

Smart Suggestions, Happy Teams

AI Success in Customer Service

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Ruter#



Agenda

1. Introductions
2. From Idea to AI Innovation
3. Pivot!
4. How We Did It
5. What We Have Achieved
6. Next Step
7. Key takeaways



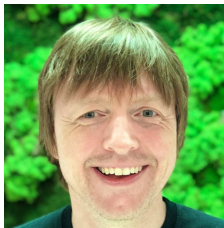
Team Customer service-AI



Sara G.
Product lead



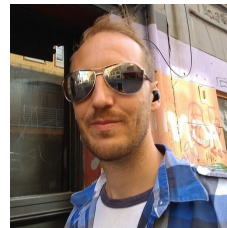
Sigrid Bjørndal
Techlead



Thomas Oldervoll
Data scientist



Johanne Skogvang
Data Engineer



Aleksander Theo Strand
Data scientist



Our vision

We deliver value-adding AI solutions to customer service, and customer insights to Tet and our owners.

From Idea to AI Innovation



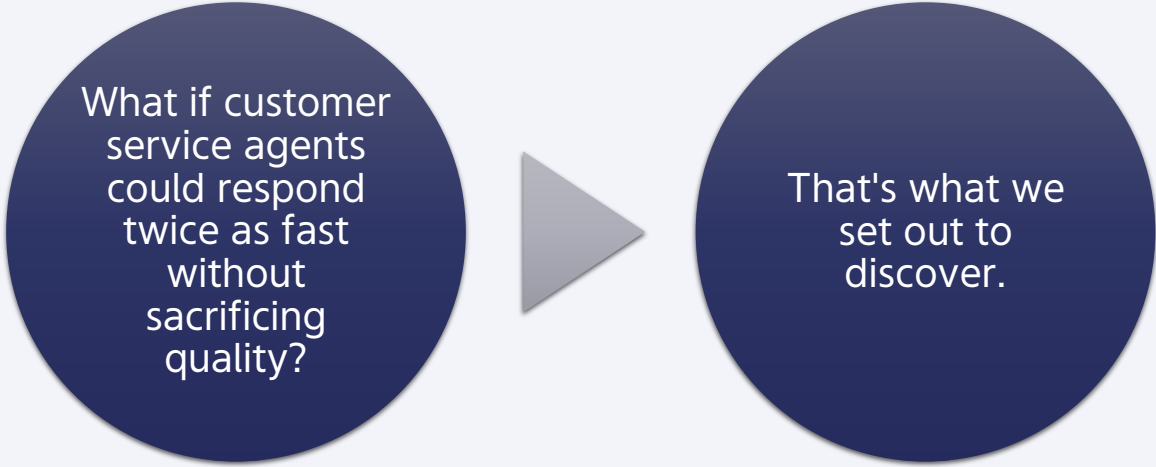
Guided by User Insights

The Problem:

- Searching documents is too slow
- Difficult to find relevant information
- Customers left waiting on hold

Good opportunity for generative AI!





What if customer
service agents
could respond
twice as fast
without
sacrificing
quality?

The diagram consists of two dark blue circles connected by a light gray triangle pointing from left to right. The left circle contains a question, and the right circle contains the answer.

That's what we
set out to
discover.

Setting the stage

Existing Infrastructure

- TetGPT (Claude AI-powered LLM)
- Case management system
- PII sanitization API
- Customer service knowledge base



Key Criteria

- Protect personal information
- Minimize hallucinations
- Deliver "good enough" responses





What we thought we would create:

Chat with knowledge database

Initial Approach:

- Internal chat for customer service teams
- Helping agents search for information in Knowledge database

What We Discovered:

- AI was too slow for live phone support
- Knowledge database needs restructuring

The Realization:

While testing, we noticed the AI was getting better at something else – actually formulating good answers to customers!



The Pivot



We can solve a different problem instead!

"I would rather
use Ruter-
word than my
own words"

"I'm looking for a
suitable response for
this inquiry. Let me see
- I have some
responses I've saved a
bit here and there "

"I like to reply in
a personal
tone"



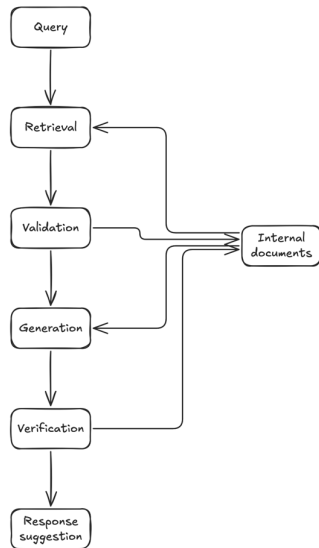
How Our AI Works

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Our system uses multiple AI models in sequence:

- Find relevant documents
- Check if they are useful
- Write an answer
- Verify it is accurate

This ensures reliable, fact-based responses.





What we actually created:

AI-Suggested Responses

The New Approach:

- Automatic response proposals generated instantly upon customer inquiries
- Customer service agents edit and refine instead of writing from scratch

The Result:

- Dramatically faster case handling
- Personalized answers as opposed to standard templated replies



How We Did It



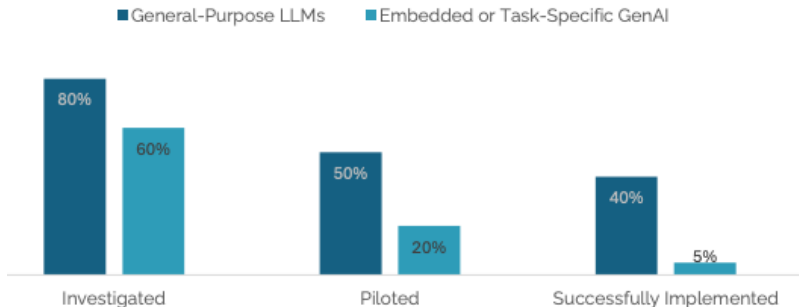


The GenAI Divide

STATE OF AI IN BUSINESS 2025

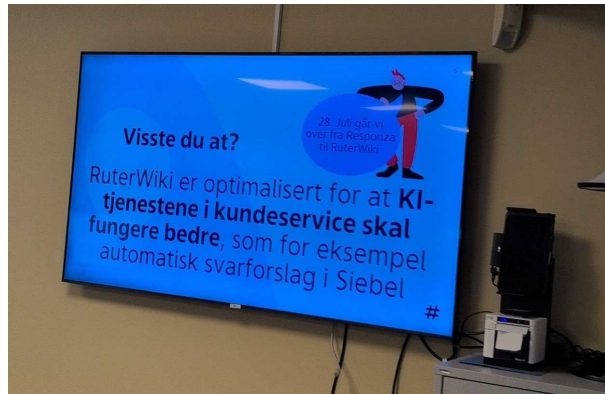
“95% of organizations are getting zero return”

“Just 5% of integrated AI pilots are extracting millions in value”



What did we need for success?

Working closely with our users!



Translated text:

Did you know?

RuterWiki (Confluence) is optimized for AI services in customer service, enabling features like AI-Suggested Responses in Siebel (Customer service system)

Human-in-the-loop testing on real data

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- Responses are suggestions that agents review, edit, or discard
- Provides valuable feedback for continuous improvement
- Eliminates the need to generate synthetic data

Step 1: Proof of Concept testing

- Small pilot group of 3 agents
- Manual testing: Copy and paste from customer inquiries to a restricted chat interface
- Feedback collected through forms and Slack
- Continuous improvement based on agent input
- Live testing from day one



Velkommen til Responza-piloten!

Her kan du stille KS-Robot spørsmål og få svar basert på innhold fra Responza.

Husk at løsningen er under utvikling og kan gi feil svar, så du må selv vurdere om svaret du får er riktig.

For support og tilbakemeldinger send oss melding på #tetgpt-responza-pilot.

Alle meldinger og svar blir logget så lenge piloten varer.



Hei Vi som er kreftsyke, og også våre pårørende, familie og venner som skal komme på besøk på Radiumhospitalet trenger en direkte buss fra sentrum og til Radiumhospitalet. Nå har Kreftavdelingen på Ullevål flyttet inn i Radiumhospitalet og veien vår er fryktelig lang. Å bytte flere offentlige transportmidler er utmattende for kreftsyke. Det er vanskelig for syke folk, og også de som skal komme på besøk, som også er viktig for oss. Håper dere kan etterkomme dette. Vi er mange, og trenger dette så veldig.



Type your message here...

Initial User Feedback

Positive

"New phrasings, things you haven't thought of"

"Good inspiration for building responses"

"Very fun to test"

Issues/Improvements needed

"AI doesn't understand the difference between the different services"

"Gives some answers that are completely wrong - hallucinates"

"Provides too many solutions"

Suggestions

"Tone down the use of the word 'frustrated'"

"Best for experienced agents who can spot hallucinations"



Step 2: Testing in Production

- Expanded pilot: 5 agents
- Integrated into customer service system (by end of June)
- Ongoing continuous improvement
- Parallel work: Knowledge database restructuring
- Fully restructured knowledge database launched (by end of July)



Current Step: Expanded Testing in Production

- 25 active users (by August)
- Significant improvement in AI response quality



What We Have Achieved





43%

fewer cases reopened when AI
response suggestions are used

New User Feedback



"It's like asking a colleague for help when I'm stuck in the case handling process"



"It saves me a lot of time. The other day, AI came up with an excellent answer with calculations and everything. And it was correct 🤖"



"Sometimes they're just fun to read and give a little boost during the day"



Next Step



How We'll Keep Improving



Evaluation Methodology

- **Recording all steps the AI takes** to create an answer
- **Expert review** of about 100 cases
- **Categorize findings** into error patterns
- **Scale analysis** using automated checks or LLM evaluation
- **Quantify and prioritize** improvements based on error frequency

Key Takeaways





Better service. Happier agents. Happier customers. That's what AI should do.



