

# Optimizing Customer Service Operations with AI-Powered Chatbot

**Name:** Oman Water and Wastewater Services Company  
**Industry:** Utilities  
**Size & Revenue:** 4000 employees | \$3.8M (approx.)



## Business Problem

Long queues on both the IVR system and physical customer service office had a significant impact on the client's customer service operations. The customer service team was overwhelmed with mundane queries, limiting their ability to address complex issues and creating an urgent need to optimize their customer service operations to improve their overall customer experience.

## How Intertec Helped

Intertec initiated a comprehensive discussion with the client's customer service team to gather in-depth details on the most frequently asked queries that could be effectively addressed by a WhatsApp bot. It did not only encompass FAQs but also focused on transactional use cases that the bot could seamlessly handle, including outstanding balance enquiries, bill payments, complaint registrations (with location details and pictures), and the ability to report self-meter readings.

To ensure optimal results, we recommended a phased approach to the project, with Phase 1 focusing on the aforementioned services and Phase 2 catering to additional services such as monthly bill sharing. We remain committed to continuously improving the bot's service delivery, further enhancing our client's overall customer experience.

## Business Outcomes Delivered

With Intertec's help, the client was able to effectively minimize the L1 queries reaching the contact center, as customers were able to resolve their queries through the platform. This resulted in a reduction in contact center traffic and improved customer satisfaction.

Additionally, the solution has the potential to significantly reduce the operational costs incurred by the entity in sharing bill details via SMS gateways. Intertec helped the client to achieve:

- 23% reduction in contact center load
- 300+ successful transactions on WhatsApp in the launch week itself
- 200% growth month on month on transactions through WhatsApp