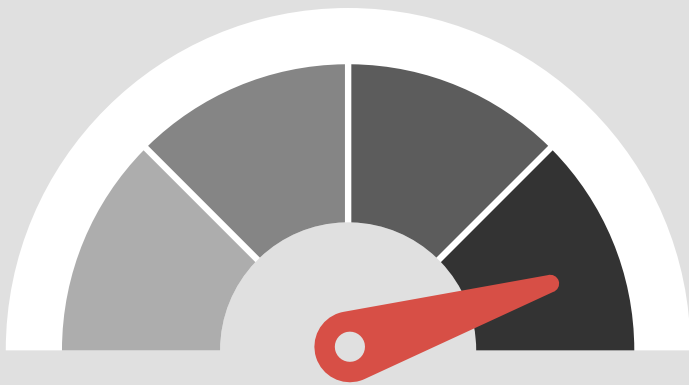




Dynamic Singapore communications company drives 50% reduction in email traffic following deployment of flexAnswer chatbot solution.



Supports M1's 90% CSAT score

high quality self-service chatbot capability supports M1's impressive customer satisfaction performance



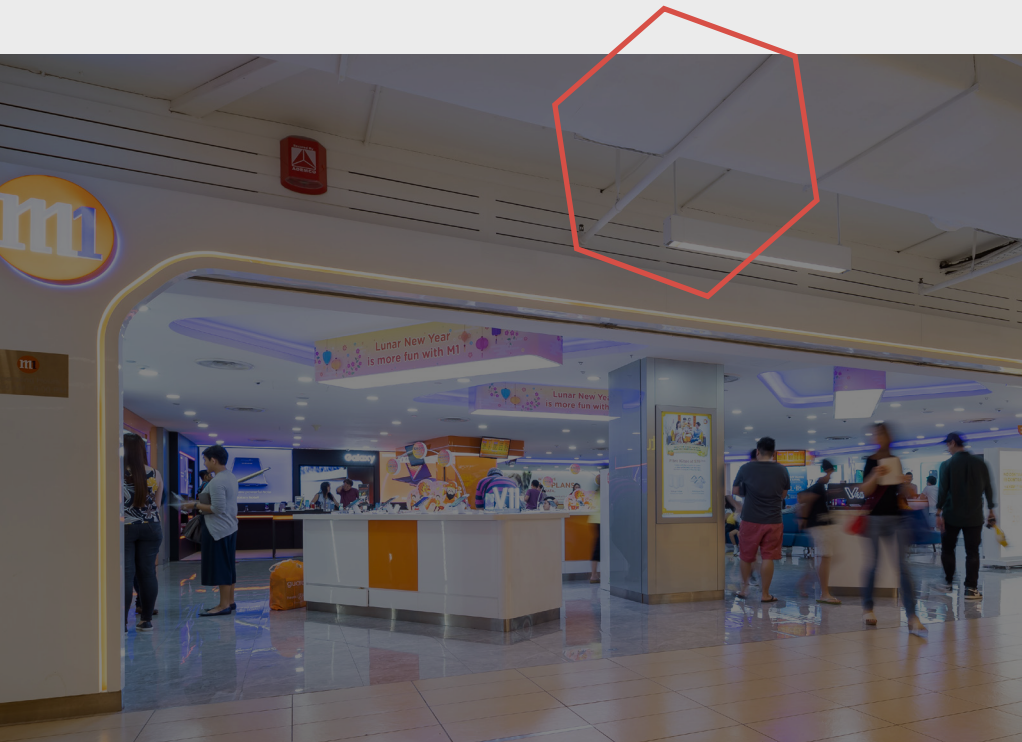
50% drop in email interactions

enabling significant channel shift for M1



10x scalable solution

flexAnswer increased size of 'Ask Mindy' knowledgebase



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We're constantly refining our customer experience based on changing customer needs and expectations. Our primary aim is to deliver the best possible customer experience, along with the simplification of our customer journey.

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Stamford Low, Director Customer Experience & Retail, M1

M1 simplifies its customer journeys with 'Ask Mindy' chatbot solution

M1 is Singapore's most vibrant and dynamic communications company, providing mobile and fixed services to over two million customers. Since its launch in 1997 M1 has achieved many firsts, including being the first to offer a nationwide 4G service, as well as the introduction of an ultra high-speed fixed broadband, fixed voice and other services

on its Next Generation Nationwide Broadband Network.

M1 believes that providing an easy and personalised journey experience is core to strengthening its customer relationships, and is committed to simplifying and reducing friction at every point of the customer journey.

The Challenge

M1 was keen to extend its digital service offering with a virtual assistant chatbot solution to provide its customers with a high quality, conversational interface to help simplify online customer journeys. M1 has a track record of award-winning customer service, and it was essential that any solution was able to match the company's demanding engagement standards.

The Solution

M1 selected the virtual assistant platform from flexAnswer Solutions – part of Sabio Group – to support the development of its Ask Mindy chatbot solution. flexAnswer's cloud-based offering makes the solution easy to deploy, while competitive pricing and local presence ensured a close partnership with M1 as the Ask Mindy service was rolled out and developed.

The Results

Deploying flexAnswer's chatbot technology has enabled the Ask Mindy service to drive significant channel shift for M1, with results including:

- A 50% drop in email interactions into the M1 contact centre
- Sustained growth in Ask Mindy knowledge base, now supporting over 3,000 Q&As – up from initial 200-300 level
- Freeing up expert contact centre agents to handle more complex account-related customer interactions



Delivering the best possible customer experiences at M1

Singapore communications provider M1 is widely acknowledged for its high quality customer service capability, winning numerous industry awards and opting to support its two million plus customers with local staff with an average service level of some seven years.

So when Stamford Low, M1's Director of Customer Experience and Retail, was looking to support customers using the company's digital channels with an innovative virtual assistant powered chatbot function he knew it was critical that the solution could match M1's contact centre service levels.

"At M1 we're focused on delivering the best possible customer experience, and that needs to extend across all our touch points – both assisted and digital. Consequently, if M1 was to introduce a chatbot solution for our digital customers, it needed to mirror our existing high standards," explained Stamford Low. "Any solution would also need to reflect our determination to simplify our customer journey by ensuring frictionless customer interactions."

“M1’s primary aim is to deliver the best possible experience by simplifying our customer journeys”

Stamford Low, Director Customer Experience & Retail, M1

“flexAnswer’s competitive pricing also proved significant in accelerating our evaluation.”

Stamford Low, Director Customer Experience & Retail, M1

Selecting the right virtual assistant for M1

M1 first began investigating its virtual assistant options in 2017. According to Stamford Low: "we initially looked at a broad range of potential chatbot technologies, from start-up systems right through to IBM's Watson AI engine, however we quickly decided that the offering from local company flexAnswer Solutions was most applicable for our needs.

"We liked the fact that the flexAnswer Virtual Assistant had already proved successful across a number of implementations for the Singapore Government, and - having seen the flexAnswer technology in action – we could see that it would provide a powerful platform for our own chatbot solution."

Key factors behind the M1 decision included the depth of flexAnswer's powerful natural language processing and machine learning capabilities – ensuring the quality and conversational accuracy of chatbot interactions. flexAnswer also provided M1 with the flexibility it required, with its SaaS cloud model enabling rapid implementation, full multi-channel support across web, phone and social media channels, as well as the potential of an unlimited knowledge base.

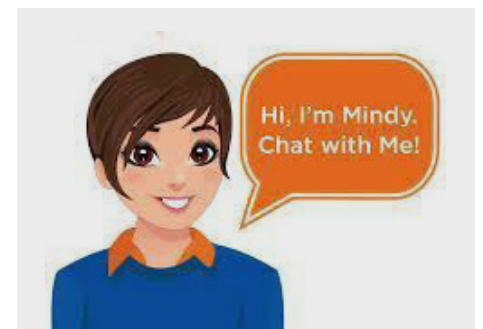
Evolving M1's 'Ask Mindy' assistant

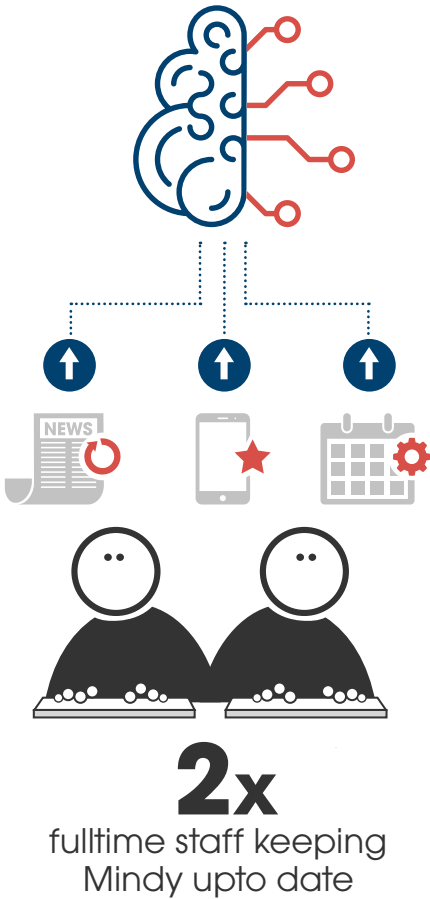
M1 engaged flexAnswer Solutions to work on its virtual assistant offering. Within three months M1 was ready to go live with 'Ask Mindy', the company's branded chatbot solution. "We experimented with different characters for our blog, eventually opting for the Mindy persona that has proved to be such a positive option for our customers," explained Stamford. "We also worked to fine tune the initial number of questions that Mindy could answer – eventually deciding on a limited volume that would allow Mindy to zero in on the right answer for the customer."



3 months
'Ask Mindy' chatbot ready to go live

M1 was determined to ensure that Mindy would offer a service that was comparable to that offered by the company's contact centre agents. "At M1 we see our 'Ask Mindy' chatbot as complementary to our contact centre operation, enabling us to handle a volume of conversations that we simply couldn't without a chatbot," he continued. "However, we also recognise that customers sometimes still want to speak to an agent after engaging with Mindy, so we now also offer customers the choice to switch into a live chat should they require."





M1 was also keen that its 'Ask Mindy' chatbot knows as much – if not more – than its contact centre agents. To enable this, the company has two full-time staff that are focused on training Mindy, ensuring that she has the same briefings that other agents have, and also keeping her knowledge base current with the latest customer plans and handset offers.

“It’s essential that Mindy is as current as our contact centre agents, so we take the time to keep her knowledge base up-to-date”

Stamford Low, Director Customer Experience & Retail, M1

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Being able to add transactional capabilities to 'Ask Mindy' demonstrates the flexibility of our core flexAnswer technology.

Stamford Low, Director Customer Experience & Retail, M1

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Phasing in additional 'Ask Mindy' capabilities

Since launching 'Ask Mindy' in December 2017, flexAnswer Solutions has worked with M1 to continue refining and adding new functionality to the chatbot solution. Mindy's central knowledgebase has expanded 10x since going live to 3,500 question and answer pairs, with the flexAnswer platform supporting this expansion with ease.

M1 has also worked with flexAnswer Solutions to add transactional capabilities to Mindy, with an integrated Data Passport function to support those customers that would like to activate their data as part of their current Mindy interaction. According to Stamford Low: "most of our customers use our app to activate our Data Passport, however there are some who also want to do this while using 'Ask Mindy'."

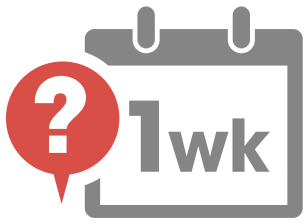
flexAnswer's solution also enables a smooth transition between self-service and assisted service, thanks to its ability to escalate to live chat. M1 is also now keen to explore how Mindy's proven conversational skills can also be used to replace their traditional IVR for calls. "We've already got an assistant with a comprehensive M1 knowledgebase, so it makes sense to replace a complex IVR menu with our proven Mindy voice interface.



Mindy's central knowledge base has expanded **10x**



3,500
Question and answer pairs



25,000
Questions a week!!

flexAnswer – delivering impressive results for M1

With the introduction of its 'Ask Mindy' chatbot solution, M1 has been particularly successful in enabling a significant shift in customer channel usage – securing a 50% drop in the volume of emails coming into the contact centre.

"Email, with its inevitable delays, has always been an inefficient channel for our customers so it's great that 'Ask Mindy' has been able to answer customer questions so effectively and efficiently – currently around 25,000 questions a week. As a result we have been able to retire our email channel," explained Stamford Low.

"Perhaps a sure sign that 'Ask Mindy' is working well is that handling customer queries is getting progressively harder for our contact centre agents as Mindy is now dealing effectively with the more standard questions," he added. "With Mindy now handling so much of the workload, our agents can take the time to resolve more complex issues for our customers. And while this has seen our average contact centre handling times increase a little, it's also helping M1 to keep its overall CSAT score at an impressive 90."

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flexAnswer has proved to be a great partner, working closely with the M1 customer engagement team

Stamford Low, Director Customer Experience & Retail, M1

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Building a strong partnership with flexAnswer

Working with Sabio Group flexAnswer Solutions has also proved to be a smart choice for M1. "flexAnswer has proved a great partner, working closely with our customer engagement team to develop and implement our virtual assistant, and also building a strong partnership to ensure that we're able to keep adding functionality and value to our 'Ask Mindy' chatbot," said Stamford Low.

M1's primary aim is to deliver the best possible experience by simplifying our customer journeys

"With flexAnswer based in Singapore we have also benefited from having a specialist technology partner who can work directly with our team, sharing ideas and resolving any issues quickly," he continued. "M1 will also be able to take advantage of our partner's broader capabilities since flexAnswer Solutions became part of Sabio Group in December 2018, and that's going to be important as we work on evolving 'Ask Mindy' to replace our legacy IVR platform."

flexAnswer
part of sabio
group

Based in Singapore, flexAnswer – a Sabio Group company - is a leader in the provision of intelligent multi-channel Virtual Assistant solutions to public and private sector organisations across the ASEAN region. flexAnswer's proven Virtual Assistant (VA) platform consists of a suite of VA Web, VA Voice, VA Bot and Knowledge Management solutions – all powered by the company's advanced NLP and machine learning technologies. In addition to companies such as M1, flexAnswer has successfully delivered multiple public sector deployments across the Singapore Government and its agencies.

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