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WALES MILLENNIUM CENTRE

Customer Experience Automation



Customer

Wales Millennium Centre, Cardiff

Sector

Events & Hospitality

Size

1.2 million visitors per year
Seating up to 1,800 people per
performance

Employees

>200 employees

About

Wales Millennium Centre is the nation's home of performing arts situated at the heart of Cardiff Bay.

As one of the UK's leading cultural attractions, the Centre provides an extensive programme of world class entertainment, showcases Welsh creativity and talents, partners with international artistic companies, and offers creative learning and community engagement opportunities aimed at increasing accessibility to art and culture.

Wales cultural landmark transforms customer experience

The Challenge

Since opening its doors to the public in 2004, the **Wales Millennium Centre** has welcomed over 24-million visitors, and stages some of the World's biggest and best known shows and musicals.

With digital ticket sales rising from 70% pre-covid to 95% post-covid there was a need to increase digital capabilities and enhance the customer service offering. Wales Millennium Centre has embarked on a major project to transform its customer experience. Including answering customer questions about how to book tickets and fielding enquiries about the venue, logistics and performances.

The customer relationship and technology services teams at WMC set out to transform their customer journey end-to-end, and partnering with Managed Services and Unified Communications Provider, Croft, they upgraded their fragmented phone system – futureproofing with an integrated 8x8 Contact Centre as a Service.

When it came to expanding customer communications online Croft introduced converse360, and their Assist-Me™ platform. With out-of-the-box connectivity with 8x8, Assist-Me offered a fully integrated intelligent AI Assistant which could be easily configured by the in-house team to automatically respond to customer enquiries and seamlessly hand-off to the customer service team when required.

The Project Aims

Wales Millennium Centre receives thousands of incoming voice calls, webchats and email enquiries every month, with enquiries spiking when new shows are released and during major performances.

The team set out to:

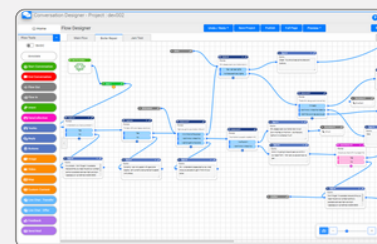
- Improve customer service without increasing headcount
- Transform customer experience in line with a digital-first approach
- Unify systems with a seamless integration to their 8x8 contact centre
- Empower customers with improved self-service for ticket or event enquiries
- Improve responsiveness with a flexible service to manage fluctuations of enquiries and to support ticket sales

By improving self-service for routine enquiries the team aimed to reduce the number of calls being routed through to its customer advisors, giving them more time to respond to group bookings, venue hire and complex enquiries.

The Solution, self-build AI Assistant

After years of using technology which had been complicated to implement, it was important to the WMC team that any new solutions could be managed in-house by business users.

After a short onboarding session, the customer relationship team was able to use the no-code Assist-Me™ platform to create their own customer journeys for FAQs and processes. This included building bespoke workflows for customer enquiries with the ability to hand-off to the customer service team. Plus, as the team wanted to offer the Assistant in both Welsh and English, they also created all flows in both languages.



Assist-Me drag and drop flow-builder with 8x8 connector

Customising to meet customer needs

With customer experience being top priority, the team wanted to enable customers to continue browsing the website and maintain the chat session whilst retaining history and context during both automated and live-chat. Although the website didn't initially support this functionality the team at converse360 were able to adapt and customise the persistent chat feature to work in the WMC environment.

S'mae Bot!

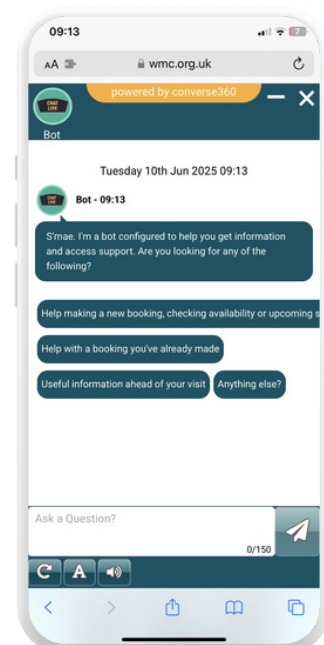
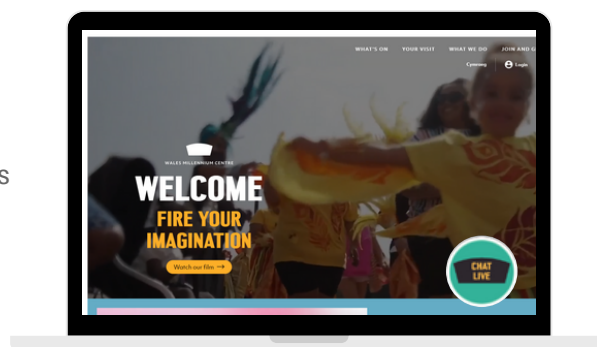
Using the platform Wales Millennium Centre were able to create and launch an AI Assistant reflecting their website branding and colours, with an avatar christened 'bot' - a name which conveniently requires no translation into Welsh.

Bot provides 24/7 customer service via the website and connects seamlessly with the 8x8 contact centre for instant hand-over to human agents, with full transcripts of chat sessions saving time for the customer service team.

Bot provides instant answers for a range of ticketing enquiries, including questions about shows and events, group bookings, seat selection, pricing and discounts, how to pay for tickets and much more...

Bot instantly answers the most frequent customer enquiries:

- Booking tickets for shows and events
- Changes, updates or group bookings
- Checking bookings or accessing tickets
- Sharing useful information ahead of a customer visit
- Venue enquiries, including logistics, facilities and access



Chat client available on mobile or desktop, in Welsh or English.



Bespoke 'Bot' avatar adapted for Welsh language website.

Customers enquiries are understood and responded to using conversational AI, this help Bot to identify the intent, including different phrases and local terms; Bot then responds in real-time using a natural, interactive and conversational style based upon content provided by the WMC team.



With a little hand-holding the Assist-Me platform was relatively straightforward to use, and its seamless connection with 8x8 is a huge benefit – aligning with our objective to deliver joined up services to our customers as well as making processes easier to manage for our team.”

---Lawrence Dixon, Business Insight Analyst, Wales Millennium Centre

Benefits of the Assist-Me™ Platform

Ease of use

From the outset it was important to Wales Millennium Centre that they could manage the system in-house. The easy to use platform enables WMC to adapt, edit or customise responses and workflows with just a few clicks and to add actions without needing a developer.

Inbuilt Guardrails

The platform manages and governs the conversational AI, with inbuilt security and guardrails ensuring that Bot is able to identify and respond to any inappropriate questions.

Seamless Contact Centre integration

Any conversations requiring a customer service advisor are seamlessly transferred using the [Assist-Me 8x8 connector](#). Customer details and any data collected are handed over along with the conversation transcript, making it easy for the customer relationship team to pickup the enquiry without asking repeat questions.



8x8

What's next for Wales Millennium Centre

Wales Millennium Centre is dedicated to improving its customer experience and maintaining strong relationships with its customers. With a new immersive arts theatre in development the team at WMC is ready to support future initiatives in arts and entertainment with easy to use, connected communications that are ready to help the thousands of customers who visit them every year.



Our customers love it that they can quickly check details using the AI Assistant and avoid needing to call our team, this relieves the pressure on our team too – they have more time to deal with customers who need more help ”

---Rhys Davies, **Head of Digital Services, Wales Millenium Centre**

AI Assistants for Guest Experiences

Enhance customer and guest experiences with intelligent automation (an AI concierge) that can manage bookings, answer enquiries and provide recommendations 24/7.

From room service to event information and ticket bookings, deliver outstanding service around the clock while reducing pressure on your staff.



Croft is a Managed Service Provider (MSP) that offers IT and communication services to businesses of all sizes.

Croft's goal is to help businesses improve efficiency, productivity, and profitability through tailored technology solutions, including converse360.

About converse360

converse360 helps businesses deliver a first-class, always-on service to todays connected customer. We provide powerful self-service and automation technology to instantly engage and serve customers 24/7 through Intelligent Virtual Assistants, Speech Assistants, Chatbots and Digital Humans. Connectors provide seamless interoperability with business applications, Contact Centre and UC systems.