



**CASE**

**EDENRED**

**front.a**

# Ella, Edenred's AI bot, serves Edenred's all customer groups in employee benefit related questions

**Edenred launched Ella, a Conversational AI-based customer service bot, in the winter of 2019-2020.**

Edenred has three customer groups: the companies offering the benefits, the beneficiaries, i.e. the employees, and the merchants where Edenred's solutions can be used. The customer service team consists of 12 people supporting all these customer groups. The most frequently asked questions are typically related to payment methods, usernames, and employee benefits in general.

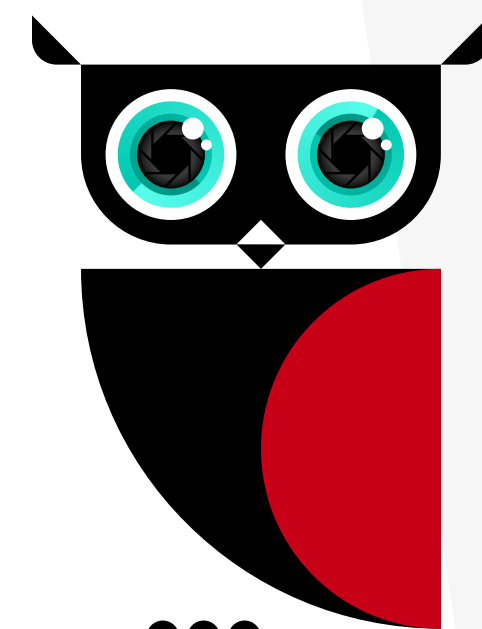
Today, Ella answers questions on Edenred's website and the employer portal. Ella will also expand to other customer portals soon.

**CASE STUDY** - Edenred



Edenred is the leading employee benefits provider in Finland, with a selection of lunch, sports, cultural and transport benefits. Over 23 000 places accept Edenred's payment solutions throughout Finland. The company has more than 15,000 corporate customers, and roughly 360,000 employees use Edenred's products in Finland. Edenred is part of the international Edenred Group, which operates in 46 countries and employs 10,000 people.

[www.edenred.fi](http://www.edenred.fi)



# The goal of the bot

was to introduce a modern and always available new customer service channel to complement traditional communication channels, which, at the same time, was regarded as a big step into the future. In addition to fluent and natural language communication experience and reliability, the expectations included that the solution connects with other systems in the future to execute end-user service requests after authentication. Furthermore, Edenred's ability to improve and develop the solution in-house was an additional criterion for the chosen solution.

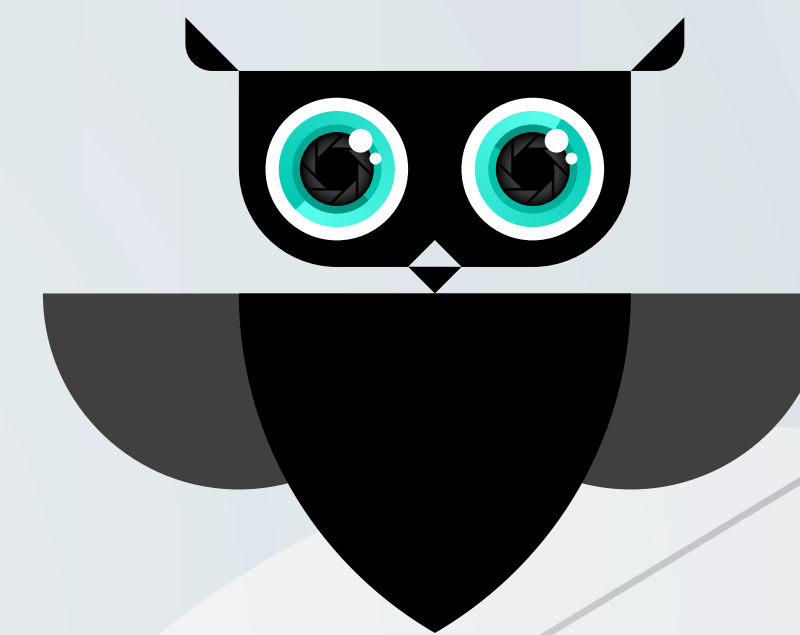


# Two months from a decision to production

Ella's implementation was quick. Within two months from the decision, it was already in production, and Edenred's team knew how to work with the new solution. The team added responses to the service gradually, starting with the beneficiaries, i.e. the employees.

## Before the implementation,

the Edenred team participated in online courses and weekly meetings with Front AI to gain personalized instructions. Post-implementation support has also been valuable, as the tasks have included, e.g. fine-tuning and training the most common issue contexts to Ella. A joint Teams channel between Edenred and Front AI has provided help to quick questions.



**445** QUESTIONS

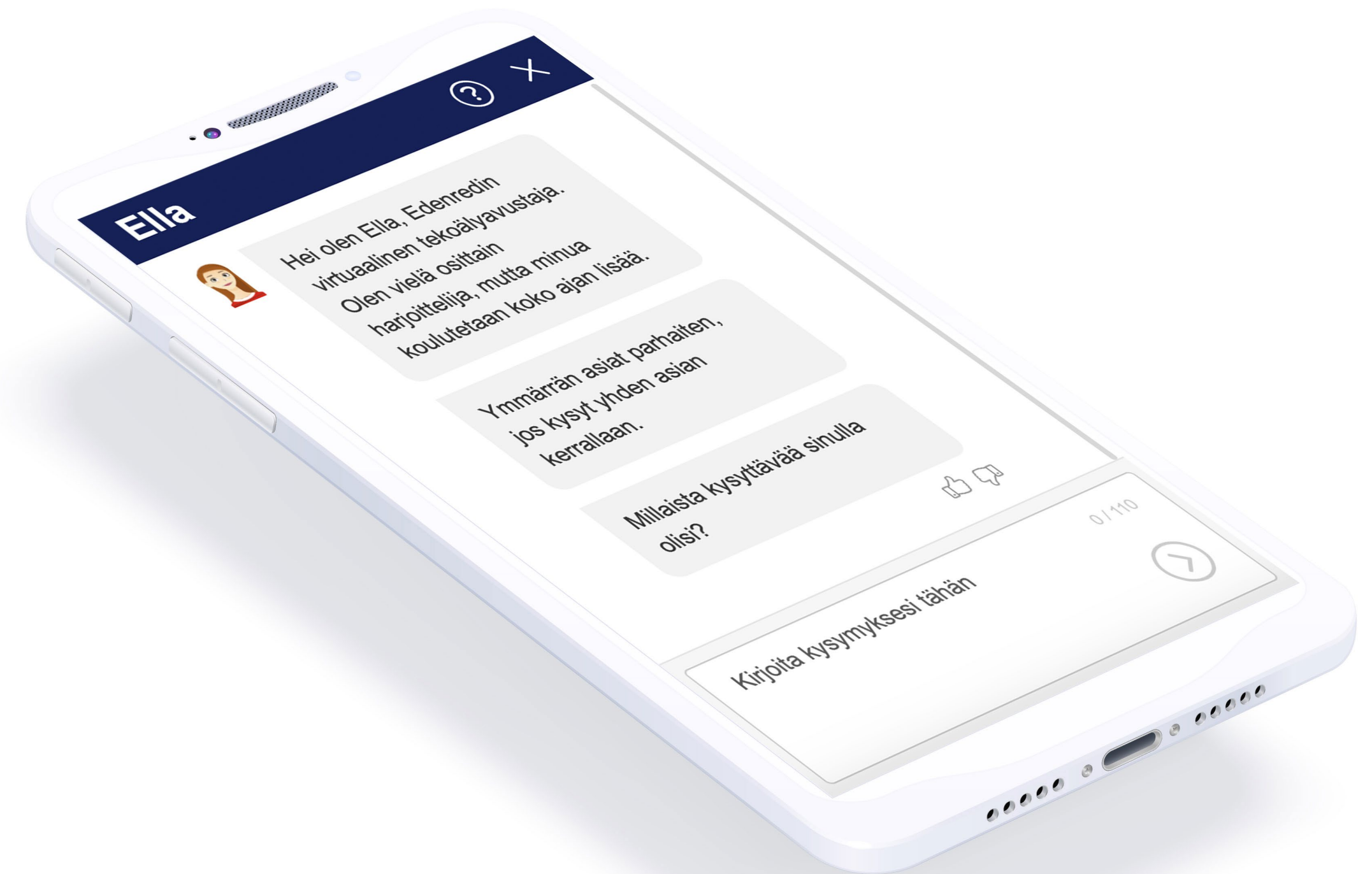
At the moment, the service contains almost 500 intents, i.e. unique answers. The number of intents grew larger than initially thought, but entering a new intention turned out to be effortless.

After all, Ella needs only a small number of training sentences, and there is no need to enter different inflexions or synonyms separately.

# Ella's personality and responses was a collaborative work

Edenred's customer service staff has several decades of experience in customer service. Their expertise was of great help when the team put together a list of frequently asked questions and terms used by end-users. Team members, who were interested in technology, got an opportunity to train themselves to become AI trainers or bot whisperers. There are currently four AI trainers working with Ella.

Ella was given a personality, and marketing was closely involved in the creation process. Ella's personality profile describes Ella's visual look and way of communicating. By defining rules, e.g. for the use of emojis per conversation, it is ensured that Ella represents Edenred's brand and image. All content producers must first study Ella's personality description.



# Quick response and communication in exceptional situations

The team is continuously training and developing Ella further. During the COVID-19 period, customer service received lots of new questions, such as where to use benefits when many of the locations were closed and whether Wolt accepts the Edenred benefit. The speed and ease of updating surprised the team.

Ella is also a great way to communicate urgent issues under exceptional circumstances. Training Ella to handle new answers is agile, and already Ella's greeting text can be amended with important information. The team noticed this when there were recent challenges with the app, and Ella informed end-users about the status immediately in its greeting text. Many praised immediate communication and this reduced inquiries on that subject to minimum. The customer service team has also been grateful for Ella's assistance in providing fast messages. The time of experienced customer service representatives has been freed up for more challenging customer service tasks, leaving Ella to handle routine inquiries.

ELLA IS HANDLING

**25-35%**

OF THE MONTH'S INCOMING CONTACTS.

The number of conversations varies significantly from week to week. During the example week, the team answered 586 calls and Ella had 386 conversations. Typically, Ella handles already 25-35% of the customer service inquiries, but sometimes significantly more.

## “Ella is remarkable”

Feedback from end-users has shown that Ella is considered remarkable and the best functioning bot that they have used. Ella can interpret the end-user’s questions and needs, even from a text with a lot of typos.

In the future, the team hopes that Ella will also be able to help with end-user specific tasks that require authentication, such as a request to top up an account balance or order a lunch benefit for a new employee. Edenred plans to integrate Ella more and more into other systems and get the most out of the AI solution.

CASE STUDY - Edenred



## An example to the Group’s other countries

At the corporate level, there have been individual chatbot experiments in different countries in the past. Now Edenred Finland is the Group’s pioneer in the field of artificial intelligence, and the solution has already aroused international interest in various parts of the Group.

Ella has already been trained based on the English language, making it easy and quick to localize the solution to other Edenred countries. One of the strengths of Front AI’s solution is its native support for 30 languages, which means that language versions and country-specific personalization are smooth. Swedish and English will be added to Ella’s language selection in the future also to serve end-users better.

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