

SUCCESS CASE 47.2025 AI-Assisted E-Mail Channel

THE FIRST AI-SUPPORTED
CONTACT CHANNEL IN
CUSTOMER RELATIONS AT
NETZ NÖ



CHALLENGE

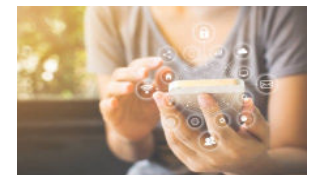
Netz NÖ faced large backlogs in handling customer inquiries. The traditional approach to processing emails made it difficult to respond efficiently and consistently. To improve response times and reduce the pressure on staff, the company sought alternative software solutions that could support agents in managing inquiries more effectively.

SOLUTION

An AI-assisted e-mail channel was introduced as the first contact channel supported by artificial intelligence in customer relations at Netz NÖ.

The solution relies on several AI-driven functions. Intelligent categorisation, prioritisation and routing allow incoming emails to be managed more efficiently. Through case management, employees receive support with contextual information drawn from the knowledge management module as well as from previous processes showing similarities. AI-powered translation further helps employees understand foreign-language texts. AI-generated suggestions provide recommended answers based on verified information from the system and the knowledge database, easing the workload for employees. Over time, the quality of responses continues to improve. For simple inquiries, AI-generated answers are sent directly to customers without human intervention, with 5–8% of all emails now handled in this way.

Conversational AI is also used to convert paper-based communication into digital interactions. Customers are offered digital self-service options, including mobile forms, electronic signatures and a chat feature for inquiries.



Mass transactions are supported through the platform, and a dedicated knowledge zone is available for both clients and agents. If follow-up questions arise, agents can send them as tasks to team leaders for approval.

MAIN ACHIEVEMENTS

The introduction of the AI-assisted e-mail channel has already increased efficiency. Agents are currently working 15–25% more efficiently, and the potential for higher productivity is expected in the coming years.

The system has been widely accepted by employees thanks to its intuitive cockpit for agents, improved performance and straightforward handling.

KEY SUCCESS FACTORS

Key factors behind the success of the solution include the ease of use of the cockpit interface for agents, the immediate acceptance of the tool by staff, and the integration with existing knowledge management processes.

WAY FORWARD

The next step is to combine AI with robotic process automation (RPA). This integration will automate the extraction of specialised data from documents and emails, transferring it with precision into company systems. Its utility will extend to complex processes across the organisation.

Further developments will also expand the range of digital contact channels. WhatsApp and voice messages are planned as additional communication channels, and a voice bot was implemented to reduce calls for the agents and to collect experience with this new contact channel.

