rSTAR TECHNOLOGIES

Faster First Call Resolution with AI-Powered Knowledge at Agents' Fingertips

CASE STUDY

Overview

A Fortune 250 energy and utility company set out to reduce Average Handle Time (AHT) and improve First Call Resolution across its call center operations—a top priority for the year. The goal was to improve efficiency, reduce operational costs, and deliver a more consistent and satisfying customer experience. To achieve this, the company partnered with rSTAR to implement an Azure AI Foundry-powered Knowledge Base that centralizes information and empowers customer service representatives (CSRs) to resolve inquiries faster and more accurately.

CHALLENGE & SOLUTION

The Challenge

Long Average Handle Times

- CSRs faced long handle times due to navigating multiple systems for information, causing delays and inconsistent service.

Scattered Information Across Systems

- Critical data was scattered, forcing agents to search multiple sources, increasing response times and risk of errors.

Limited Guidance for Complex Scenarios

- CSRs struggled with complex queries due to a lack of unified system support, slowing resolutions and reducing first-call success.

The Solution

AI Knowledge Base with Natural Language Search

- rSTAR launched an AI-powered Knowledge Base that enables CSRs to quickly find answers using natural language.

Generative AI for Dynamic, Contextual Responses

- The GenAI solution mimics a ChatGPT-like tool, dynamically pulling data to deliver tailored answers—helping CSRs respond more accurately and efficiently.

Integrated Guidance and Feedback Loop

- The system offers guided procedures and lets CSRs give feedback, ensuring the Knowledge Base continually evolves with user needs.

Technologies

SharePoint

ProcedureFlow

Oracle Service Cloud

Customer Website

Oracle Customer Care & Billing

Azure AI Foundry

RESULTS

30% Faster Responses

The AI-powered Knowledge Base enables CSRs to find resolution steps almost instantly, significantly reducing the time spent navigating systems.

Improved First Call Resolution

With faster access to accurate information, CSRs are better equipped to resolve issues on the first call—enhancing customer satisfaction and reducing repeat inquiries.

80% Positive User Feedback and Ongoing Enhancements

The solution has been well-received by agents, who appreciate the ease of use and speed. Continuous feedback is being used to refine and expand the system's capabilities. It helps new agents handle calls confidently.

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