BOTFRIENDS | BRIDGESTONE MOBILITY SOLUTIONS

How High-Tech Drives Human Touch: Transform Service with AI Integration

Bridgestone Mobility Solutions and BOTfriends leverage AI embedded into their CRM to elevate the Customer Journey and empower teams.

THE CHALLENGE

Bridgestone Mobility Solutions (BMS) faces the challenge of efficiently managing over 2.4 million annual customer touchpoints in Europe alone. Many of these transactions involve routine queries, such as invoicing and shipment inquiries. At the same time, the team faces challenges due to rising product complexity and scale that need human intervention. As Bridgestone Mobility Solutions' product portfolio expands from small to Enterprise clients, there is a demand to innovate simple tasks and to drive value-added human touch interaction in more complex support cases. This promises to deliver better quality and allow creativity in changing business needs while scaling the strategic growth initiatives.

THE SOLUTION

To tackle the challenge of automating repetitive tasks, the startup initiated a lighthouse project featuring an interactive, knowledge-driven AI-Chatbot aimed at both self-service and complex customer interactions. They identified the top 20 volume drivers across four markets and developed a dual-solution approach. Part one fostered self-service across seven use cases, enabling customers to resolve issues independently. Part two involved triaging to assess product complexity before involving agents, enhancing solution accuracy and response times. This strategic approach streamlined processes and allowed agents to focus on more complex inquiries, significantly improving the customer experience.

THE OUTCOME

The goal of introducing the GenAI-powered chatbot was to enhance human efficiency by automating routine customer interactions. The teams aimed for a 20% increase in self-service incumbency for the top seven cases and a 20% reduction in average resolution time for the remaining top 20 cases. These enhancements are anticipated to result in a 5-point increase in customer satisfaction across sampled markets. In the future, the project teams plan to further develop the chatbot's capabilities to manage more complex queries and deepen its system integration, ensuring streamlined operations and improved support. This solution aligns with the startup's strategy of enabling the human touch in high-tech applications.

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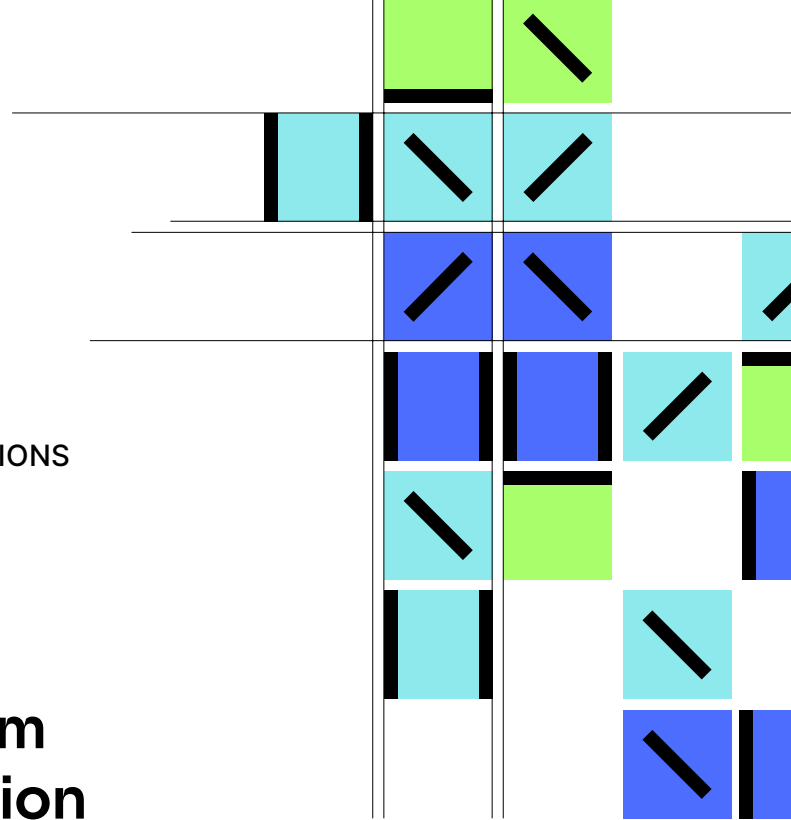
BOTFRIENDS

WEBSITE
botfriends.de/en/

FOUNDED
2017

HEADQUARTERS
Würzburg, Germany

NO. OF EMPLOYEES
10–50

BOTFRIENDS

BOTfriends automates communication and processes with Generative AI.

BOTfriends' product unleashes human potential and saves costs while being available 24/7 on various channels by using AI to automate customer service requests.

ABOUT STARTUP AUTOBAHN

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations. The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation. Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results. Over the years, the platform has successfully cultivated over 400 projects with more than 300 startups since its founding in 2016.

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