

Telecommunications



MultiChoice

Answers customer enquiries faster than ever with an AI-powered virtual assistant

Industry: Media & Entertainment
Geography: Africa
Pattern: Agent Assist

Solution

[IBM Watson Assistant](#)
[Global Business Services](#)

MultiChoice South Africa turned to IBM to help to develop a virtual assistant named TUMI, enabling agents to source relevant information quickly.

“On the first day of live operation, the chatbot provided the correct response to 70 percent of all enquiries—an extraordinary result for a cognitive solution so early in its lifecycle.”

-Roland Naidoo, Head of Customer Operations Support, MultiChoice South Africa



20%

faster call resolution
boosts customer
satisfaction

60%

reduction in training time
for new call center agents



Vodafone

The first live chatbot in UK telecoms

The technology is evolving extremely rapidly, but we believe TOBi has already cemented himself as a key part of the future of customer service at Vodafone.

>70%

Customer queries resolved

Mid 60s NPS

achieved by TOBi

Industry: Telecommunications
Geography: United Kingdom
Pattern: Customer Self-Service

Solution

[IBM Watson Assistant](#)
[Global Business Services](#)

TOBi is built on the latest, leading AI technology, giving customers a conversational experience that can directly solve problems but also seamlessly hand over to a real person when appropriate.

