



CUSTOMER CASE STUDY



# How PwC's chatbot improve employees' day-to-day experience

The audit firm offers employees internal support on a wide range of topics from human resources and IT helpdesk to practical information, all automated through a conversational agent.







# PwC, an audit, legal and tax consultancy firm

**PwC** (PricewaterhouseCoopers) is **one of the Big Four accounting firms, specialising in consulting, audit and legal** missions for businesses, with a sectoral approach. **The firm certifies** the accounts of **BNP Paribas, Auchan, Capgemini and Natixis**, among others.

A few figures :

- **6,000 employees** in France and North Africa (Maghreb)
- **11,000 clients**, including **17 CAC 40 companies** and **38 SB120 companies** in France and North Africa (Maghreb)
- **42.3 billion** dollars in **revenue** in 2019



# Project overview

*"We wanted to **help new recruits be autonomous** more quickly. Nearly **2,000 new employees** join us each year. Our **chatbot helps them understand PwC's whole ecosystem** in a quick and simple manner."*

Nelly Fercoq, Chatbot Project Manager at PwC France and Maghreb

The project came about after a series of **interviews with a sample of PwC employees**. The aim was to identify **pain points** in their working day. The study revealed in particular that employees found the **intranet** to be **dense and complex**, and **difficult to navigate**.

To **make employees' lives easier** and **help onboard new recruits**, PwC wanted a tool capable of **answering their questions instantly**. Opting for an **internal chatbot** felt like a natural solution.

The chatbot was **officially launched** in **January 2019**.



# Challenges

- Provide **staff** with **instant answers** about their **day-to-day working life**
- Help **new recruits be autonomous** more quickly
- **Extend** internal **support hours**

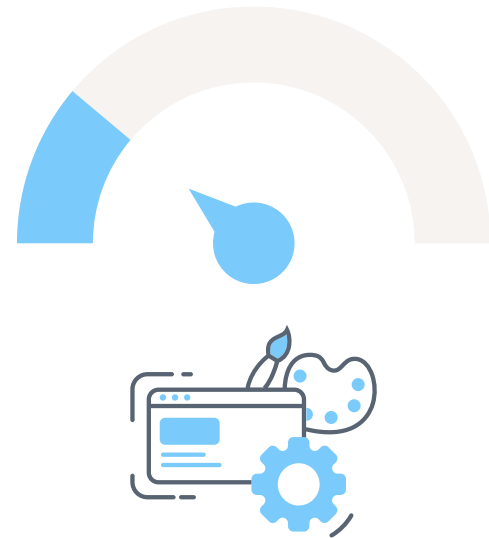
# Dydu solution

- A **unique entry point, available 24/7**
- Accessible on the **intranet, desktop and mobile app** for PwC employees in France and Maghreb
- **The chatbot** acts as a **“conciierge”** and covers a wide range of everyday topics: **HR, IT, workplace, events, corporate strategy**





# Project Deployment



## Design

1 month

- **Workshops** with **different** samples of **employees** to determine the **themes**
- An employee **survey** to **choose the bot's name**



## Construction

2 to 4 months

- **Collection of responses** from different departments
- **Building** the knowledge base



## Launch

1 month

- **Released** on the intranet, mobile app and desktop
- **Communication** on all **internal** platforms



## Evolution

Throughout the project

- **Updated knowledge articles** according to current news / events
- **Monthly review and analysis** of interactions



# A quality conversational experience

10 topics

- **About** : strategy and values, people, organisation, glossary, events
- **Human Resources** : admin, leave, training, mobility, etc.
- **IT** : business apps, access to tools, workstation, security, support
- **Finance** : software, suppliers, expenses, professional ID card, etc.
- **Legal and risk management** : code of conduct, GDPR, security, etc.
- **Workplace** : ID badge, mail, concierge, travel, printing, parking, etc.
- **New tools** : use of innovative tools
- **Projects** : description of projects and redirection to documents, tools, etc.
- **Other** : Covid-19, weather, PwC social base (jokes, various topics, etc.)

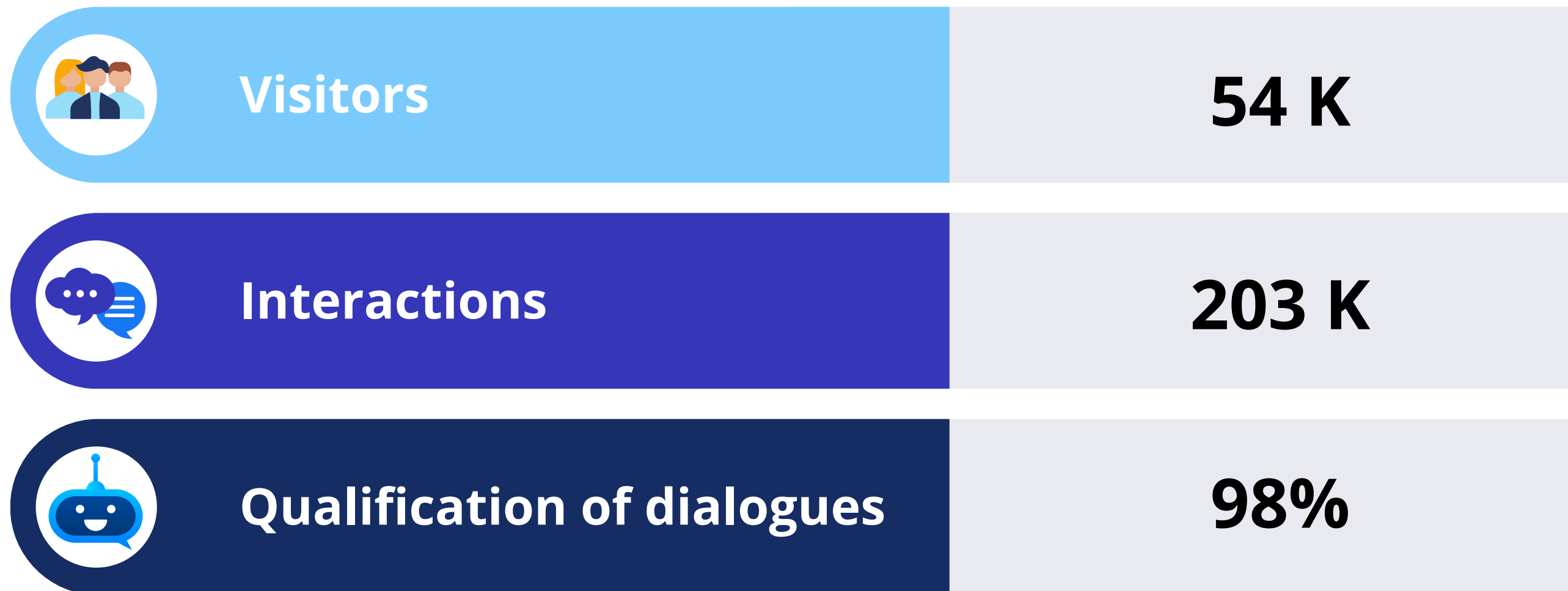
2 800  
knowledge  
items







# Results



2022 data



# Pwc best practices

## INTERNAL RESOURCES

Ensure that you have the necessary **internal resources** to **manage the bot** and provide the best possible service.

## UP-TO-DATE INFORMATION

**Update** and add **knowledge items according to current events and news.** The rise in remote working due to the pandemic led PwC to add questions such as “Who should I contact about Covid-19?”

## MISUNDERSTANDINGS

**Record** the employee name and **questions the bot couldn't answer and send a reply later** by email. PwC has created an email address in the bot's name.

## ANALYTICS

**Regularly monitor the bot's indicators :**

- Number of **visitors** and **dialogues**
- **Satisfaction rate** to make corrections if necessary
- Most **popular questions / topics**





## CUSTOMER CASE STUDY

*“Today, we feel that we have **reached our goal**: the chatbot is **used regularly** and the **satisfaction rate for conversations is high**.*

*We **regularly interview** a sample of about 100 employees with different profiles, as we do when monitoring any of our **innovative tools**. This helps us **check** our tools still **meet user's expectations** and **identify new needs**.”*

Nelly Fercoq, Chatbot Project Manager at PwC France and Maghreb







# Next Challenges

The chatbot is already **connected to PwC's authentication system** and can therefore call users by their first name.

PwC is planning on **interfacing the chatbot with its HR tools**, to provide **fully personalised answers** according to the employee's site location, position and department.





# Contact-us

for information about the Dydu solution

[Ask for a demo](#)

## Website

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## Social media

