Canadian Multinational Energy Distribution Company Reduces Response Time to 7 Seconds Through AI-Powered Virtual Assistant

The bot empowers the 15k strong workforce with self-service options, allowing its HR team to focus on important tasks.

Key highlights

Achieved 90% containment rate due to superior intent recognition

900 questions addressed each month on average

Average response time reduced from 30 minutes to 7 seconds

Customer profile

Rated as one of the Top Global Energy Leaders in 2018, this energy supply firm operates the largest natural gas utility (by volume) in North America. The company also moves about 25% of the crude oil produced in North America and 20% of the natural gas consumed in the US..

Challenges faced

In the bid to become the leading energy delivery company in North America, the firm started increasing its employees and third-party contractors. The workforce count stood at over 15,000 in 2019-20.

The company runs a half-yearly drive to update pay and benefits data for employees, which adds to the HR staff's workload. Additionally, open enrollment and the appraisal cycle each year strain the HR staff as updates and information exchange on employee data is significantly cumbersome - the benefits data gets refiled each time.

The new workforce also depended on the HR staff for information on areas such as payroll, leave balance and insurance. These queries would either be made in person or via a toll-free number. Subsequently, routine HR queries increased manifold.

Typical queries included questions such as:

- Is Columbus Day a holiday?
- Does my insurance cover dental surgeries?
- Is gender sensitization training mandatory for all?
- What coverage do I have on my group policy?

The call center and HR staff handle over **100 calls in a day,** inundating the HR staff with mundane queries, preventing them from focussing on other important activities. There was a need to deploy a system that could answer **frequent employee questions** by simply pulling up relevant data automatically.

Kore Edge

The internal IT team had developed a solution for routine HR queries. However, that was robotic and inefficient. It did not deliver the desired results. The adoption rate was poor, so the company began to consider external conversational AI platforms to build a virtual assistant. Kore's omnichannel virtual assistant platform and seamless **integration with HR Workday** adequately suited the firm's requirements.

Superior multi-engine Natural Language Processing (NLP) and Natural Language Understanding (NLU), which offer 95% intent recognition accuracy, helped the customer to create an FAQ virtual assistant that is adept at recognizing user intent and responding quickly and accurately. The full bots development lifecycle management capabilities and a no-code platform minimized the learning curve aiding quick deployment.

Kore Edge

The energy major adopted Kore 'no-code' platform to develop Mya bot, an HR support virtual assistant. It hosts 100+ FAQs and also covers 50+ dialog flows that address several ways in which a conversation between the user and the bot can flow. Mya is designed to handle routine queries related to:

- Pay and deduction
- Benefits and compensation
- Time off , reporting, and holidays

The 24x7 **Mya bot is integrated with HR Workday** via simple object access protocol (SOAP) APIs as well as with Sharepoint via Web SDK, a javascript library.

Mya is made available on the most prominent **Web and MS teams channels** enabling all employees to **access it anytime, anywhere.**

Results achieved

In the initial stage, the energy delivery company aimed to achieve a 50% success ratio in terms of user intent recognition and containment, when compared with real-time queries with HR staff. In the first 6 weeks of deployment, Mya achieved over **90% containment rate,** without needing to transfer the call/query to a live HR person. The quality of automation and speed of operation, both exceeded the initial expectations.

At the time of writing this case study, the Mya bot is **handling on average 900 questions every month.** The **time to answer repetitive queries is now average 7 seconds** as opposed to 30 minutes earlier.

USA
7380, West Sand Lake Road,
Suite 390, Orlando, FL 32819.
+1-321-420-0990

INDIA
12th Floor, E-Park,
Plot No.1, Hitech City Road,
Kondapur, Hyderabad-500084

kore.ai