SUCCESS CASE 33.2026

ARC – Customer Response Assistant

CUSTOMER RESPONSE ASSISTENT



A generative artificial intelligence agent that assists back-office operators handling customer requests (requests and complaints) and generates a proposed response to send to the customer – back-office of the customer contacts team.

THE CHALLENGE

- High volume of requests and complaints
- A variety of issues, each distinct from the others
- Complexity of the business
- Challenging handling and response times
- Lack of ongoing training and/or inconsistent training among outsourcing partners
- Heavy reliance on assistance from E-REDES internal people
- Incomplete, uninformative, unclear, and inconsistent responses to customers

THE SOLUTION

A solution designed to assist operators throughout the various stages of the request-handling process:

- Helps answer questions about business topics
- Helps understand and interpret customers' issues
- Helps identify the theme and the best course of action, ensuring the correct handling of the specific case
- Guides operators through the request handling process, providing all the steps and actions the agent must take
- Based on all the analysed information, it proposes a clear, complete, and concrete response to send to the customer

MAIN ACHIEVEMENTS

- High engagement among the back-office team
- More than 17,000 inquiries handled, with operators able to rely on the ARC for assistance
- A reduction of approximately 40% in repeat requests (follow-up inquiries due to lack of clarification or misunderstood information) regarding issues already includes in ARC
- Clearer and more concrete responses to the issues raised by customers
- Expansion of the tool to Spain

For more information about the project, please contact:
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KEY SUCCESS FACTORS

- Restructuring of business procedural content
- Creation of learning content, covering all business topics and related information
- Revising the writing style of the content to ensure it is written in a way that is understandable to both AI and people
- Creation of response guidelines for each topic and all its variations
- Gathering of feedback on the back-office team's greatest challenges, ensuring they are incorporated into the ARC to assist and address the operators' needs
- Sharing information, answering questions, and providing close and constant support to the back-office team

WAY FORWARD

- Continued expansion of the topics included in the ARC until all business topics are covered
- New features of the tool, such as: accessing information available in the commercial system (JUMP), to help operators review and interpret the available information and enable us to automate the analysis and part of the processing of requests
- Expansion of the tool to other business teams with synergies, building a global tool

