



# NEXER

## REDEFINING CUSTOMER SERVICE WITH AI

### BACKGROUND

A multinational leisure, travel, and tourism company with a vast customer base faced challenges in keeping up with the demands of its customer support operations. Despite its global presence, the company encountered issues such as slow response times, inconsistent service quality, and lengthy training processes for new employees. These inefficiencies affected the overall customer experience and hindered the company's ability to scale operations effectively.

To address these issues, Nexer proposed Chat with Your Documents, a powerful AI-driven solution designed to optimise the support process. This solution enables agents to deliver instant, accurate, and brand-aligned responses by leveraging the company's internal knowledge base. It improves service speed and quality and enhances operational efficiency by allowing agents to focus on complex tasks while AI manages routine queries.

### AT A GLANCE

**Industry:** Leisure, travel, and tourism

**Employees:** 9,000+

**Objectives:**

- Achieve consistent communication to drive customer satisfaction.
- Reduce response times and increase team productivity.
- Minimise training requirements and optimise resource allocation.
- Enable continuous learning and smarter decision-making through interaction-based improvements.

**Products:**

- Microsoft Azure Cognitive Services
- Azure Machine Learning
- Azure Data Lake Storage
- Databricks Lakehouse Platform
- Databricks MLflow



## CHALLENGES

With an established customer base, the client recognised an opportunity to enhance its customer support operations by addressing these key challenges:

- **Slow Response Times:** Agents spent excessive time navigating multiple internal systems or searching external sources, delaying responses to customer inquiries.
- **Inconsistent Response Quality:** Variability in how agents answered queries resulted in inconsistent brand messaging and a cohesive customer experience.
- **Lengthy Agent Training:** Onboarding new agents required extensive time and resources to familiarise them with tools and company-specific response standards.

# 90%

CWYD aims to provide consistent, brand-aligned responses and strives for a 90% customer satisfaction score by delivering faster and more accurate support.

## SOLUTIONS

Nexer proposed Chat with Your Documents as a targeted solution to these challenges. This AI-powered tool streamlines support operations by empowering agents with instant, accurate, and on-brand responses. Drawing solely from internal data, it ensures consistency, compliance, and improved service quality while automating repetitive tasks, allowing agents to focus on complex issues.

Key features include:

- **Centralised Knowledge Base:** A centralised repository of historical data and company guidelines ensures responses are accurate, compliant, and aligned with the brand, eliminating reliance on external sources.
- **Understanding Customer Intent:** By interpreting the context and intent of customer queries, it provides tailored responses that directly address each specific need.
- **Empathy in Responses:** The system can analyse the emotional tone of customer messages and adapt its language to deliver empathetic and personalised responses.
- **Continuous Learning:** As it learns from every interaction, the tool becomes increasingly smarter and more effective, evolving to meet new challenges.







## BENEFITS & RESULTS

The deployment of Chat with Your Documents has delivered measurable improvements in customer support operations:

- **Higher Service Quality:** Achieved a 90% customer satisfaction (CSAT) score by ensuring consistent, brand-aligned responses.
- **Faster Response Times:** Automated routine queries reduced average handling times, delivering responses up to 10 times faster.
- **Cost Savings:** Streamlined workflows, shorter training periods, and reduced manual tasks resulted in substantial cost efficiencies.
- **Increased Productivity:** Support agents focused on complex customer issues while routine inquiries were managed efficiently, boosting team productivity.

## CONCLUSION

Chat with Your Documents highlights Nexer's ability to leverage AI-powered solutions to address real-world business challenges. The solution has significantly enhanced customer experiences and optimised operational efficiency by enabling faster, smarter, and more consistent support. With over 10,000 employees benefitting from this transformation, Chat with Your Documents sets a new standard for customer support in the leisure and travel industry.

# 10<sub>x</sub>

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Find out how Nexer Insight can help your organisation:

**MATS STUHRMANN**

Commercial Business Manager

[mats.stuhrmann@nexergroup.com](mailto:mats.stuhrmann@nexergroup.com)

+46734082739

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