



Sazkobot from Soitron handles almost one fifth of Sazka's all incoming chats

"Hello, I'm Sazkobot and I will try to help you. If I won't be able to answer your question, I'll connect you to a customer support specialist."

1. ASSIGNMENT

- **unburden contact centre agents** from handling simple and frequently recurring questions
- **streamline contact centre activities and free up capacity** to handle more complex customer issues
- **strengthen the proactive communication of the lottery company**

2. SOLUTION

- **analyse Sazka's historical communication and extraction of key topics**
- **design chatbot response and communication logic**
- **implement SOITRON*bot** to automate the communication
- **integrate it with Avaya Contact Center and PoolParty semantic software**
- **technical support, consultations and training** to help Sazka create their own new conversation scenarios and expand chatbot's abilities

3. RESULTS

- **automated handling of simple and often recurring questions** at the key and ever-growing communication channel – chat on Sazka's website
- **more effective use of human resources**, including the development of online business activities in which Sazka's bot can play an important role
- **option to extend the SOITRON*bot** solution to email communication, web forms, online environments and social networks
- **return on investment within one year**

Our customer's experience:

Who would you recommend a chatbot to and what, in your experience, they should pay most attention to?

"I would recommend a chatbot to any company that uses chat as a significant part of their communication and they see a clear potential for automation. The speed with which you develop a bot should be in balance with the maximum success rate of its responses. In a contact centre, a bot can handle dozens of percent of your customer interactions, but if you do it too quickly, it can have a major negative impact on your customer experience which is then hard to fix. Customer experience is key for such a project. That's why we have linked a customer satisfaction survey to the bot and we also internally monitor its responses, measure the error rate and keep optimizing the bot. I personally think it's important to let customer know about the bot, so that they know if they communicate with a bot or a live agent, and also give them an opportunity to connect to a live agent at any time. I believe that was key to our success, because we receive almost zero negative feedback or criticism from our customers, even though we know that it sometimes makes a mistake. However, the full benefits of Sazkabet are far greater."

Tomáš Němec

Sazka, Head of the Contact Centre

Background

The contact centre of the Czech lottery company Sazka is contacted by about 700 existing and prospective customers a day. A great many of them ask relatively simple questions. For example, they ask about registration or inquire about ongoing promotions, products and services.

So, when Soitron was building a new contact centre for Sazka, logically it proposed to implement a chatbot that could automatically and autonomously handle requests of at least part of the website visitors.

Sazka's management liked the idea from the very beginning. They realized that they would benefit from unburdening their agents from simple questions. On top of that, they were tempted to use such chatbot for proactive communication.

Solution

Soitron, as an end-to-end solution provider, was able to guarantee Sazka full implementation of the chatbot – from designing the chatbot's response logic, to deploying an application server and semantic software PoolParty from the Austrian Semantic Web Company, to integration with Avaya Contact Center and consequent technical support.

Sazkabet was born in the Soitron's workshop in a record-breaking time. The most challenging part of the whole project was to meet the cut-throat deadlines. Even though Soitron usually works on projects of this magnitude for several months, Sazkabet was prepared and launched in less than 3 months.

Virtually all the work on the project was done remotely. Sazka provided samples of their communication, from which Soitron's experts extracted key topics and for each of them assigned various alternative questions. In parallel, they worked on installing a semantic and application server. The chatbot was first deployed in a test environment to thoroughly test its functionality, including communication with the contact centre.

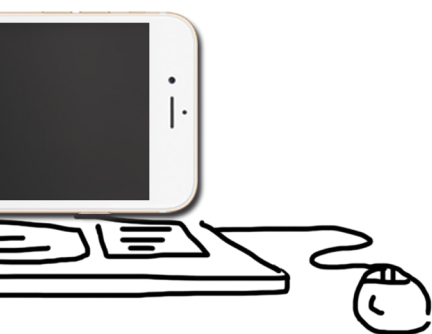
The entire solution runs on Sazka's hardware infrastructure. Even though it is equally well possible to deploy such chatbot in the cloud, the company



"Soitron's core philosophy is to work together with the customer. Regardless of whether the customer prefers the entire development to be done by Soitron, or wishes to actively participate in the work, we focus on their maximum satisfaction. From the very beginning, Sazka has been actively involved in the Chatbot product development. The cooperation of Czech and Slovak teams was amazing, and it taught us a lot. And most importantly, it led to the creation of a lasting relationship with the customer, in which the Chatbot solution was only the beginning of our shared journey of innovation."

David Foglszinger

Soitron, Product manager, Business Unit Cloud & Applications



preferred to run it on their own servers, partially because of the legal requirements for processing and storage of personal data.

Benefits

Today, when visitor to Sazka.cz start a chat, the chatbot automatically introduces itself in the chat window: "Hello, I'm Sazkobot and I will try to help you. If I won't be able to answer your question, I'll connect you to a customer support specialist." This way customers are transparently informed that they are communicating with a machine rather than with a human agent.

Originally, Sazkobot was helping only with registrations of new customers, but today it can handle a much wider range of questions. It can even provide support for ever changing promo campaigns.

Thanks to the training Sazka's staff received from Soitron, they are able to draft new questions or even whole scripts to expand the conversational skills of their chatbot.

The new help in the contact centre is not able to do everything that its "fellow" agents are. However, what it stands out for

is its speed, hard work, loyalty, never being sick or tired and never having a bad mood. Presently, chat accounts for up to 50% of all communication through Sazka's main customer communication channels, with Sazkobot being able to handle nearly a fifth of these interactions independently or in cooperation with an agent less than a year after its deployment.

"However, opportunities for utilising chat and the bot go far beyond that. They can also be used for proactive communication. In such case, the success rate depends on specific scenarios. Our most successful business scenario runs almost entirely by the chatbot," explains Tomáš Němec, head of Sazka's Contact Centre. What is important in his view is the low answer error rate, which in the Czech lottery company is at the level of no more than 2%.

Sazka sees potential for further growth of the chat's share in the total number of interactions, replacing namely emails and web forms. *"We also plan to further integrate it with our online environment and social networks, or other proactive chat scenarios that can almost do without a live agent,"* adds T. Němec.

**Sazka, a.s.**

SAZKA a.s. is the largest and oldest lottery company in the Czech Republic with approximately 95% market share in the lottery market. Their main products include number lottery games, with Sportka being the most well-known. In addition to number lottery games, their product range also includes scratch cards, sports betting and fast-moving games.

The second pillar of the company's business are additional daily services, especially the largest virtual mobile operator in the Czech Republic SAZKAmobil, topping up mobile phones and facilitation of payments for goods, services or ticket sales. SAZKA a.s. provides its products through a unique sales network with more than 7,400 sales outlets all over the Czech Republic and also at www.sazka.cz website where customers can play their favourite games online.

SAZKA a.s. is part of the international lottery holding Sazka Group (having shares also in the Greek lottery OPAP, Italian Lotto and Austrian Casinos Austria). SAZKA a.s. is one of the most respected lottery companies in the world. As the only lottery company on the Czech market, SAZKA a.s. is the holder of renown certificates for responsible gambling from the World Lottery Association and European Lotteries.

www.sazka.cz

SOITRON*bot**SOITRON*bot**

SOITRON*bot is a software platform able to communicate in a natural language and handle routine requests of your clients or employees. Not only can it understand what is wanted of it, a bot can also ask for any necessary or missing data, upload them to appropriate systems, send confirmations of processed requests, pre-arrange and print filled forms or other documents, regardless of the communication channels used – chat, e-mail or voice.

www.soitronbot.com

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Soitron is a Central European integrator operating in the IT market since 1991. The company's philosophy is to constantly move forward, and that is why it is a leader in implementing unique technologies and innovative solutions. It offers its clients products and services in the field of robotization and process automation, artificial intelligence, the Internet of Things (IoT), IT infrastructure, communication and cloud solutions, IT security, IT services and outsourcing, IT advisory and applications, and IT department digitalization. Its product portfolio includes smart police car solutions – Mosy and cyber security services – Void Security Operations Center. Soitron, s.r.o. is a part of the Soitron Group and employs more than 800 international experts. The group brings together professional teams in Slovakia, the Czech Republic, Romania, Turkey, Bulgaria, Poland, and the UK.