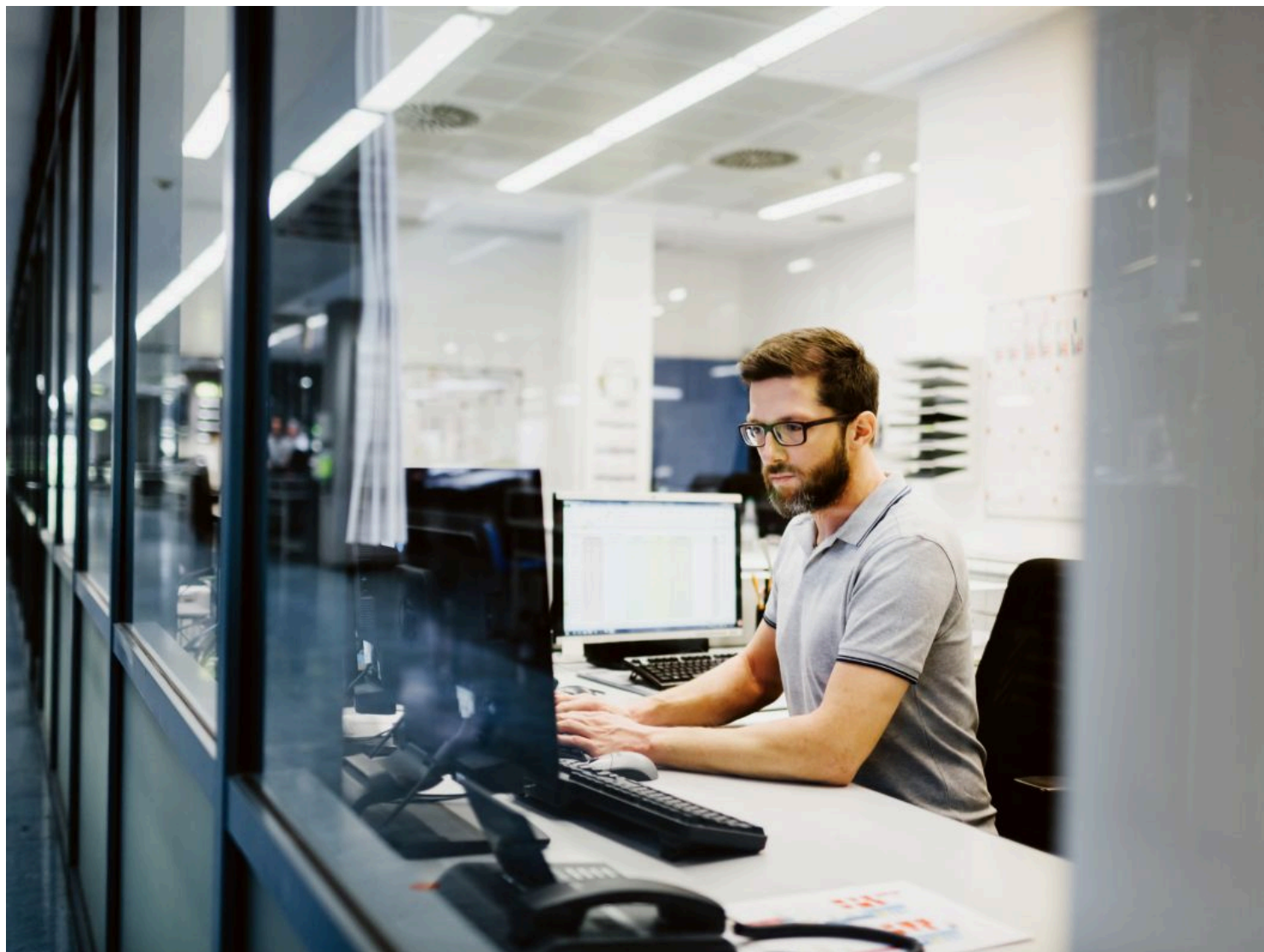


[Home](#) / [Case Studies](#) / smart Europe

Drive customer experience automation with generative AI

smart Europe and IBM



How to boost agents' efficiency

smart Europe GmbH's transition to a direct-to-consumer (D2C) business model, which allows customers to purchase vehicles entirely online, places greater emphasis on the role of the customer engagement center (CEC) in guiding customers through the sales and after-sales journey. The move brought exciting opportunities to enhance the customer experience (CX), but along with the surge in customer interactions came a new challenge: managing them.

smart Europe's Salesforce customer relationship management (CRM) system is used by over 150 agents in the CEC daily. However, the highly manual workflows within the system led to longer processing times, increased risk of human errors and overall inefficiency. Therefore, smart Europe sought to implement an automated solution for customer service workflows to streamline processes, increase employee workflow efficiency and effectiveness, and improve customer satisfaction in the long term.

Without the right technology in place, smart Europe encountered hurdles such as inconsistent categorization and routing of inquiries. The company needed robust tools to promote seamless request handling and gain valuable data insights to improve service quality and maintain customer satisfaction.

“ With the power of generative AI, we're striving to solve challenges more efficiently while making each

customer engagement more personalized and meaningful.”

Aymen Ismail

Head of Customer Engagement Solutions

smart Europe

Smart answers for smart Europe’s customers

smart Europe recognized an opportunity to level up its customer care with generative AI (gen AI). smart Europe, [IBM Consulting®](#) and [IBM Client Engineering](#) defined the gen AI minimum viable product (MVP). smart Europe handles case management for customer support tickets, and the IBM team helped create a user interface (UI) component in Salesforce that informs agents of all system-generated decisions.

The team integrated [IBM® watsonx.ai®](#) and [Salesforce](#) to automatically prioritize and classify incoming customer cases and provide streamlined response support. Based on [IBM Cloud®](#), the system works on the ticket before any human action, eliminating laborious work such as summarization, ticket classification, and prioritization. The system answers and automatically resolves standard queries using [IBM Watson® Discovery](#) to save agents’ time and help ensure that their answers are consistently on brand and customer focused.

Enhancing agents' accuracy and speed for an enhanced CX

The MVP demonstrated:

- 30% improvement in the accuracy of case categorization and prioritization
- 3 times faster resolution time for recurring issues
- 60% increase in first contact resolution
- 97% agent acceptance rate

The system can easily be scaled to incorporate additional languages, allowing it to serve multiple markets. Moreover, it can seamlessly integrate additional use cases and is compatible with various systems, such as ServiceNow, Adobe and more. This openness is one of the primary reasons smart Europe chose IBM watsonx.ai®. The system enables a smooth deployment across various departments, such as e-commerce, sales, marketing, after-sales and product management.

“At smart Europe, we believe that technology should always elevate the experience of our customers,” says Aymen Ismail, Head of Customer Engagement Solutions.

“Partnering with IBM allows us to not only streamline our operations but also bring a new level of individualization and precision to every interaction. With the power of generative AI, we’re striving to solve challenges more efficiently while making each customer engagement more personalized and meaningful.”



smart

About smart Europe

Founded in 2020 in Leinfelden-Echterdingen, near Stuttgart, [smart Europe GmbH](#) (link resides outside of ibm.com) is a wholly owned subsidiary of smart mobility International Pte. Ltd. smart Europe's international team is responsible for all sales, marketing and after-sales activities for the next generation of smart vehicles, products and services of the brand in the European market. The international smart joint venture was established between Mercedes-Benz AG and Geely Automobile Co., Ltd. smart positions itself as a leading provider of intelligent electric vehicles in the premium segment.

Solution components

IBM Consulting®	→	IBM Client Engineering	→
IBM Cloud®	→	IBM® watsonx.ai®	→
IBM Watson® Discovery	→	IBM Salesforce	→

IBM Consulting, IBM watsonx.ai and IBM Cloud help smart Europe transform its business model to increase customer engagement and agents' productivity

Discover how IBM Consulting can offer a variety of tailored solutions to transform your business

Learn more about IBM Consulting



Incorporated in the United States, and/or other countries.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

Client examples are presented as illustrations of how those clients have used IBM products and the results they may have achieved. Actual performance, cost, savings or other results in other operating environments may vary.