

“Fujitsu’s automation helped DFI show return on investment almost immediately. We can now support our customers 24/7 and the incidence of tickets going through to the wrong team has been reduced by 20%.”

Thomas Meunier,
COO, DFI

DFI leveraged Fujitsu’s support to co-create the design and build an AI-based system in just six weeks.

At a glance

Country: France
Industry: ICT
Website: www.d-fi.fr/

Challenge

DFI wanted to leverage AI to reduce call centre costs and improve the customer experience of dealing with service and support. Customer queries were being routed to the wrong teams through simple human error. This was frustrating for both DFI and its customers.

Solution

The Fujitsu AI solution offers DFI the ability to exploit the vast amounts of customer preference and transaction data gathered so they can provide a better service while saving money. Automating responses via AI enabled customer service platforms minimises the burden on DFI as a business and enables them to do more with less.

Benefits

- Customers are now supported 24/7
- The incidence of tickets going through to the wrong team has been reduced by 20%
- Precise predictions and insight frees up DFI staff to work on other projects

Customer

DFI are a French IT service company that have transformed their business, moving from being a channel partner and integrator to becoming a provider of managed services.

Products and Services

- Fujitsu AI Zinrai Deep Learning System
- Fujitsu AI Centre of Excellence



AI powered customer help

DFI make technology work better for their customers. But they weren't making the most of technology themselves. They wanted to improve the user experience when customers contacted the DFI service desk seeking help.

As Thomas Meunier, COO at DFI explains: "I believe that the best way to improve customer service is when a company can use data to meet the needs of its customers. We wanted to use AI to make that happen."

When it comes to call centre practices, it takes a good deal of money and time in hiring and training staff for customer service, as well as in creating the whole brick-and-mortar infrastructure. It's complicated and there are lots of things that can go wrong. For instance, customer queries can easily be routed to the wrong team through simple human error. This is frustrating for everyone.

But the convergence of AI, automation and traditional customer service has transformed customers' experience when they deal with DFI. And automating responses via AI enabled customer service platforms minimises the burden on us as a business.

How? It's complicated technology that gives a simple outcome. Put simply, AI offers DFI the ability to exploit the vast amounts of customer preference and transaction data gathered so they can provide a better service while saving money.

Automation for a transformed customer experience

Supported by Fujitsu's AI partner ecosystem, DFI created an intelligent solution to manage the thousands of support tickets it receives every month. DFI worked with experts at Fujitsu's AI Centre of Excellence in Paris-Saclay to collaborate on the ideation and proof of concept (PoC) testing through to real life deployment – all in just six weeks from initial idea to roll-out.

The Fujitsu PoC environment tested the concept's viability, confirming 80 percent accuracy by using natural language processing to route each support ticket to the correct person within this impressive timescale. The system also reduces human error in processing data and enables DFI to use predictive logic to anticipate and prevent incidents or outages. Now that the intelligent support solution has been effectively trained, DFI can roll it out to customers, either as an on-premises solution or as-a-service.

Thomas Meunier, COO at DFI says: "Artificial intelligence, machine learning, and deep learning are all hot and current topics for our customers, who are turning to us for help in identifying how to deploy these emerging technologies and solutions to address business challenges. We used our own operations as an opportunity to learn. With Fujitsu's assistance and the valuable input of the Fujitsu AI ecosystem, we were able to quickly build and test an intelligent solution to improve support ticket handling, providing an extremely fast and effective return on investment. This has already significantly improved the productivity of our SLA ticket handling, team and above all customer satisfaction. Now, we plan to roll out the same solution for our customers."

Not all intelligence is artificial

DFI were able to leverage Fujitsu's deep experience in delivering AI solutions and its unique co-creation approach to support them through the entire lifecycle of AI projects. Comprehensive support started with extensive training for DFI solutions architects and engineers to bring them up to speed with new technologies, in addition to access to Fujitsu's AI ecosystem, which includes alliance partners, such as Inria, and leading institutions, such as Ecole Polytechnique in France and Chalmers University of Technology in Sweden.

As Thomas Meunier explains "we co-created the solution with Fujitsu and implemented it ourselves. It was hugely beneficial having their expertise and their culture of innovation and collaboration to help us transform our customer interactions. The Fujitsu team really pushed us and showed us how we could revolutionise the way customers are assisted."

"Fujitsu's automation helped DFI show return on investment almost immediately. We can now support our customers 24/7 and the incidence of tickets going through to the wrong team has been reduced by 20%. We get precise predictions and insight and our customers really appreciate the different levels of service they are seeing. It's a really simple mantra: more automation, less work, better service, less cost!"

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