Customer-Faced AI

Telia Danmark — EN DEL AF NORLYS

Intro

Dan
Solution Specialist
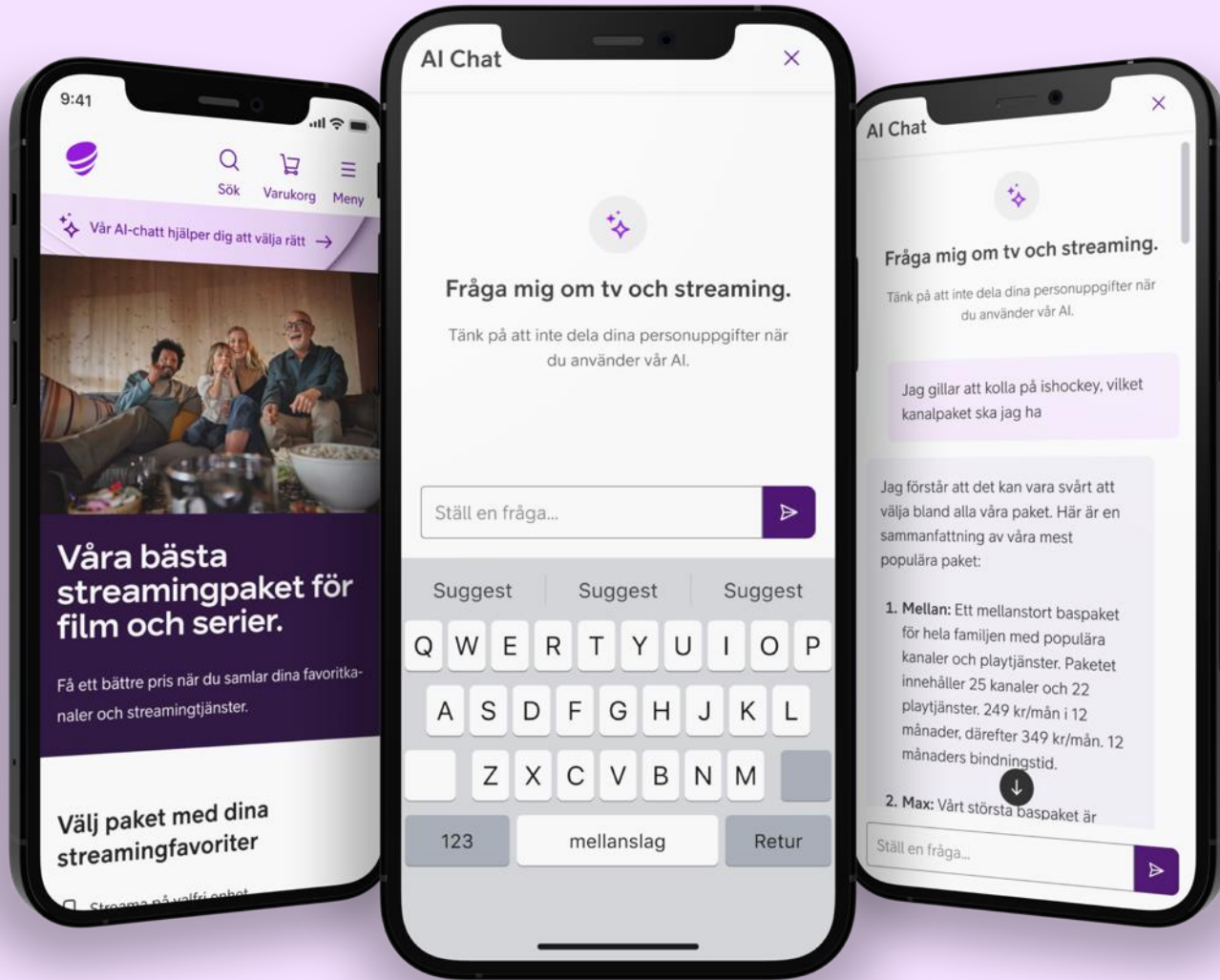Telia

Amanda
Senior Delivery Manager
Telia

Purpose

Be curious

Enhance Customer Experience
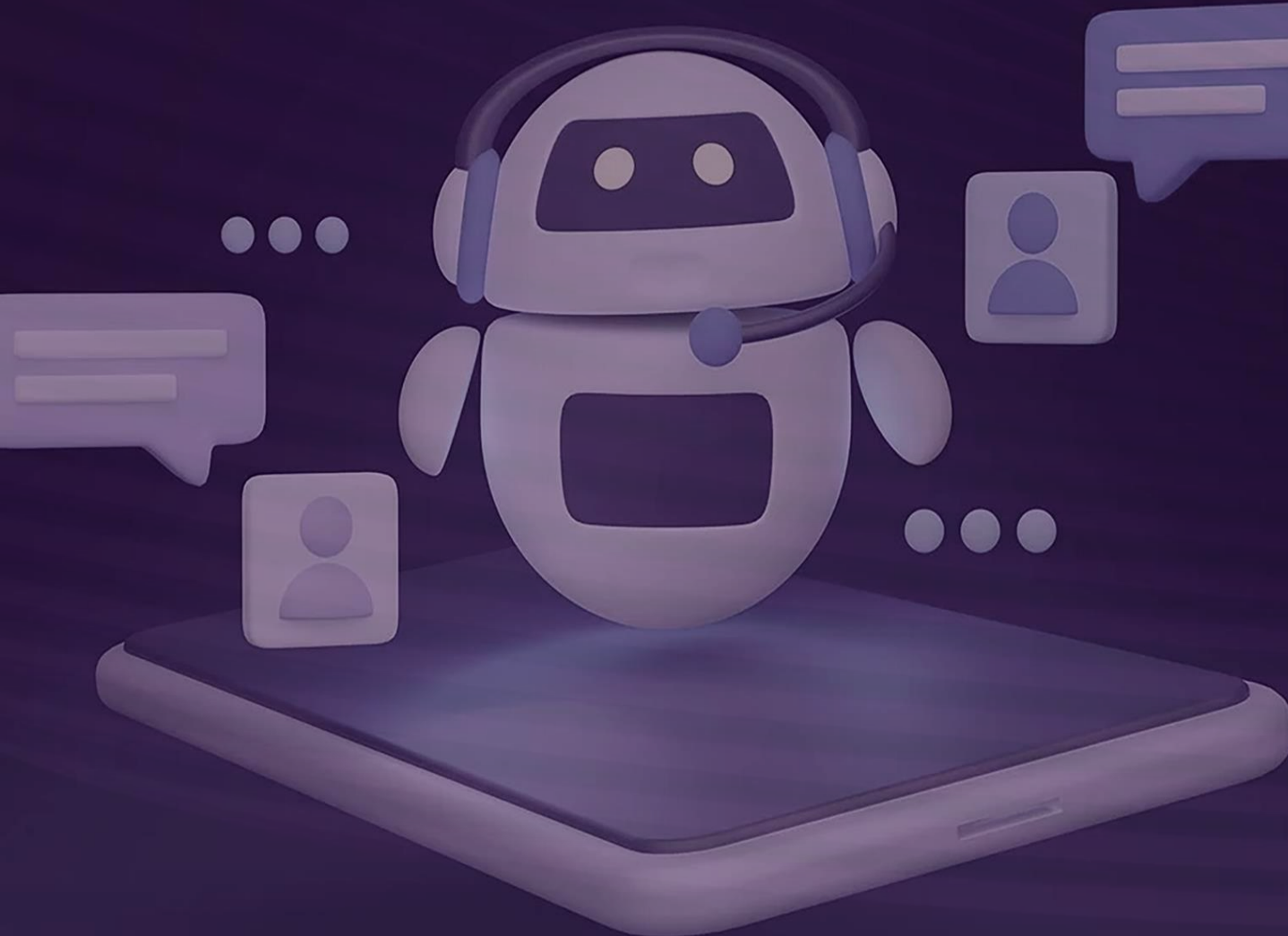
Improve Business

Establish Governance

What we have built:

- A Gen AI bot helping the users on Telia.se choose the right TV package

- Hybrid chatbot – static and generative responses

- Built on Google technology

Guiding Design Principles

When designing the bot...

1
As generative as possible

2
Be data driven

3
Experimental & Agile

4
Embrace Learning & Change

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Success factors:
Early Insights

Early Insights

- Chatbot usage up - average of 20% each month

- Higher order values for chatbot users

- Improved troubleshooting completion via chatbot

- Chatbot handles common queries – reduce of customer service calls

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Learnings & benefits

💩 IN   💩 OUT

| Optimizing content for AI | Insights on customer pain points | Identification of knowledge gaps | Feedback loop | Better upsales |

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Future

Focus for now
– expansion of chatbot scope on telia.se

Web

Customer Data API

API

Automation

Open FAQ
• Provide instant responses to common queries with answers generated from data source.

Personalized FAQ
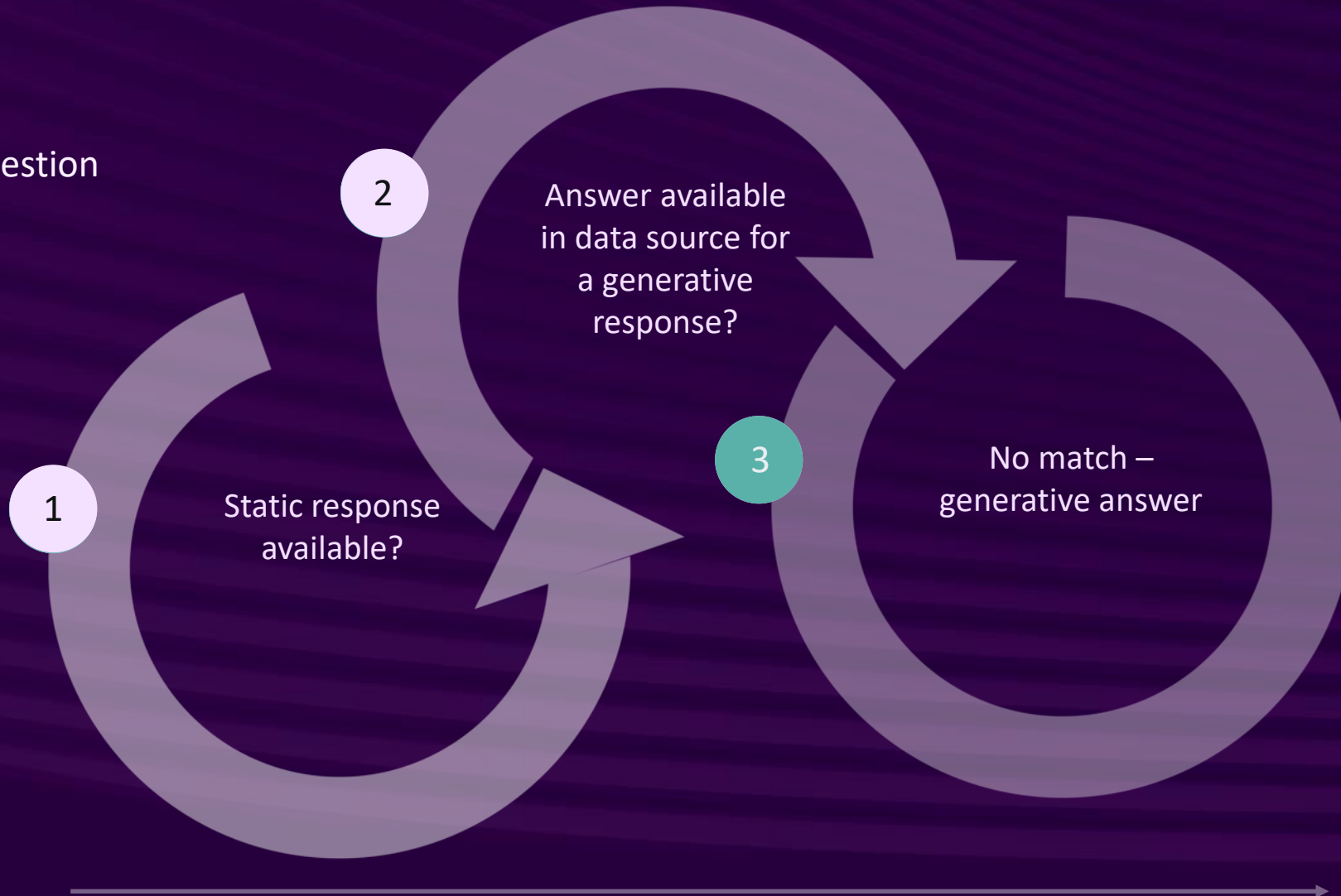• Implement API connections to retrieve customer data from CRM systems.

Personalized actions
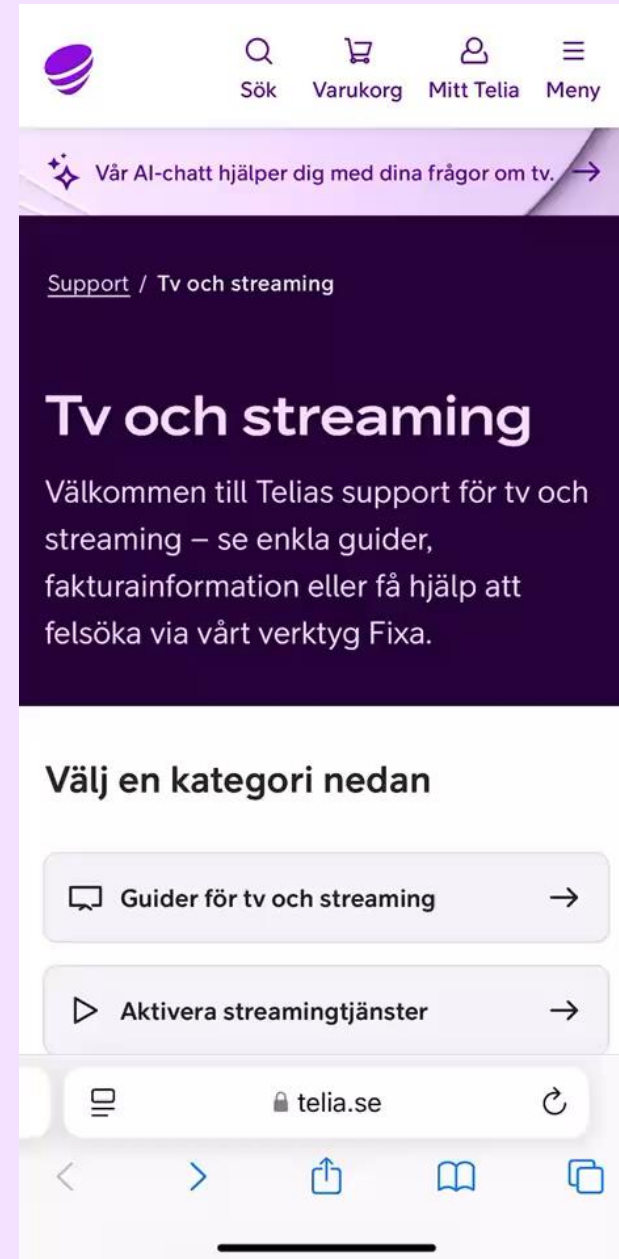• Performs tasks
• Updates CRM data based on user interaction.

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Demo

Input Evaluation Order

Customer question

2 Answer available in data source for a generative response?

1 Static response available?

3 No match – generative answer

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Static response

Match with a static response

Generated from data source

Response generated from data source

Out of scope

Out of scope questions will trigger generative fallback

Handover to Human

Human Escalation: directly requested by user or after failed chatbot interactions

NLU

MCP

Wrap-up

Hvad er vigtigt ?!

RAG

Gen. AI

AGI