



AUTOMATING 28% OF LIVE CHAT QUERIES USING AN AI BOT

Scaling support for players while managing peaks in demand and adding new brands

Founded in 2001, in the West Midlands, UK, as a manufacturer of leisure machines for the hospitality industry, Intouch Games launched its first mobile casino games in 2006. The company has won several awards for its mobile gaming applications and in-browser casino and bingo games, which are all developed in-house.

Today, Intouch Games employs more than 400 people, working across 7 brands, offering hundreds of games, which are enjoyed by more than 4 million players.

THE CHALLENGE

Each time Intouch Games launches a new brand, they acquire more customers. This generates increased traffic to their support desk. However, from a cost and training perspective, it isn't feasible to just add more agents. Intouch Games' goal was to automate a percentage of live chat inquiries in an effort to alleviate pressure on their agents during peaks in traffic. This would also allow them to scale and ensure that they continue to offer customers support around the clock, especially as they added more brands.

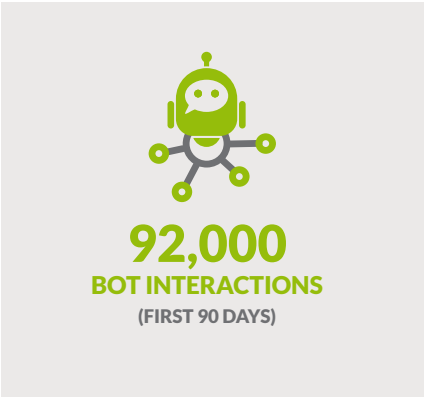
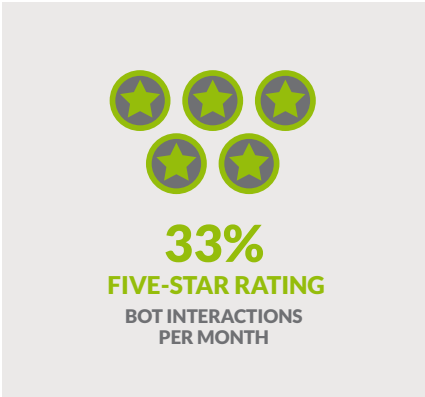
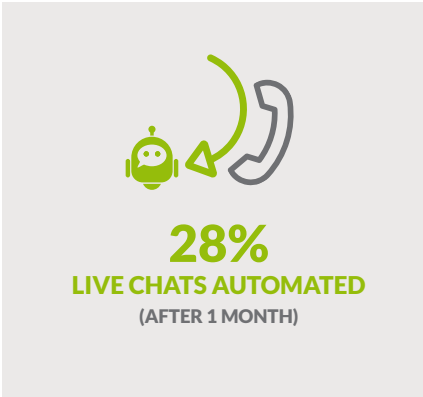


In an average month, our customer service team handles around 60,000 queries via live chat. We needed to find a way to rapidly scale to support any increases in traffic.”

Lee Willis, Head of UK Customer Services, Intouch Games



They quickly decided that using a chatbot, underpinned by AI, was the way forward.



Despite adding a new brand, and a subsequent increase in customers, our live support queue times have continued to meet the target. This has been significantly impacted by the 28% of queries that do not reach our agents, because the bot is resolving them.”

Harriet Grant, Head of People and Services, Intouch Games

BUILDING AN AI-POWERED CHATBOT SOLUTION

Intouch Games developed its own live chat system, so the chosen provider had to be able to integrate seamlessly with this and other back-office systems. The ability to support customers on mobile devices as well as desktops was also vital.

They researched five different vendors but were impressed with the work that ServisBOT had done with the AA Ireland. They were particularly attracted by the versatility of the platform as well as the straightforward pricing model. The ServisBOT team was also very helpful in answering their questions.

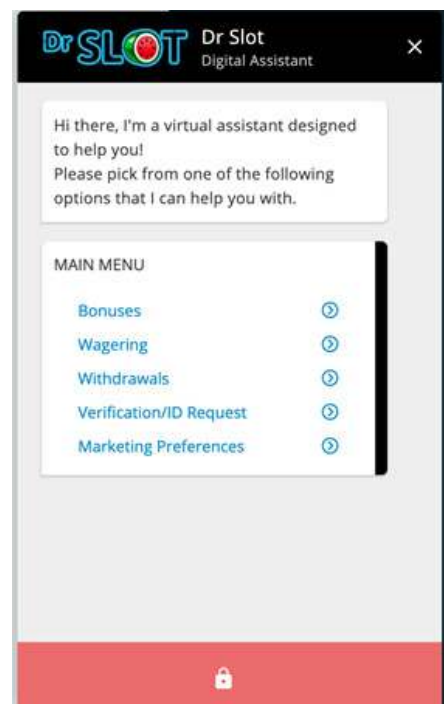
Intouch Games developed a triage of topics, which were used to train the bot, with the aim of automating the most repetitive queries. Menu options included prompts to get more information on topics like bonuses, wagering, request for verification of ID, and information on marketing preferences.

The integration between ServisBOT and Intouch Games' in-house live chat system went smoothly, requiring just a small amount of coding.

The solution provides an option for customers who are logged into their account to continue their conversation with a live chat agent if their query is not successfully resolved by the bot.

After building the bot and successfully automating responses to players' most common queries on the first brand, a staged deployment took place across the other six brands.

“It's very flexible. We really liked the fact that ServisBOT's platform could be used to create a single bot to serve all of our brands, across all channels, removing the burden of managing multiple bots.”



“Colleagues have really been on board with the bot, it's making their lives a lot easier. With less time spent responding to repetitive, simple queries they can now help players with more complicated and unique issues.”

Lee Willis, Head of UK Customer Services, Intouch Games

THE PROOF IN THE RESULTS

In the first 90 days of the bot being live, approximately 92,000 customers engaged, of which 28% did not require escalation to the contact centre team.

“The chatbot is doing its job, the reduction in the volume of live chats was instantaneous. By mid-December, just over a month after all brands were launched, we were experiencing a 28% reduction in the volume of live chat inquiries needing to be handled by the contact centre team. Despite adding a further new brand, and a subsequent increase in contacts, our live support queue times have continued to meet target.”

FUTURE PLANS

Based on the success of this first chatbot project, Intouch Games is looking at additional opportunities to automate and provide enhanced customer experience via self-service, including integration with the contact centre's phone IVR system, automation of account queries, and, potentially, automation of ID verification.

“It's been a great experience working with the ServisBOT team. They're highly responsive and couldn't do enough for us. It's a very positive working relationship.”

Harriet Grant, Head of People and Services, Intouch Games



ABOUT SERVISBOT

ServisBOT provides a Conversational AI platform that enables businesses to create chatbot solutions that automate key customer and employee interactions across multiple digital channels.

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