

Customer Success Story

Telecommunications Company



In 2017, this large Telecommunications Company began collaborating with the Creative Virtual team on their customer-facing V-Person™ virtual agent.

The Initial Goals



Provide a better user experience for online help



Reduce number of calls made to the contact centre



Improve reporting for better customer insights

A 24-hour Hackathon

The company already had an existing Oracle Knowledgebase that housed around 3,000 information articles and did not want to replicate or move that content for the virtual agent. So, as part of their vendor selection process, they set a challenge: 24 hours to build a working integration with their existing content repository. Creative Virtual emerged victorious!

How the Conversational AI Solution Works

The virtual agent is deployed as a search bar on the Help & Support page of the brand's website. This creates a single point of access for users to get help online for their whole range of services, including broadband, TV, landline, and mobile.

The virtual agent acts as a conversational layer, recognising the user intent then making an API call to the content repository.



The relevant information is retrieved from the repository based on a content tagging system and presented back to the user by the virtual agent.

This solution simplifies content management for the Telecommunications Company because they are maintaining content in one place instead of juggling multiple systems. It helps ensure accuracy because when content is updated in the repository, the changes are instantly reflected in the virtual agent. It also removes the danger of having conflicting information between the virtual agent and other online help pages since everything is managed in a single place.

Changes & Expansions

Based on the success of the initial virtual agent rollout, the company added a new integration to expand the solution. This functionality enables the virtual agent to provide real-time information about TV programming schedules and viewing details for upcoming sporting events.

Then in 2020, the company migrated their help content from Oracle to Adobe Experience Manager. The Creative Virtual team collaborated with them to update the content tagging and API set-up to ensure the virtual agent continued to provide accurate conversational support.

Later in 2020, they launched a new virtual agent on the website of another of their brands. That brand had no existing information repository, so the content for this solution is curated and maintained within V-Portal™, Creative Virtual's conversational AI management platform.

Self-Service Success

Handling 10,000+ transactions per day with a 95%+ accuracy rate



Reduction in support calls resulting in an estimated savings of £3 million per year



Better insights into customer needs to help improve services and support



Why Creative Virtual? As a pioneer in the chatbot and virtual agent space, Creative Virtual has played an important role in the advancement of this technology and the ways in which it can be implemented for nearly two decades. Our experienced team closely monitors trends and the evolution of customer and employee engagement in order to provide organisations with cutting-edge conversational AI solutions. Today we are an expert in the industry, ranked as a Leader in Conversational AI by ISG, named the Product Leader in AI-Enhanced Customer Self-Service by Frost & Sullivan, and winning The Queen's Awards for Enterprise: Innovation.

Learn more: www.creativevirtual.com
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