



Retail and E-commerce

16% increase in expert productivity through AI-enabled operation



CLIENT PROFILE

Designing a scalable, AI-enabled service model

An international manufacturer of small household appliances. The company provides technical support and customer care for multiple consumer brands, serving customers through voice and digital channels. As the business expanded into new markets, the client partnered with TP to modernize service operations and build a scalable, AI-enabled service model.

BUSINESS CHALLENGES

Rising volumes, manual work, limited scale

Experts dedicated a significant portion of their time to after-call work, CRM updates, and navigating multiple knowledge sources, resulting in higher handle times, limited capacity, and challenges in scaling operations consistently across languages and markets without increasing cost.

Operational efficiency
Manual workflows consumed expert time and constrained performance on a scale.

Scalability
Existing workflows had limited flexibility to support increased volumes and multilingual growth.

Cost management
Volume growth introduced more demand, but without redesigning workflows, efficiency gains remained out of reach.

SOLUTIONS IMPLEMENTED

AI-enabled automation supporting experts at every interaction

TP.ai FAB Assist was deployed to support experts in their frontline activities through an intuitive interface that accompanies them in every interaction, providing real-time guidance, proactive support, and continuous access to knowledge and tools, all seamlessly integrated with CRMs.

REAL RESULTS

Scaling service without scaling cost

By removing friction from daily operations and supporting experts with real-time AI, TP supported the client transform service delivery into a more efficient, scalable, and future-ready service model.

24%
INCREASE IN INTERACTIONS VOLUME WITHOUT RAISING COSTS

20%
REDUCTION IN SERVICE DELIVERY COSTS

16%
INCREASE IN EXPERTS' PRODUCTIVITY

10%
REDUCTION IN AVERAGE HANDLE TIME

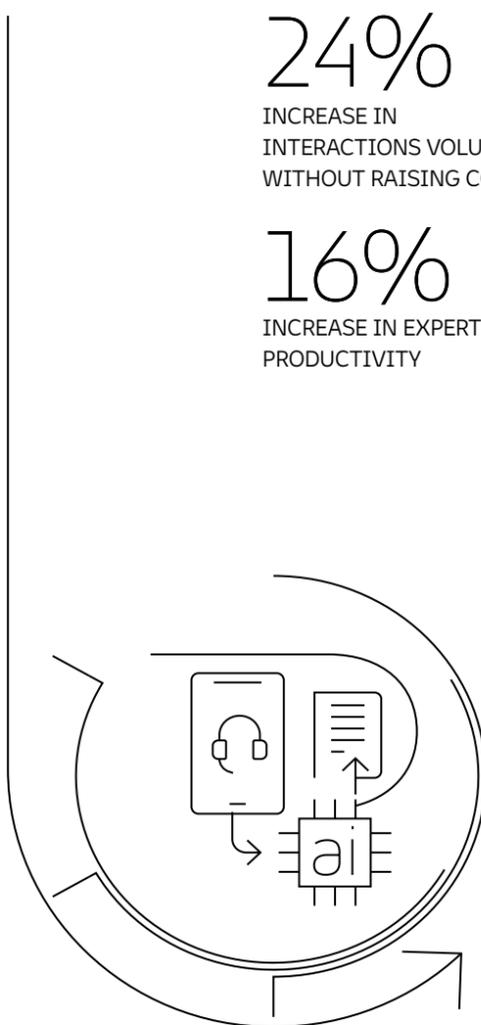
Period analyzed: 3 months.

Automating interaction summaries

AI-powered call-to-summary captured and summarized customer conversations in real time, reducing after-call work and improving CRM data quality.

Enabling faster expert support

FAB Assist unified knowledge sources into a single interface, helping experts resolve issues faster and more consistently.



Scaling quality across languages

AI-powered translation enabled quality audits across languages, allowing Quality Assurance teams to review interactions consistently while supporting the client expansion into new markets.

TP.ai FAB Assist empowers your operations to drive business growth

We combine technology, analytics, design, security model and consulting to deliver on-demand solutions and accelerate digital transformation.

Contact us

to discover more about our TP.ai FAB Assist.

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