



AI Voice Assistant delivers a winning service for race goers

Customer Service Voice AI Assistant



Customer

Large Scale Racing and Leisure Group

Sector

Events & Hospitality

Size

20+ venues across the UK

Employees

c.400 employees

About

As one of the largest sporting and hospitality groups in the UK the company manages and hosts some of the most prestigious sporting events in the annual racing calendar.

The Challenge

Hosting multiple, large-scale sporting events for thousands of people across the country simultaneously is no easy feat – and managing the inevitable influx of last minute logistical queries from event goers was becoming a significant challenge for this UK based events group.

Inevitably, customer service was suffering, and calls often went unanswered. This resulted in disgruntled customers waiting in queues, and the customer service team was tired of answering the same repeat questions about parking, event timings, and which facilities were available at the venue.

With a high percentage of customer enquiries being made by phone, the company had already invested in a Contact Centre for better call handling and keeping customers informed. They also offered IVR to enable call routing by department.

However, close to the event day itself the volume of enquiries would ramp-up with last minute questions. The events customer experience team were curious to find out how they could provide further automation to help their customers. They wanted to explore how an AI Assistant for voice could answer the majority of questions without even needing to route through to the customer service team.

The Project Aims

The team set-out to find an efficient way to manage the spike in inbound phone enquiries that regularly happened before, and during an event. They wanted to do a Proof of Concept (PoC) using AI powered voice automation to see if they could address a number of Key areas:

- Expand customer service capabilities and improve efficiency.
- Provide a quick and easy way for phone-based customers to find answers to their event and venue related questions.
- Enable the customer service team to focus on customers who needed accessibility help, large group bookings, and corporate hospitality.

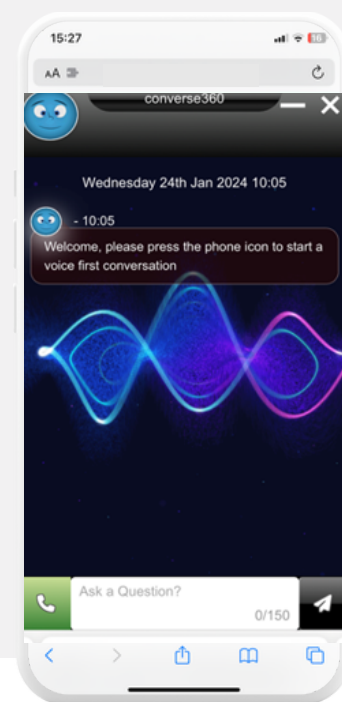
Most importantly the team wanted to explore a solution which would resolve inbound call challenges but which also had the potential to expand to other digital channels to handle bookings and take payments in the future.

Why an AI Voice Assistant?

The customer service team had noticed a significant spike in phone calls just before and during the events themselves. These surges were usually driven by event attendee's last minute questions while en-route to a venue, or the need for real-time updates that may affect the event.

Understanding their customers' preference for phone based support the team decided to bolster their human customer service team with an automated service, but were keen to maintain a human touch, and ensure that their customers found the service easy to use without having to change their behaviour (e.g. they didn't need to download an app or use a chatbot to ask questions).

The team chose to run a trial using Assist-Me™, which is converse360's AI Orchestration Platform for messaging (text) and voice (speech). In this instance the customer chose to create a voice based service, and to integrate this with the existing telephony system and contact centre.



Using Conversational AI

Assist-Me™ uses conversational AI to understand customers questions, including different phrases and local terms; the AI Voice Assistant responds in real-time using a natural sounding synthesised human voice, with an interactive and conversational style.

The platform manages and governs the conversational AI. All the key questions and responses were pre-loaded into the system and for interactive questions there are workflows that consult with the customer before suggesting responses.

The AI Assistant followed in-built rules to triage and route calls effectively.

- If it wasn't sure about the question being asked it will ask the customer to repeat
- If the answer can't be provided the AI Assistant will offer a transfer to a customer service representative
- If the enquiry is about hospitality or a group booking then the AI Assistant will immediately hand-off to customer services



A heatmap provides insight into the number of calls that the AI Assistant handles and highlights the busy times each day. It also displays other key metrics to help manage enquiries more efficiently.



As soon as we enabled the AI Assistant we saw how effective it would be in reducing the number of calls for common enquiries. This has allowed our customer advisors to focus their time on the more complex enquiries

Integration with the UC & Contact Centre

With switchboard and IVR already in place it was important to provide a solution which complemented and integrated seamlessly with the existing Avaya telephony systems.

The Avaya served multiple different race courses and the automated service recognised which course had been called and provided answers to reflect that particular venue. Calls coming into the main switchboard would still be managed by the IVR, and general enquiries would be routed through to the Assist-Me automation platform / AI Voice Assistant.

The AI Assistant was trained to answer most of the common queries, and if it couldn't help it offers a seamless transfer to the customer contact centre.



Example Customer Questions

When do the gates open?	Where can I collect tickets?
Do you have wheelchair access?	Can I bring a barbeque?
What is the dress code?	Can I travel by coach?
Can I bring my dog?	Can I get a group discount?
Do you have a restaurant onsite?	Can I bring children to the event?

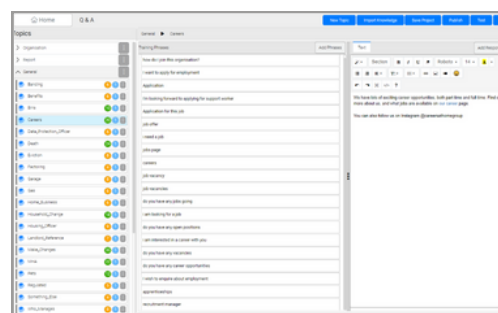
Easy to Manage In-house

The Assist-Me™ platform is designed for business users, therefore setting up and training the AI Assistant was very straightforward.

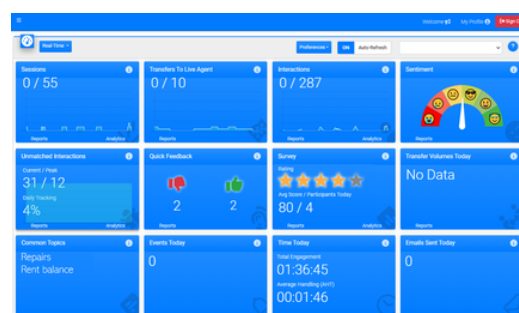
The team already had very clear insight into common customer FAQs from their contact centre data analysis. These insights were fed into the Assist-Me's FAQ editor, and model answers were provided based on the teams own training information.

The AI Assistant was then trained and tested to ensure that it could understand questions correctly, including accents, abbreviations and any colloquial or specific terms which it might need to interpret.

Ongoing monitoring and reporting is captured in the Assist-Me dashboard. This enabled the customer service team to monitor the performance, including customer sentiment, and make any adjustments required to ensure that their AI Assistant was providing top-notch service.



Assist-Me FAQ Editor



Assist-Me's inbuilt Management dashboard (for illustration purposes only)

The PoC showed that integrating a voice Assistant to an aging telephone system to triage requests can be done with ease, and that all existing call routes can remain.

The voice assistant is able to interpret, understand and answer **up to 90% of all common customer enquiries**, and ongoing training will continue to improve the effectiveness. With the majority of inbound customer calls being answered automatically it will dramatically reduce the pressure on the customer service team both before, and during events.

Providing automation for most routine customer enquiries will free up many hours per month of customer service time, which can now be spent answering more complex enquiries and looking after VIP clients attending the events.

However, the most important feedback is from race goers themselves, who were able to get their questions answered promptly, saving them valuable time, and enabling them to focus on enjoying a day out with friends and family.



Automating phone calls with an AI Assistant for Voice



Triage calls and answer enquiries any time of day.



Automate calls when lines are busy or to provide out of hours assistance.



Recognise VIPs, identify high value customers and offer a priority service.



Provide self-service for regular requests and common FAQs.



Replace voicemail with a voice assistant that can provide personalised responses rather than just take a message.



Integrate with your CRM and other systems to ID&V customers and to look up specific information.

AI Agents for Hospitality

Delight customers with an AI Assistant that answers questions, checks availability, takes bookings and makes recommendations - like a personal concierge service.

Provide information from venues to menus, and intelligently escalate to a human advisor when needed, deliver efficient, personalised service your customers will love.

Why Work With converse360

converse360 specialises in AI and Automation and have helped numerous clients to launch and run successful projects that deliver measurable benefits.

The Assist-Me™ platform integrates with popular business applications, contact centres and UC systems.

About converse360

converse360 helps businesses deliver a first-class, always-on service to today's 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.