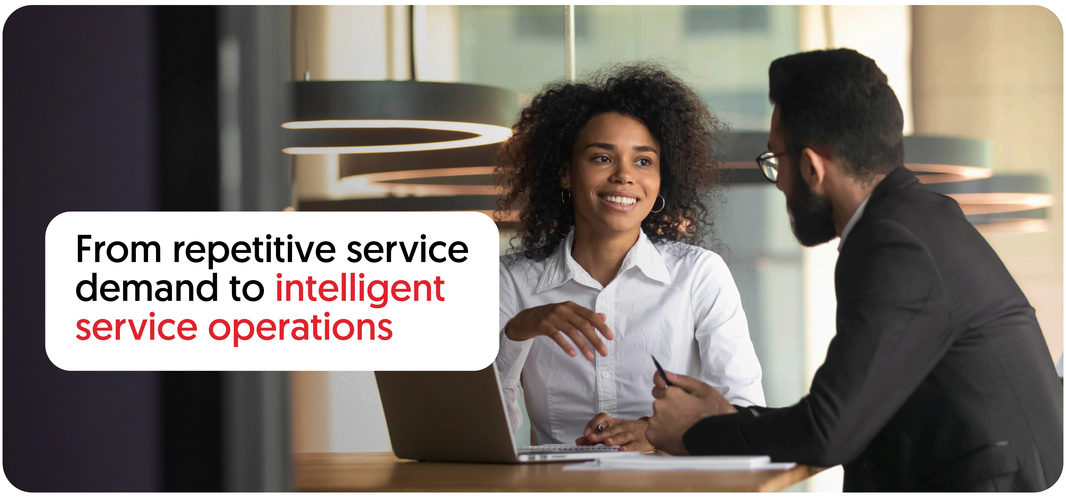


From repetitive service demand to intelligent service operations

As service volumes grow, so do customer expectations. Many organisations find their teams spending too much time responding to routine enquiries, leaving less capacity for complex issues that require human expertise.

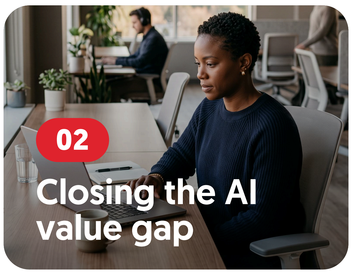
BCX set out to solve this challenge for a client by embedding AI into everyday service operations. Rather than introducing AI as a standalone capability, the goal was to integrate intelligence into existing workflows, giving employees the tools and insights they needed to work more efficiently while improving the overall service experience.



01 The business challenge

The challenge was turning AI technology into measurable business value. As routine service requests increased, teams needed a better way to manage growing demand without compromising the customer experience or losing the human support required for more complex interactions.

At the same time, service leaders needed greater visibility into interaction quality, recurring customer queries and coaching opportunities to continuously improve performance.



02 Closing the AI value gap

BCX connected AI across customer interactions, quality management and operational reporting, transforming disconnected capabilities into an intelligent service model that supports both employees and customers.



03 The solution

BCX combined Bafo and Qonda to create a connected service experience. Bafo provides an intelligent interaction layer across voice, email and digital channels, helping to resolve routine enquiries quickly while seamlessly escalating more complex matters to human advisors when needed.

Qonda turns every interaction into meaningful insight. Using AI-powered analytics, it provides visibility into customer sentiment, recurring contact reasons, quality trends, compliance and coaching opportunities, helping leaders make better operational decisions. Together, the platforms connect automation, analytics and human expertise into one intelligent service journey.

Business outcomes

By embedding AI into existing service operations, BCX helped reduce the manual effort required to manage routine enquiries while improving visibility across service quality and customer interactions. Most importantly, AI became part of the way the business operates rather than an isolated technology initiative.

Ready to create more value from AI?

Whether you're looking to automate routine enquiries, improve service quality or give your teams more time to focus on complex customer needs, BCX can help you identify where AI will deliver the greatest business impact and embed it into your existing operating environment.

Contact the BCX AI Team

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BCX Head Office, 1021 Lenchen Avenue North, Centurion
0157 Reg No 1993/003683/07