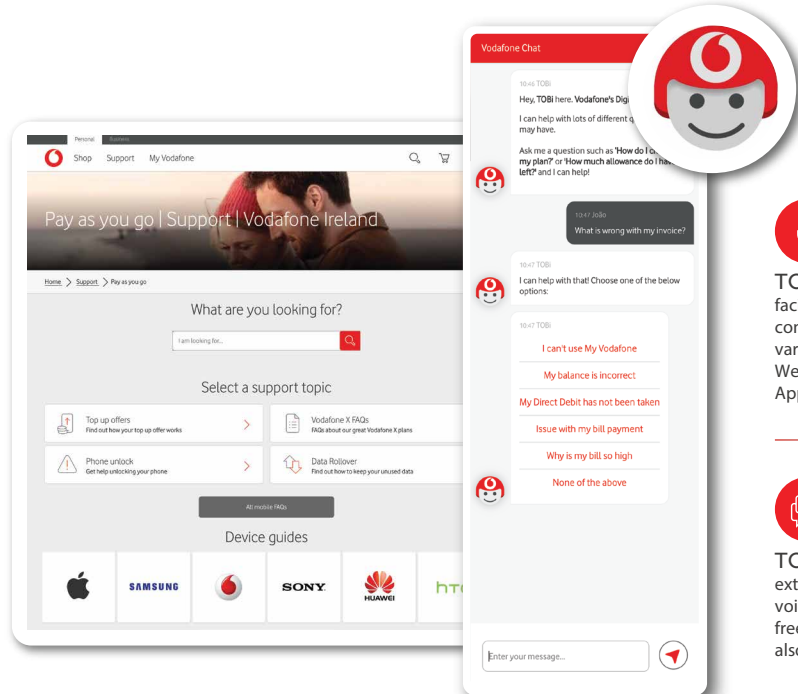


TOBi: Revolutionising Customer Engagement with AI-Powered virtual assistant

Vodafone partnered with Celfocus to create **TOBi**, a virtual assistant that offers a comprehensive set of features designed to enhance customer interactions and streamline operations. This virtual assistant was divided into two fully automated AI agent systems designed to directly assist customers.



TOBi Chat channel facilitates natural language conversations over text across various platforms such as Web, Mobile, and Vodafone Applications.

TOBi Voice channel extends these capabilities to voice interactions, utilising a free dial Irish number that is also accessible internationally.

CHALLENGE

Vodafone Ireland wanted to transform their customer service landscape, by implementing a natural language model that could accurately identify customer intentions, provide rapid responses, and maintain uninterrupted conversations, while also adapting to the preferences of users who traditionally interacted with human agents.

SOLUTION

Following a micro-modular strategy, having frontend, AI, Java Business logic, VoIP, Gateway, Speech To Text/Text To Speech, and Tele Management Forum (TMF) modules delivered by different teams under TOBi structure, this solution aims to provide automated customer care, troubleshooting, and e-Shop functionalities, enhancing customer engagement and support through intuitive and natural language interactions, while also ensuring customer trust in an AI-driven system.

BENEFITS

- Cost Efficiency**
 - Decrease of 42K euros in agent handovers and direct calls on Call Centre.
- Scalability & Reusability**
 - Internally within Vodafone Ireland and across other Vodafone opcos.
- Operational Effectiveness**
 - An average of 100K interactions per month.
 - 60% full resolution rate.
 - 99.9% uptime, ensuring continuous availability.
- Customer Experience Enhancement**
 - Voice and chat channels caters to diverse user preferences.
 - Seamless and natural language interactions contribute to a positive customer experience.
- Knowledge Sharing and Collaboration**
 - Integration with the TMF Digital experience layer facilitates knowledge sharing across digital channels.
 - Contribution to the development of over 10 TMFs and enhancement of more than 50 others.

