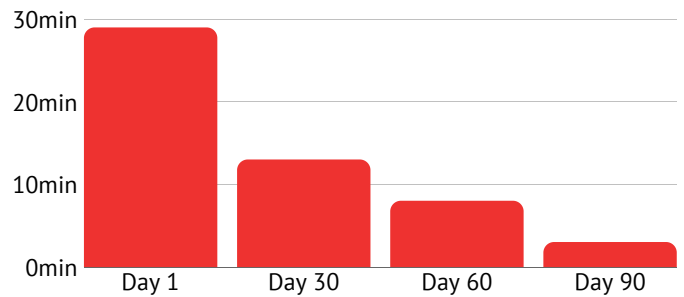
FULLY AUTOMATED LIVE CHAT REQUESTS

Deutsche Bahn fully automated 69% of their live support requests, even though the chatbot was only trained by three support agents per day.



CHAT DURATION REDUCED

The hybrid automation approach decreased the chat duration from 29 min to 3 min in total.



1100
tickets per
day

AGENT'S CAPACITY INCREASED

Each customer support agent of Deutsche Bahn can answer up to 800 partially automated live support requests per day with our AI automation platform.

40s
Ø waiting
time

CUSTOMERS' WAITING TIME REDUCED

Our AI chatbot either automatically responds or provides agents with the most viable answer, so that customers receive a prompt answer to their enquiry despite the few resources used.