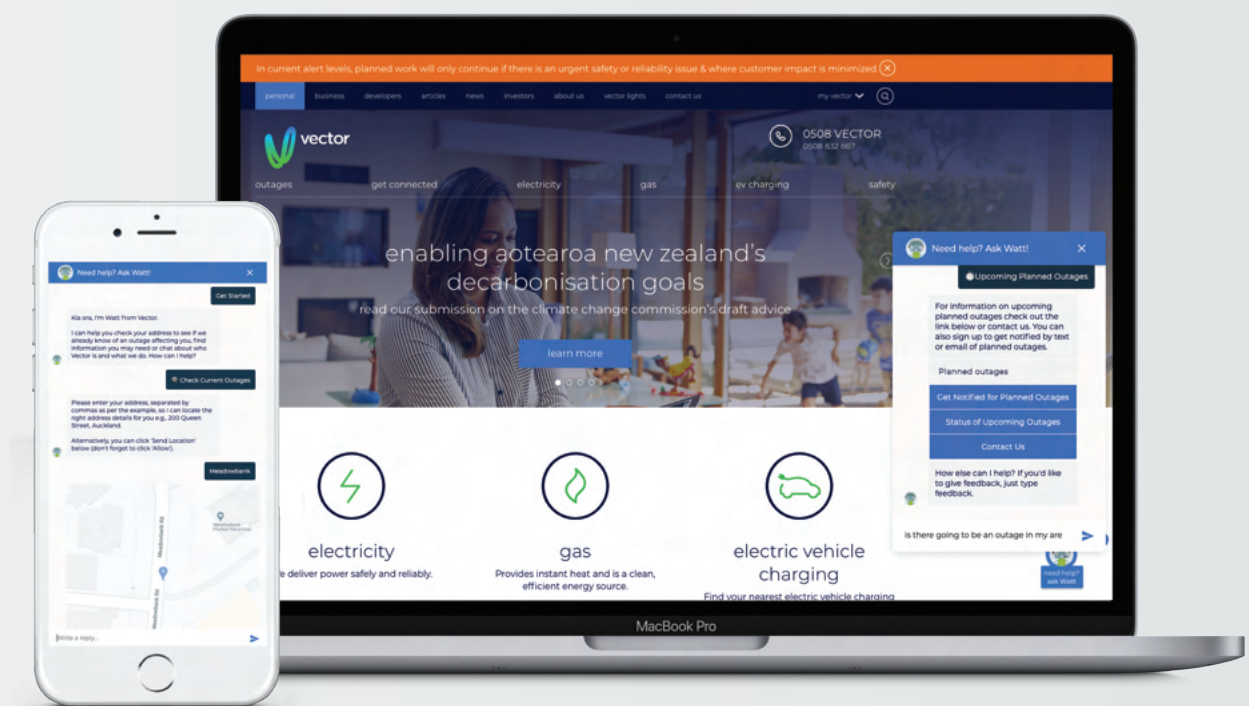


Good rapport built, one automated conversation at a time

Learn how Vector automatically handles seasonal customer service beautifully with an intelligent Digital Employee by Ambit.



2,000

Calls deflected per month

30k

Conversations in 3 months

24/7

Instant responses

Vector, New Zealand's largest distributor of electricity and gas, owns and operates networks which span the Auckland region.

Utilities companies aim to keep customers engaged and advocating for their brand at each step of their journey.

Vector operates in a highly regulated environment and is measured on consumer trust, customer effort and accessibility of its services. Working with Ambit, Vector launched its chatbot 'Watt' in August 2018 to help its customers quickly and efficiently access the information they need.

Digital employees provide automated customer care and build customer rapport.

Vector's web data uncovered the opportunity for Vector to engage more effectively with their website visitors. Their goal was to increase conversion rates by delivering great customer service online. A digital employee enabled customers to serve themselves with the information they needed online, when they wanted it, without having to phone the Vector call centre. Ambit was the perfect solution to enable them to do this.

“

We can see a 5% decrease in click-through to our phone number, which translates into ~2000 calls per month.

Sam Lake
Digital Transformation Manager

Contact Ambit
+64 9 887 8333
sales@ambit.ai
ambit.ai

The energy industry is on the cusp of major disruption, so we need to make sure we invest in remaining relevant to the public we serve.

Vector is open to innovation and always looking at new channels to interact better with customers. With digital employees and chat being an emerging channel, it made sense to understand more about how we could leverage that technology.



Vector Energy powering the lights on the Auckland Harbour Bridge.

We get real-time feedback from Watt and it's generally very positive. It was a brand new channel for Vector so there was some caution initially, but our leadership is pretty excited about how well it's going. Watt is fairly new, and we haven't promoted it heavily, but already we can see a 5% decrease in click through to our phone number, which translates into ~2000 calls per month. Overall, we're getting around 2000 hits to Watt a month, on a wide range of topics, and our customers have exchanged almost 30,000 messages with Watt over the last three months. We can see engagement growing, and our approach is to continually add to Watt's capability, so our results are improving as time goes on.

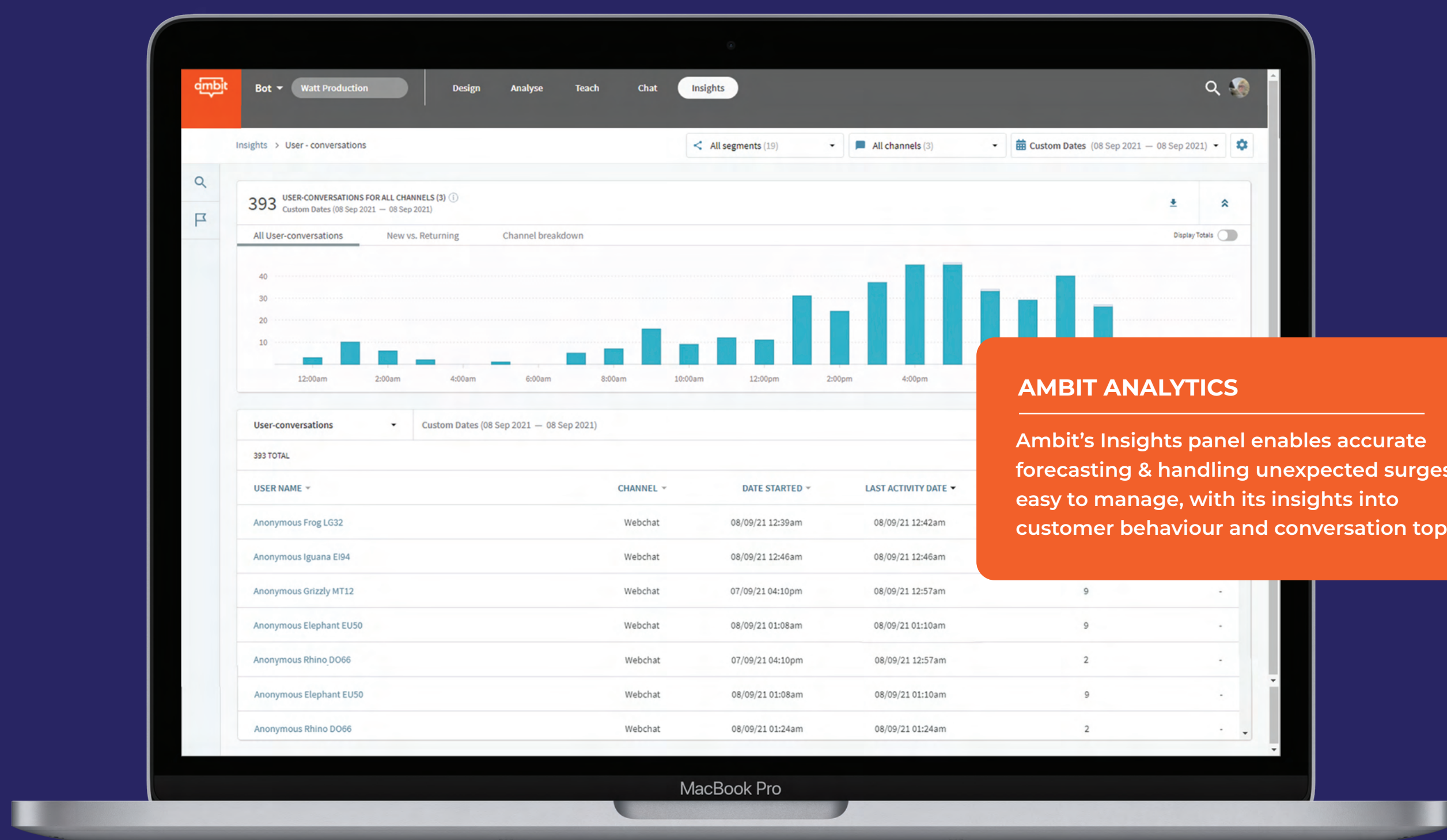


Right Conversation
Right Time

Quick time-to-value with fast implementation and deployment of a digital employee.

Being a large organisation with a strong regulatory framework, we can't always be as nimble on our projects as we might like.

Ambit was flexible about accommodating us and keeping the project moving – they were responsive and helped us operate within our constraints to maintain momentum on the project. They turned work around so fast that often they were waiting for us!



AMBIT ANALYTICS

Ambit's Insights panel enables accurate forecasting & handling unexpected surges easy to manage, with its insights into customer behaviour and conversation topics.



Right Conversation
Right Time



HUMAN HANDOVER IN ACTION

Seamlessly transition from an automated conversation to a live agent when required.

“

Vector is open to innovation and always looking at new channels to interact better with customers.

Sam Lake
Vector Energy

For customers whose enquiry can't be addressed entirely through self-service, Ambit seamlessly redirects issues to live agents who then provide the necessary support. Our goal is always to deliver a quality customer experience for the members of the public we engage with.

Our web data showed us that we had an opportunity to engage more effectively with website visitors. We wanted to increase conversion rates – providing people with the information they needed online, when they wanted it, without having to phone our call centre. Ambit was the perfect solution to enable us to do this.

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