



AI-powered *cost-savings* fueled a significant reinvestment in CX delivery



Client profile

A global leader in technology innovation, this client is renowned for its cutting-edge consumer electronics and home appliances. With billions of its devices in use worldwide, exceptional customer service is paramount.

Business challenges

Increasing
operational costs

Evolving
consumer demands

Inefficient
processes

Solutions implemented

Teleperformance implemented conversational AI to transform the client's customer service capabilities and empower live TP experts. AI-powered chatbots were integrated into the client's existing customer service channels.



AI-powered automation

Conversational AI automated the resolution of routine inquiries, freeing TP experts to focus on more complex issues.



Multi-channel integration

Seamless communication across multiple platforms helped customers access support through their preferred channels without friction.



Continuous improvement

Machine learning allowed the chatbots to continuously improve their understanding and responses based on real-time interactions.

Real results

25% of customer issues were resolved by AI-driven bots, freeing live TP experts to resolve more complex issues

60% point increase in customer satisfaction (NPS) — a significant improvement



An overall reduction in costs allowed the client to reinvest significantly in new channels and capabilities.

Implementing AI also resulted in:

- Elevated employee satisfaction by eliminating mundane tasks and allowing more time to focus on high-value, emotionally intelligent interactions and invest in career development
- The client's ability to reinvest operational savings to deliver more robust customer support