



iLario

The first ChatBOT of public transport in Italy
Traveling has never been so simple



THE COMPANY

ASF Autolinee is a public transport company operating in the province of Como.

It has a total staff of 500 employees, owns 310 buses and has a turnover of 42 million euros per year. For years it has been a point of reference for the Local Public Transport in the Como area.

The share capital of the company is 51% owned by S.P.T. Holding S.p.A. and 49% by Omnibus Partecipazioni. The shareholders of SPT Holding spa are the Municipality and Province of Como, Province of Lecco and CPT. The shareholders of Omnibus Partecipazioni are Arriva Italia and the Ferrovie Nord Group.



ASF CHALLENGE

Modern technologies for all travelers



Branding

Investing in modern digital technologies for the Customer Care service to improve customer satisfaction and differentiate from competitors

Efficiency

Optimize the use of available resources by automating part of the interactions with customers

Omnicanalità

Implement a multi-channel approach (strategy) replacing phone and email channels with chat and conversational engine (ChatBOT)



EUDATA SOLUTION

iLario: being always informed, traveling with simplicity.

Ilario, **the conversation engine (ChatBOT)** designed and implemented by Eudata: responds in a timely and automated manner to the most frequently asked questions of ASF customers.

It is a **multi-channel platform** that can be used directly from the ASF site, on both browser and mobile. It represents a modern and effective contact management tool that replaces part of the job of Customer Care operators.

iLario is the **ideal assistant** for those who travel and need at any time

- to get real time information about the route,
- to be always updated about changes and interruptions,
- to know the nearest re-sale points and public transport fares.





iLario: convenience and efficiency for all travellers

Supports customers H24 - 7/7 with immediate availability

Predefined buttons guide users in a simple way through the search of needed information (Fares, Races and Hours, Resales)

A "Live" section that supports the customer in real time on rides timetables and on the latest news

Supplies information with a reference to the correct section of the site (travels and timetables of the requested transport line) or asks for an email address to contact the customer

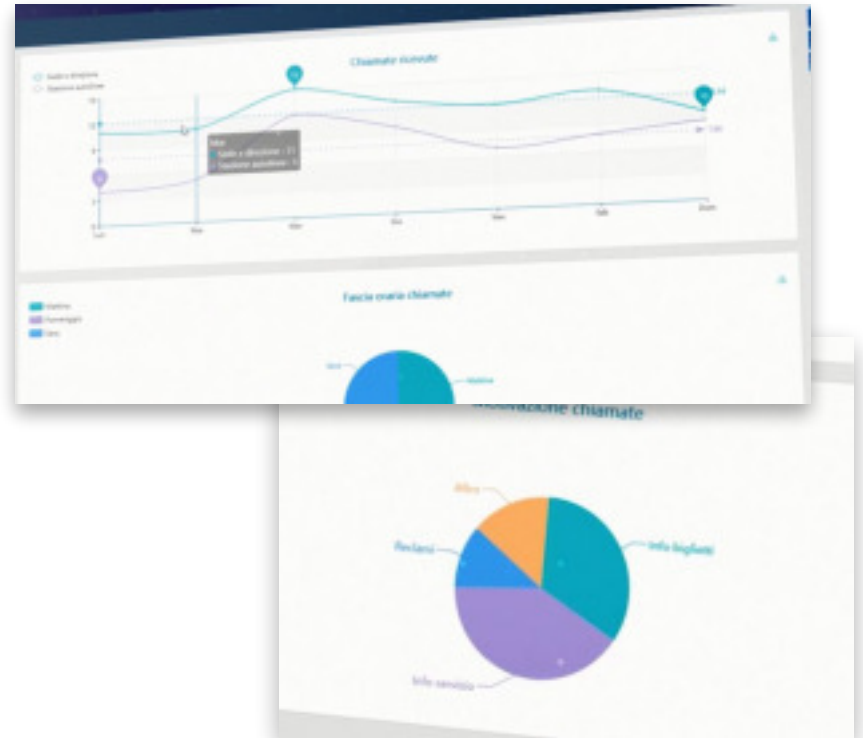
At any time the customer has the possibility to contact a human operator



SERVICE DASHBOARD

Thanks to Convy reporting, ASF can get:

- Aggregated traffic data on the service
- A view of the statistical detail on chat behavior and customer satisfaction for the services provided
- A constant monitoring of performance and usage



THE BENEFITS OF ILARIO



About 90% of conversations with the customer managed in total autonomy (Full Bot)

Only 5% of requests handled by operators following the introduction of the ChatBOT

Increase of the quality of supervisors' work

Improvement of the response rate and improvement of the quality of the service perceived by the customer

Call Deflection (number of requests passing through the chatBOT) is constantly increasing



FUTURE DEVELOPMENTS

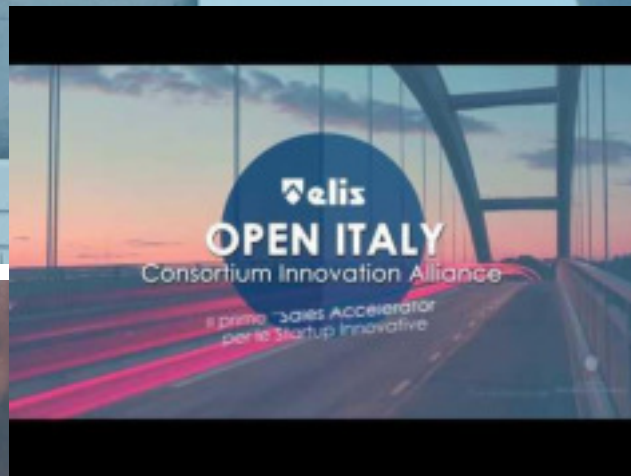
Thanks to iLario in 5 years, by 2022 7000 work hours of ASF Customer Care staff will be freed, that can be used to improve the relationship with customers

Future actions aimed at enhancing iLario's effectiveness and efficiency include:

- Integration with a semantic engine
- Implementation of an APP with Customer Care features
- Integration with external payment systems
- Integration with external systems to track lost objects



Watch Ilario Video



THANK YOU

For more information about our chatBOT "Convy AI" and all Eudata solutions visit our website www.eudata.com and write to: **sales@eudata.com**



Watch now our Video

