



Virgin . Case Study

Transforming Digital Support into a Personalized AI Customer Assistant

Enhancing customer support with account context, ticket automation, CSAT, and chatbot analytics.

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Enabled customers to receive personalized account support, faster answers, automated ticket handling, and measurable service feedback through an AI-powered customer assistant.

The Evolution of Personalized Customer Support

A leading mobile telecom operator enhanced its digital assistant to provide account-specific support, automated ticket documentation, CSAT collection, and chatbot performance insights. The assistant helped improve self-service, reduce manual support effort, and give teams better visibility into customer behavior and service performance.

20–30%

Reduction in Repetitive Agent Requests

By adding customer context, account inquiry support, ticket automation, and analytics, the assistant helped reduce dependency on live agents for selected digital support journeys.



Business Value Delivered

Outcomes delivered by the solution



Personalized Support

Provides account-specific answers based on customer context, plan status, balance, and line information.



Ticket Automation

Automates Jira ticket creation, updates, and closure for selected support interactions.



CSAT Measurement

Captures structured customer satisfaction feedback after supported chatbot sessions.



Chatbot Analytics

Provides reporting visibility into FAQs, topics, unresolved questions, and customer journeys.

Impact at a Glance

Key Metrics and Operational Performance

20–30%

Target reduction in repetitive live-agent requests

50–70%

Target reduction in manual ticket documentation effort

100%

Structured CSAT capture for surveyed sessions

Real-time

Customer context retrieval for support journeys

Actionable

Architecture for enterprise-wide AI adoption



From Static Digital Support

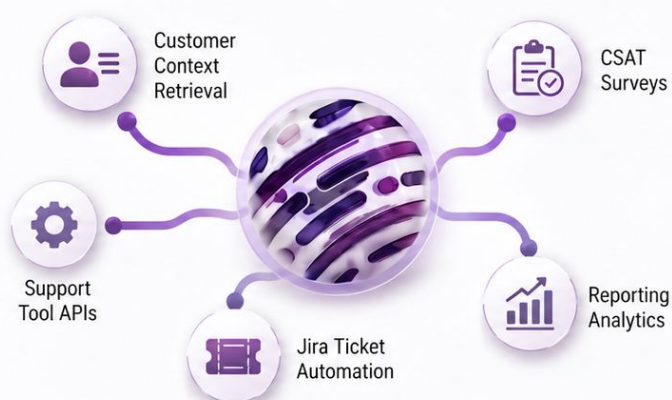
to a Personalized Customer Assistant

BEFORE: STATIC & LIMITED CHATBOT SUPPORT



Before the solution, the chatbot provided static responses with limited personalization and no structured visibility into customer satisfaction or chatbot performance.

AFTER: AI-POWERED CUSTOMER ASSISTANT



ConfidencEway enhanced the assistant with customer context retrieval, Support Tool APIs, Jira ticket automation, CSAT surveys, and reporting analytics to improve self-service and operational efficiency.

Business Challenge

Addressing Digital Support Limitations

Limited Personalization

The assistant had limited ability to answer account-specific questions using customer context.

Manual Ticket Documentation

Support interactions required manual Jira documentation, updates, and closure.

Agent Dependency

Customers still depended on live agents for balance, plan, renewal, and line-status inquiries.

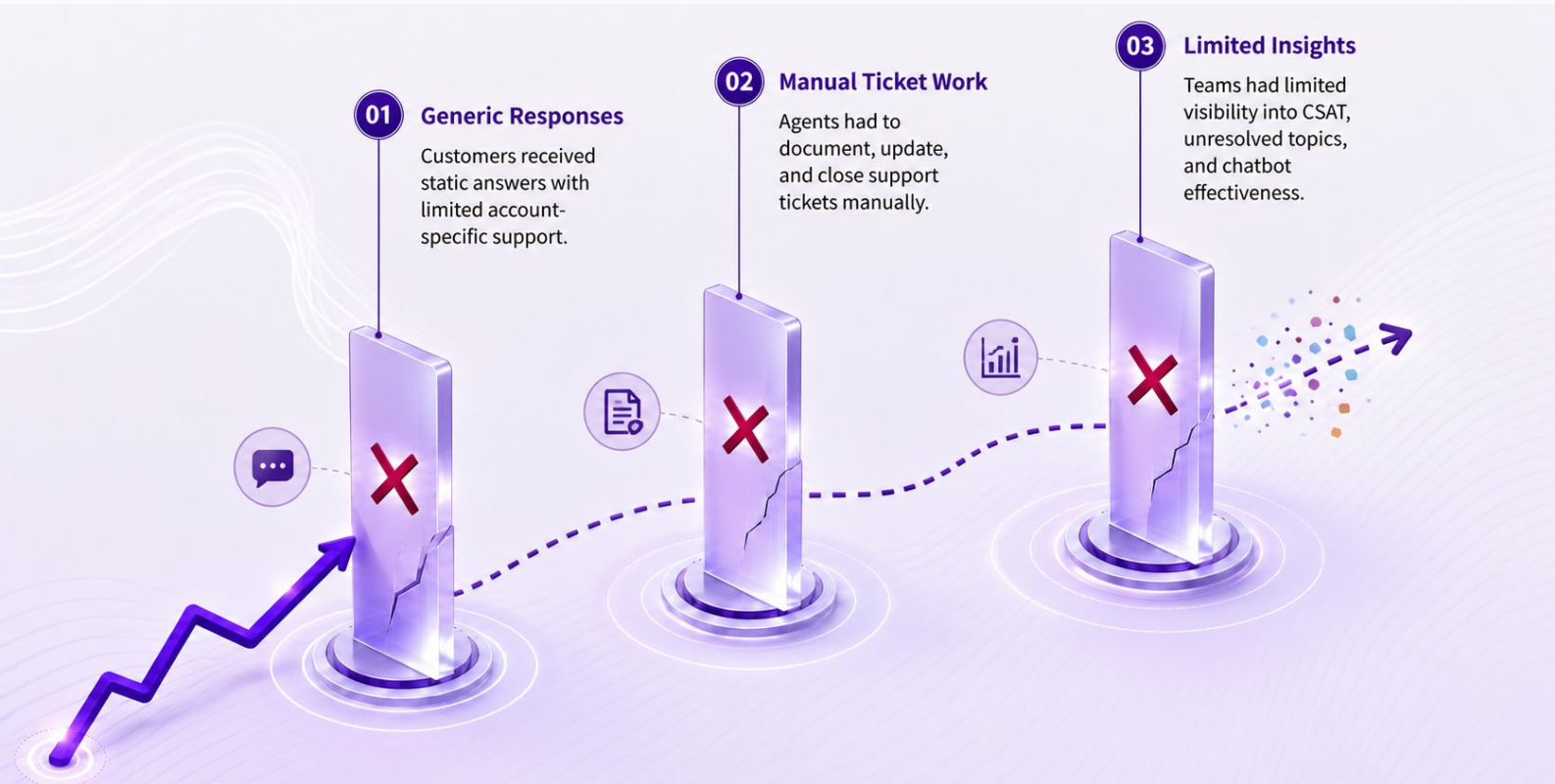
Limited Service Visibility

Teams lacked structured CSAT, reporting, and chatbot analytics to measure performance.



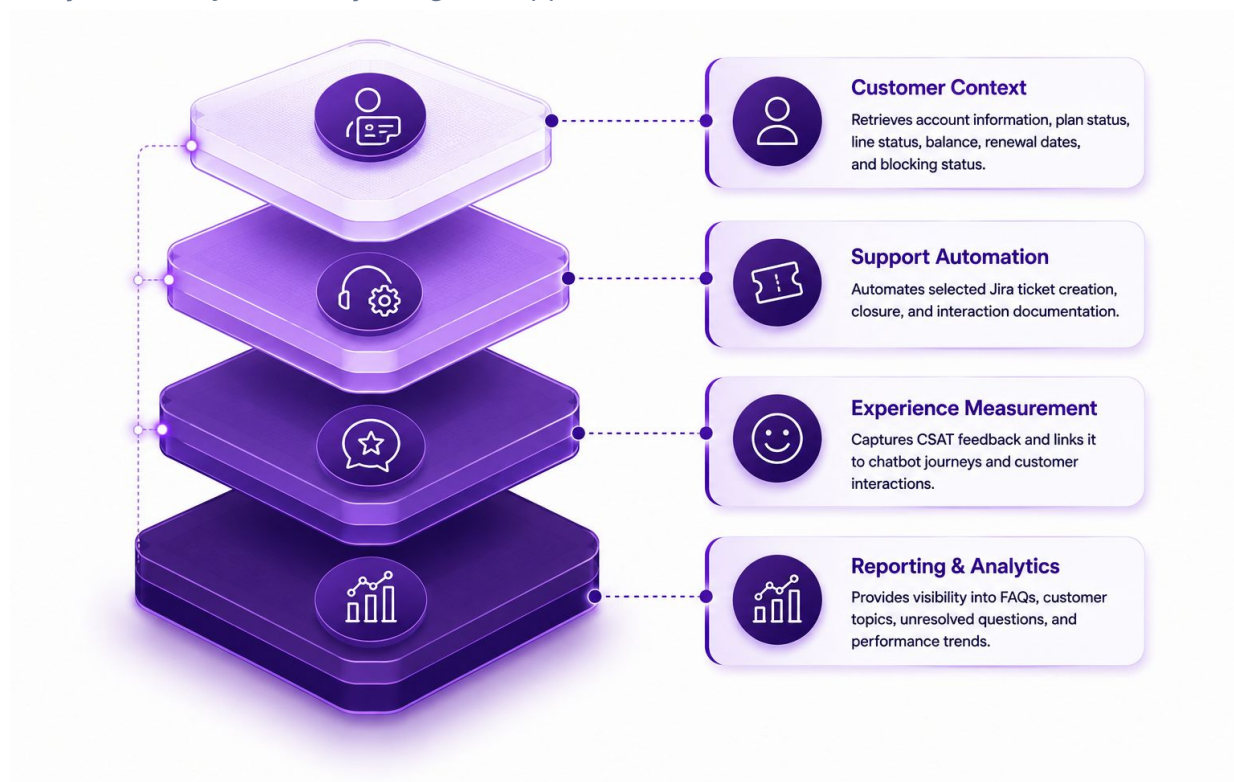
Static Chatbot Support Creates Friction

and Increases Dependency on Live Agents



Installing a Personalized Support Foundation

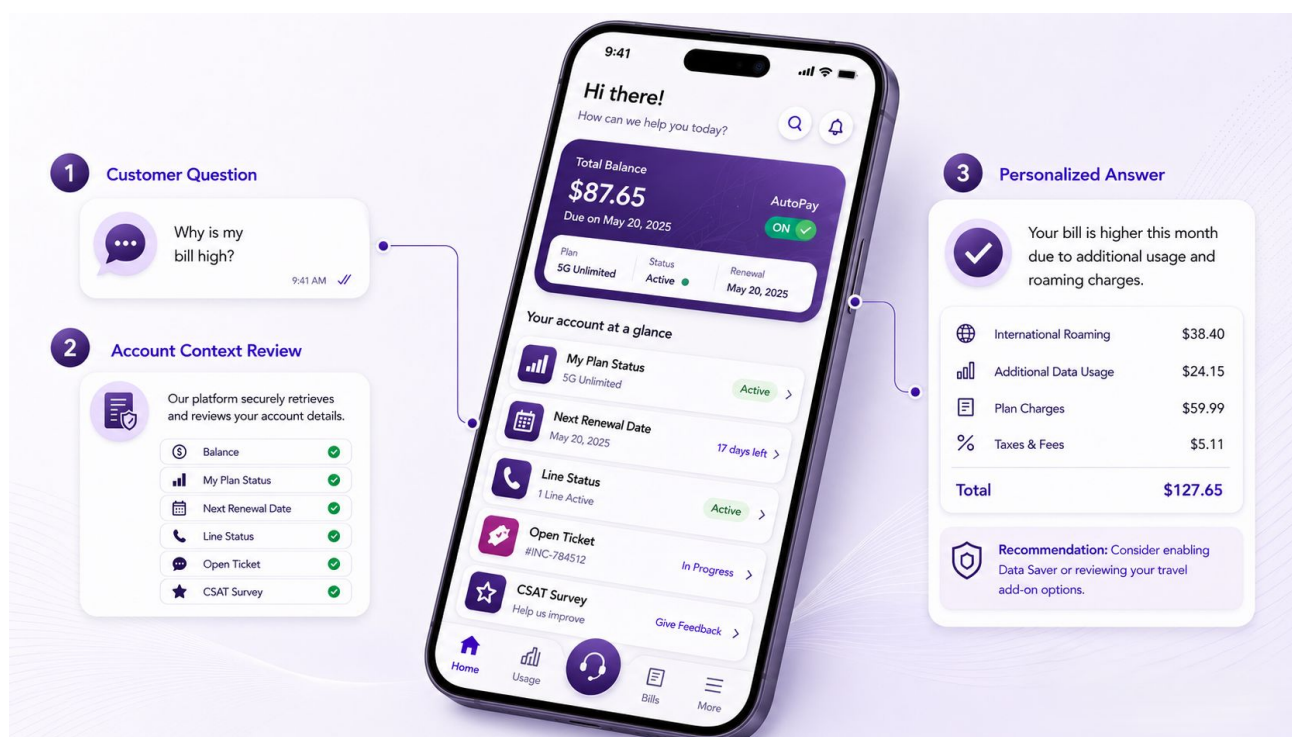
What ConfidencEway Delivers for Digital Support Teams





A Centralized Support Intelligence Layer

Driving Faster and More Measurable Service



Account-Aware Support

The assistant answers customer inquiries using account context instead of generic responses.



Automated Ticket Handling

Selected support journeys trigger Jira ticket creation, updates, and closure automatically.

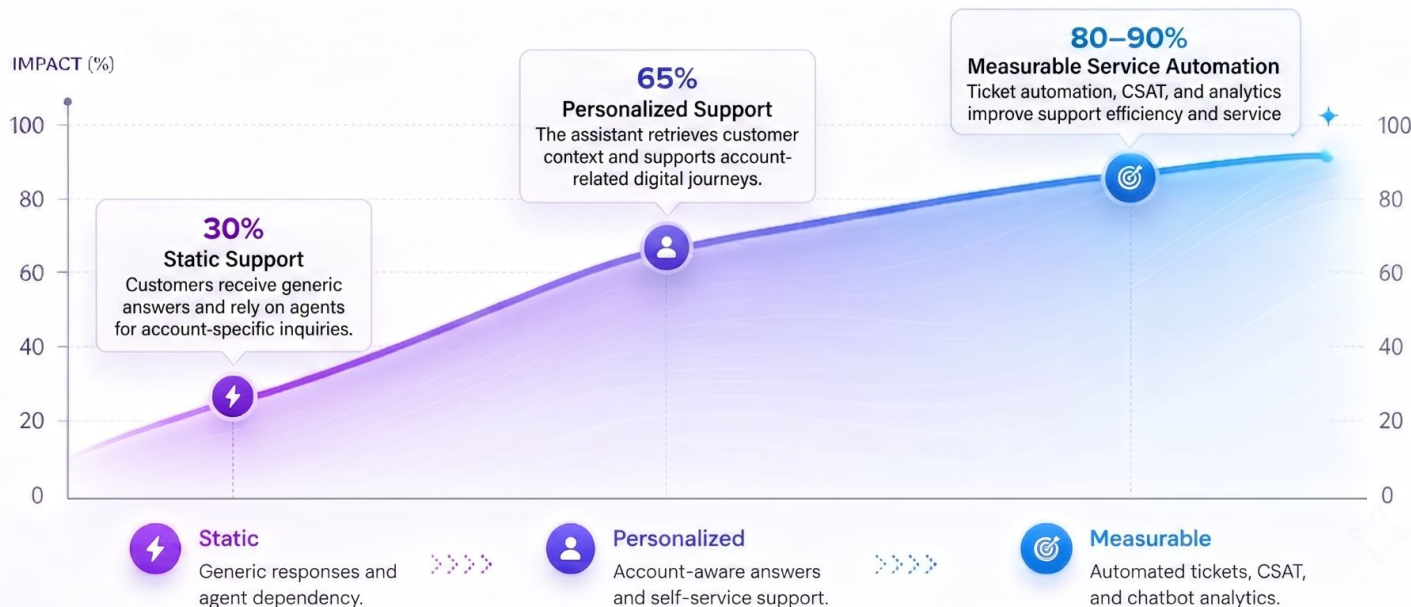


Customer Experience Analytics

CSAT and chatbot reporting help teams understand satisfaction, behavior, and improvement areas.

Solution Overview

Maximum Impact
80–90%



Deployed through the mobile application and powered by AWS, ThingLogix, and AI capabilities enabling personalized support, Jira automation, CSAT collection, and chatbot analytics.

Ready to Move Beyond Static Digital Support?

What ConfidencEway Delivers for Customer Care Teams



Personalized Customer Support

Account-aware answers for balance, plan status, renewal dates, line status, and blocking inquiries.



Automated Ticket Operations

Reduced manual effort through Jira ticket creation, updates, and closure for selected journeys.



Measurable Customer Experience

Structured CSAT collection and reporting to track service quality and customer satisfaction.



Actionable Chatbot Analytics

Visibility into FAQs, unresolved questions, customer behavior, and chatbot performance.