



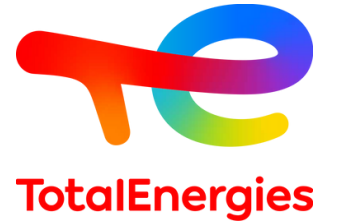
CUSTOMER CASE STUDY



How TotalEnergies leverages selfcare to improve its digital customer experience

TotalEnergies has implemented a complete and efficient selfcare tool for customers, combining conversational AI and livechat technology.





TotalEnergies

TotalEnergies is a **global multi-energy producer and supplier**, and the **3rd electricity and gas player** in France.

Innovation and **customer satisfaction** are at the heart of its strategy.

Key figures:

- **5 million customers** – individuals, professionals and local authorities
- More than **100,000 employees**
- Present in **130 countries**



Project overview

« *The management of incoming requests was a key strategic area of development for TotalEnergies. We're always looking for innovative ways to improve our customer relationship and wanted to provide users with a permanent presence and absorb the volume of requests, many of which were recurring.* »

François Rémuhs, Tier 1 Customer Service Activities Manager
at TotalEnergies

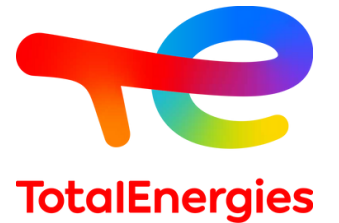
At the beginning of 2010, TotalEnergies already had **3 million customers** and the number of **contacts via digital channels was soaring**. The FAQs set up at the time only partially met customers' needs, so the company decided to explore **other selfcare solutions**.





Challenges

- **Manage the flow of incoming requests**, particularly **new customers'**
- Provide users with a **permanent presence**
- **Increase digital sales via the digital channel** vs by phone, which was the preferred channel until then



Solutions

- A **chatbot** available **24/7** on the **customer account section** of its website and mobile app to provide instant answers to recurring customer questions
- Escalation to an **external livechat** operator to support and reassure customers at key moments requiring human contact

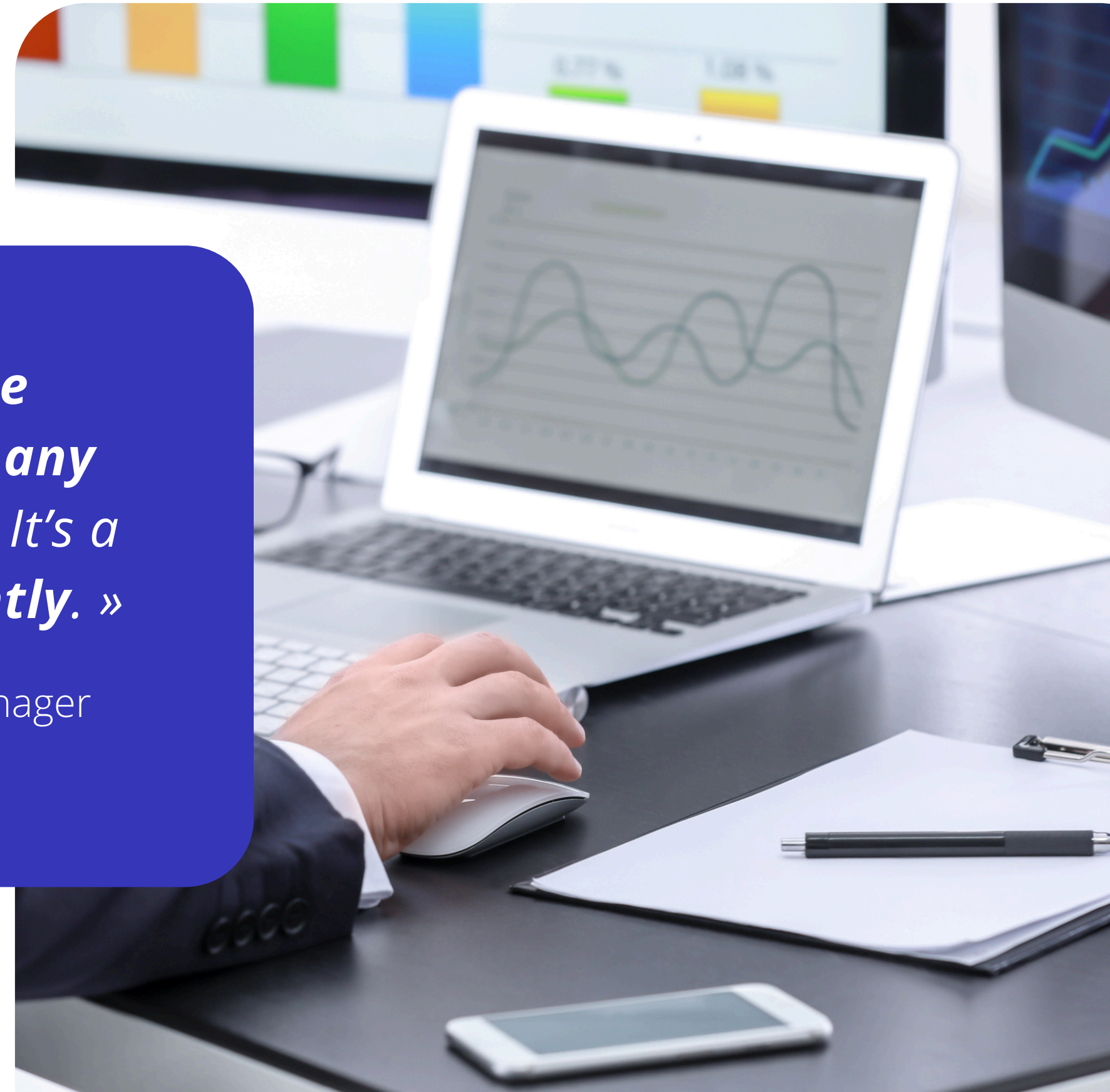


CUSTOMER CASE STUDY



*« The **chatbot's management interface** is user-friendly, fun even. You **don't need any special skills** to grow the knowledge base. It's a turnkey tool which we can use **independently**. »*

François Rémuhs, Tier 1 Customer Service Activities Manager
at TotalEnergies

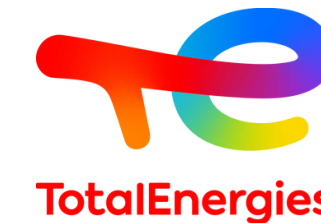




Customer chatbot

The chatbot **automates** answers to **recurring user questions** within the following scopes:

- Customer account use
- Billing and payment
- Contract, offers and options
- Connection and installation
- Renewable energy and electric mobility



The bot gives **personalized answers** according to the customer's **environment** and **lifecycle stage**.

For instance, it provides **different answers** to customers during the sign-up phase.



Bot objectives

Provide personalized answers

adapted to different customer types

Highlight information

linked to current events (e.g. extension of the energy support scheme after the health crisis)



Automate 40% of incoming contacts

by featuring content that enables users to be autonomous (e.g. step-by-step tutorials)

Perform transactional functions

such as issuing invoices or consumption statements based on the user's data

Transfer users to a livechat operator

using decision trees and behavioral targeting rules



Key indicators



Conversations

Number of conversations per month



Interactions

Number of interactions per month



Qualification of interactions

Percentage of requests successfully understood by the bot



Results



2023 data

2500



incoming requests /
day 100% automated



Next steps

- Update the **design of the chatbox**, in particular to improve **accessibility**
- Automate customer service responses on **Messenger**
- Continue to **enrich the knowledge base**



Contact us

for more information on the Dydu solution

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