adamo

ADAMO AND ITS DIGITAL TRANSFORMATION:

Automation and Artificial Intelligence with Sabio Group

SABIO

ABOUT ADAMO

Adamo, a leading provider of high-speed Internet services, has been a pioneer in democratising Internet access, particularly in rural areas. Thanks to its extensive fibre optic network, it is firmly committed to offering high-speed connectivity in areas where it was previously limited or non-existent, ensuring that its services reach the most remote corners at competitive prices.

With impressive growth, Adamo has not only expanded in size and service offering, but has led a significant digital transformation, focusing on substantially improving customer experience and operational efficiency, reinforcing its mission to connect people in a way that respects and enriches their lives.

THE CHALLENGE

Adamo faced the challenge of maintaining high-quality customer service during rapid growth. Its sales queues were being flooded with 30% 'unrelated' traffic which was having a negative effect on the performance of its Customer Operations teams.

THE SOLUTION

Adamo collaborated with Sabio to implement automation and AI solutions, including advanced IVR systems and conversational bots, to handle increased customer inquiries efficiently. They introduced open question systems, continuous automation improvements, and personalised care based on customer profiles to enhance the customer experience and optimise internal operations.

THE RESULTS

Adamo's collaboration with Sabio yielded positive results, including a 10% improvement in service level, a 16% absorption rate, stable call volume despite customer base growth, and maintained customer satisfaction. Sabio's consultative approach, tailored to Adamo's needs, demonstrates the effectiveness of strategic automation in transforming customer service and operations.

500,000
Users

30,000km
of fibre optics deployed

> 7,500
villages connected

THE CHALLENGE:
OF ACCELERATED GROWTH

Adamo faced the challenge of maintaining a high level of high quality customer service in the midst of very rapid growth. The company was looking for a solution to efficiently handle the increased volume of enquiries while simultaneously improving the experience for its customers and employees. This challenge involved not only maintaining efficient operations in the face of increased demand, but also enriching customer interactions. The company chose to adopt advanced technology solutions that, through automation, would enable it to transform its customer service, ensuring its position as a leader in the highly competitive telecommunications market.

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Our sales queues were flooded with 30% 'unrelated' traffic which negatively affected the performance of the Customer Operations teams. This prompted us to optimise our operations and improve efficiency through automation."

Jordi Camallonga,
Customer Operations E-Support & Selfcare Manager

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Over the last 5 years, we have moved from offering voice services through a PBX, over which we had little control, to a system with an open question fully managed by us. This change gave us greater control, but given our rapid expansion, we faced new challenges and needs."

Jordi Camallonga,
Customer Operations E-Support & Selfcare Manager

THE COLLABORATION
WITH SABIO GROUP

Faced with this challenge, Adamo decided to introduce significant innovations in its customer service processes and implement automation solutions capable of efficiently handling the increased volume of customer enquiries and optimising internal operations. Through, for example, the implementation of advanced IVR (Interactive Voice Response) systems, Adamo has been able to automate key processes, such as the identification of customer intent through open-ended questions and automated payment handling.

THE SOLUTION: IMPLEMENTATION OF AUTOMATION AND AI AS A SOLUTION

The solution implemented by Adamo in collaboration with Sabio focused on automation through the use of Artificial Intelligence and conversational bots to improve personalisation and optimise internal operations:

Implementation of open question systems

Adamo initially addressed the challenge of inefficient transfers between teams by implementing an open question system, which streamlined the routing of queries to the correct departments. This system allows customers to freely express their queries, and facilitates call coding and efficient response, which has improved both the customer and employee experience by reducing unnecessary query transfer traffic across departments.

Continuously improving automation

As the implementation progressed, Adamo introduced more automated functionalities, including payment processing via IVR and activation of specific services such as roaming. This incremental approach allowed for adjustments and refinements based on feedback and results, continuously optimising customer service.

Expansion into more complex projects

The success of the initial project evolved into the incorporation of more complex projects through Artificial Intelligence technology to personalise care and further improve customer satisfaction. This process of continuous improvement demonstrated the effectiveness of a strategic and adaptive implementation of advanced technology solutions in customer care, underlining Adamo's commitment to innovation and service excellence.

Personalisation based on the customer profile was undoubtedly the cornerstone of this transformation, ensuring that every interaction is relevant and tailored to the user's expectations, maximising the satisfaction and efficiency of the service offered by Adamo.

THE RESULTS:

The results obtained from the collaboration between Adamo and Sabio reflect a significant positive impact on several operational and customer experience aspects:

Improved service level

Adamo initially addressed the challenge of inefficient transfers between teams by implementing an open question system, which streamlined the routing of queries to the correct departments. This system allows customers to freely express their queries, and facilitates call coding and efficient response, which has improved both the customer and employee experience by reducing unnecessary query transfer traffic across departments.

Absorption of interactions

An absorption rate of 16% was achieved, with the expectation of increasing this figure significantly. This indicates effective management and resolution of queries through automated systems, reducing the need for direct human intervention and optimising resources.

Increased number of customers without increasing call volume

Despite the substantial increase in the number of customers, call volume has remained relatively stable, thanks to the implementation of automation technologies and conversational bots. This suggests efficient channelling of queries and better distribution of workloads.

Customer satisfaction

Adamo has noticed no difference in satisfaction between interactions managed by bots and those handled by human agents. In some cases, automation has even improved the Net Promoter Score (NPS), outperforming human service.

> **"**
> What we really like about the methodology that Sabio applies in its automation projects is the thorough analysis of the situation from which each company starts, their needs, services, response times ... From there, they guide you on the best routes to optimise their processes, and thus improve the experience of our customers and employees.
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> **Jordi Camallonga,**
> Customer Operations E-Support & Selfcare Manager

The success of the collaboration between Adamo and Sabio underlines the effectiveness of a consultative approach to implementing automation solutions through a detailed analysis of each company's specific needs. This shared experience highlights the importance of a personalised and strategic approach to automation, demonstrating its potential to transform a company's customer services and operational capabilities.

SABIO