

ENHANCING EFFICIENCY THROUGH AI

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Filipinos in general like to be reminded about their payment deadlines, but at the scale of PLDT and Smart's 4.5 million Postpaid customers, training human agents to handle this delicate job is decidedly time-consuming and costly.

In November 2022, PLDT and Smart worked with ePLDT to roll out an advanced solution that supercharged their collections process: the Intelligent Virtual Collections Assistant (VCA) program. This assistant is an **Artificial Intelligence (AI) conversational bot that automates the collection reminder process without trading off on customer experience**. Seeming as human as her name, Cindy, this bot listens and responds like a local, speaking an approachable Taglish and answering questions without any trace of mechanical choppiness.

In fact, customers' typical reaction upon interacting with Cindy is to politely hang up then ask disbelievingly "Wait a minute, was I really talking to a robot?"

Dianne Blanco, PLDT and Smart VP of Consumer Credit and Collection Account Management, remarked **"What's more impressive is that AI is so efficient that both our productivity and collections have increased substantially since we rolled out the service."**

From launch in November 2022 to March 2023:

222%

Increase in
processed accounts

82%

Increase in
productive calls/day

Besides its incredible results for both customer experience and the bottom-line, part of what makes this AI solution remarkable is how quickly and easily this futuristic technology was implemented with ePLDT's support.

Despite the advanced workings of AI, ePLDT's expertise, partnerships, and existing telephony system enabled the VCA program to be implemented in just six months. To put this in perspective, standard ICT solutions of this scale can take years.

"We chose the right partner with ePLDT. They are super enablers."

They are on the Microsoft Azure platform, they have the exact ICT solution we needed, they took care of everything. They owned and managed the project and ensured seamless coordination with our Singapore-based partner WIZ AI."

Jeanine Rubin,
FVP Customer Care Group,
PLDT and Smart

Additionally, ePLDT's role did not end once the bot got off the ground. ePLDT's project managers are continuing to monitor the bot's analytics and are ready to shift strategies at a moments notice.

Are you ready to start your own digital success story? Visit <https://www.epldt.com/> to view our Multi-Cloud and Data Center solutions.