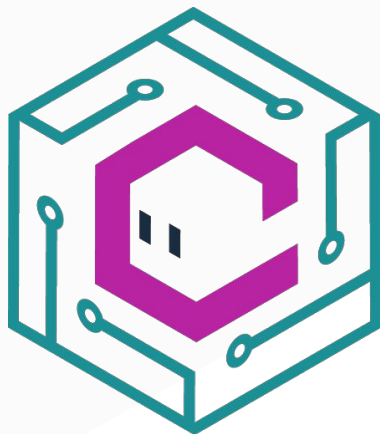




FASTWEB

SUCCESS CASE

Improve the Customer Experience thanks
an innovative digital assistance service



Convy.AI

As through the use of the ChatBOT Convy AI and Visual IVR, Fastweb has improved CX and efficiency of its Contact Center



The Company

Fastweb with 2.6 million on landline telephone network customers and 1.7 million customers on the mobile network is one of the largest telecommunications operators in Italy and part of the Swisscom group





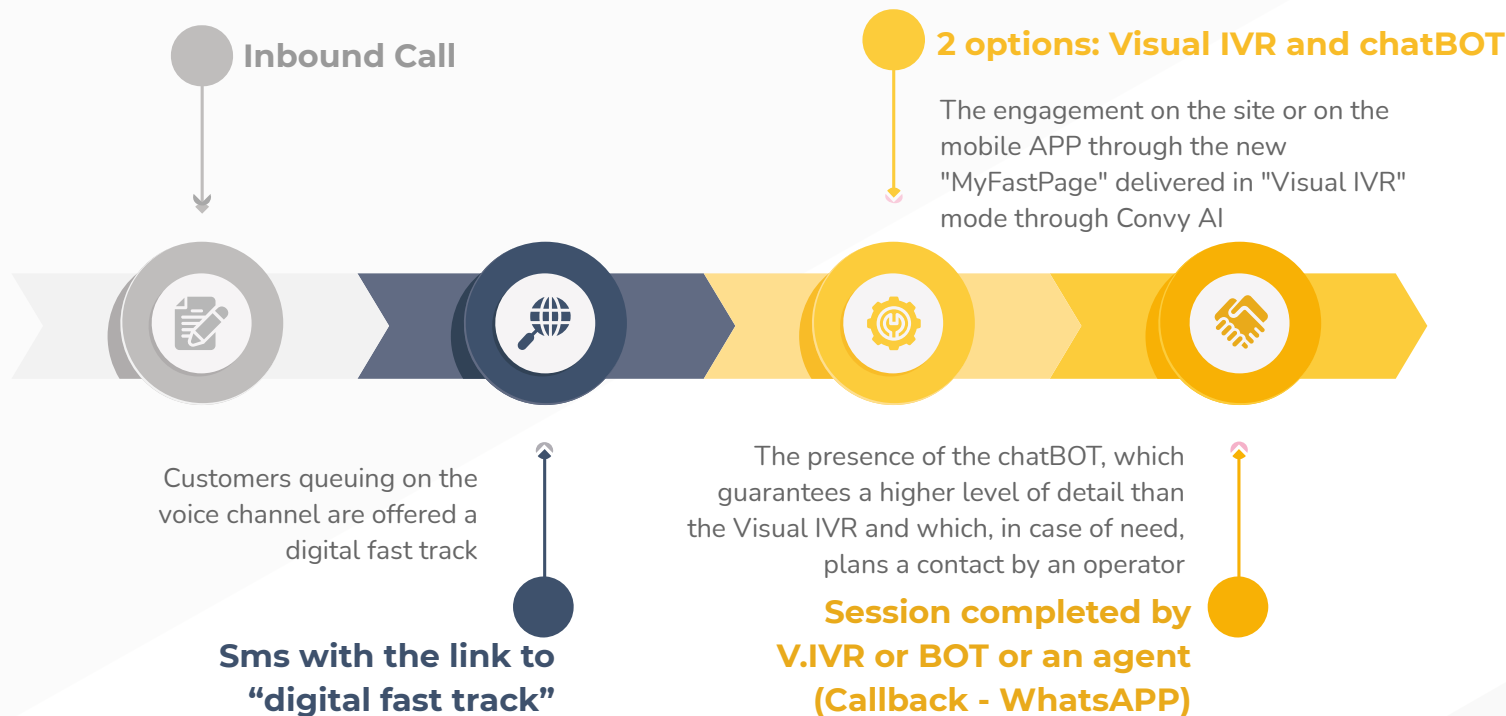
The Goal

Making Fastweb brand unique for its customers, improving the technical and administrative assistance service through the use of digital channels, reducing the load on the voice channel and making the customer experience increasingly satisfaction

This goal is part of a strategic approach focused on:

- **Improve the Customer Experience** in digital channels
- **Optimize Customer Care** structures by using self-service systems and simplifying access

► The solution



Thanks to the [Visual IVR](#) solution, information is available through simple and intuitive graphical menus.

Supporto Fastweb

 Scopri il Supporto Fastweb

Gestisci in autonomia il tuo abbonamento e la tua connessione e se vuoi ti contattiamo noi!

Servizio internet o voce non funziona

Qui puoi verificare il funzionamento della tua connessione, segnalare un malfunzionamento e avere tutti i suggerimenti per ottenere il massimo dal servizio Fastweb



Costi, offerta e pagamenti

Per avere le spiegazioni sulle voci di costo del Conto Fastweb, per visualizzare il tuo conto, verificare lo stato dei pagamenti, cambiare il metodo di pagamento e scegliere l'offerta più adatta alle tue esigenze



Gestione profilo, password e modem

Per modificare o recuperare le tue password, modificare i consensi al trattamento dei tuoi dati, cambiare il metodo di pagamento o configurare il tuo modem



Servizio mobile, smartphone e tablet

Qui puoi effettuare la configurazione del servizio Internet sui tuoi dispositivi, verificare l'attivazione della SIM ed il corretto funzionamento e scegliere l'offerta più adatta alle tue esigenze

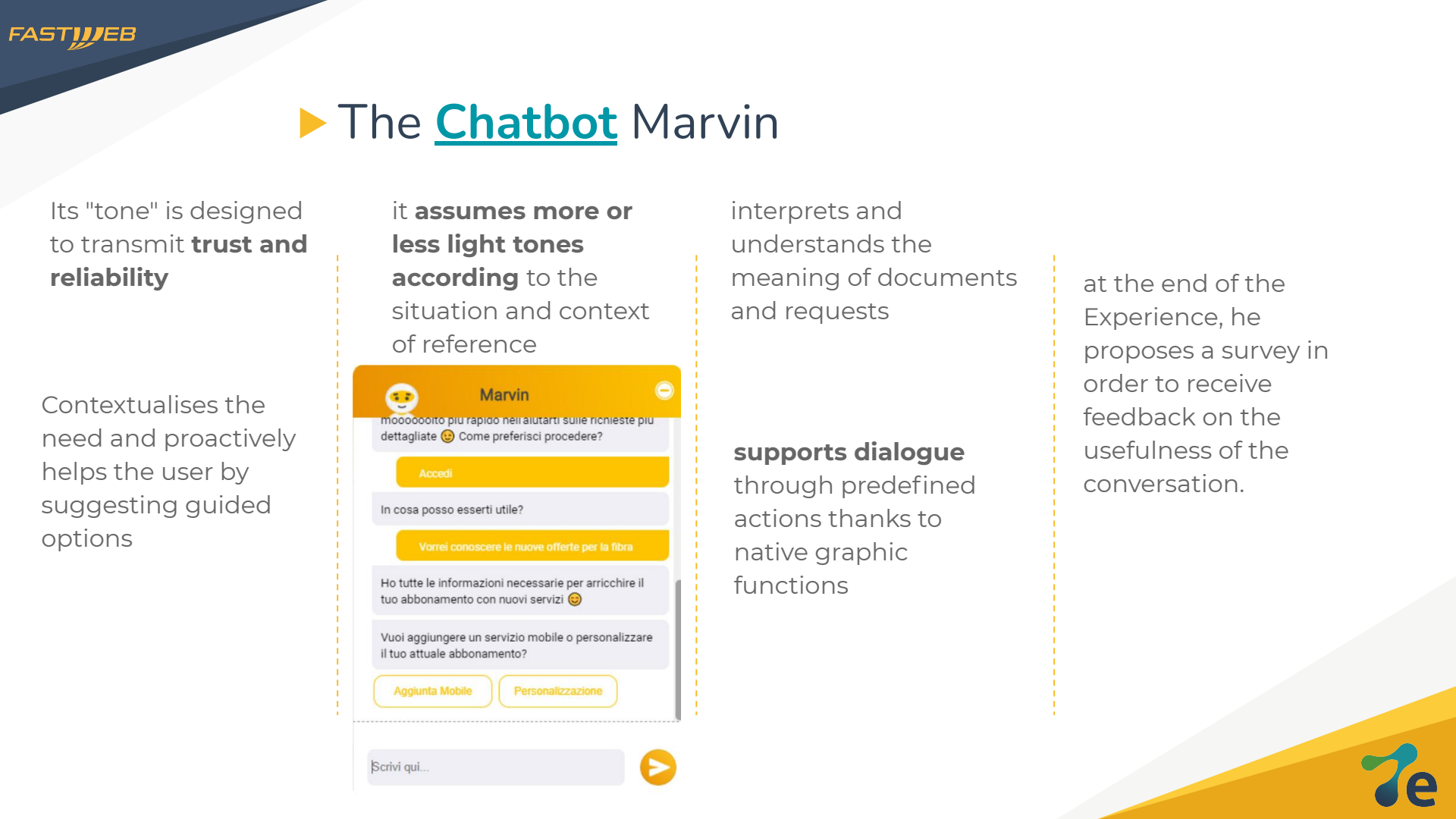


Le tue lavorazioni in corso

Se vuoi aggiornamenti sulle richieste fatte al Servizio Clienti e sull'attivazione dei servizi Fastweb, come il trasloco, il passaggio alla fibra e l'attivazione della linea Fastweb



The contents, dynamic and contextualized on the customer's profile, can be updated independently by the digital editorial staff of Fastweb through a graphic interface.



► The Chatbot Marvin

Its "tone" is designed to transmit **trust and reliability**

Contextualises the need and proactively helps the user by suggesting guided options

it **assumes more or less light tones according** to the situation and context of reference



interprets and understands the meaning of documents and requests

supports dialogue through predefined actions thanks to native graphic functions

at the end of the Experience, he proposes a survey in order to receive feedback on the usefulness of the conversation.



The advantages of Eudata solutions

- **Convy Flow Designer** is the tool that allows you to design the customer experience in an easy and intuitive way without technical help



Draw
conversational
flows
independently



Recognize intents
and choose how to
manage them



Association of an
informative or
dispositive action



Assistance 24/7

- The solutions integrate with **Fastweb** backend services which allow:



Ticket opening
for assistance



Make an
appointment with
the technicians



In-depth
diagnostics of the
devices used and
the line



Integrated reporting

- ▶ The solutions integrate **with Fastweb** backend services to perform handover on operator:



Possibility to program the
immediate or preferred
time call



Ability to receive
asynchronous
assistance via
Whatsapp



The strengths of Eudata

► The products



State-of-the-art
technology



High technical
integration
capability



Developments on
the Agile method

► The people



Ability to work
under pressure



Flexibility



Speed in
developments



Ability to work in
team with the
customer and its
external suppliers

► Customer support with its services



Understanding
of issues



Analysis and
proposition of the
solutions to be
implemented



Presidium during
developments



Post deployment
assistance and
analysis

ROI

Faced with the **10 million** annual calls, Fastweb's Customer Care, **30%** of the contacts are routed, upon request by the customer, to the management with digital services which is carried out automatically by the Eudata solutions via BOT and Visual IVR

This guarantees:

- » a reduction in the time spent by operators for automated activities
- » greater availability of operators to assist customers in non-automated processes



Customer satisfaction with Fastweb has improved based on the fact that the customer solves problems more quickly and comprehensively.





Visual IVR and ChatBOT to reduce inbound voice: Fastweb



“Let’s our customer speak”

FASTWEB

FASTWEB

A few words from the protagonists of the project



ASSUNTA SALITURO

Head of Consumer & Small Business Processes at
Fastweb

“Unguided omnichannel projects generate entropy.
We worked together as a Team to change mindset
and processes, not only technology”



SANDRO PARISI

Eudata CEO

“We have shown how AI technologies deliver
real value in terms of CX and ROI
improvements”



Thanks!

sales@eudata.com

www.eudata.com