botpress

# Case Study
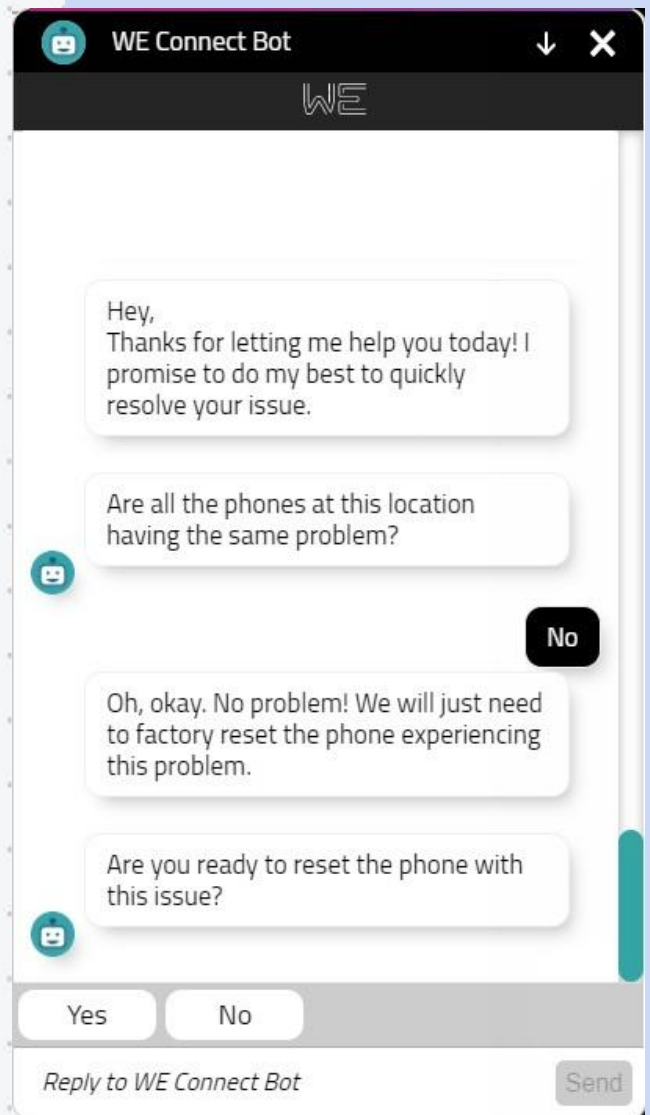
**WINDSTREAM**

**Presented by Botpress**

# Key Takeaways

❖ With the help of Botpress, Windstream successfully **reinforced the organization's competitive advantage through differentiation** by expanding the chatbot initiative for customer service.

❖ Windstream implemented Botpress to **create a better quality chatbot than the previous solution they used**, and utilized Botpress as a key component to enhance Windstream's operations.

❖ Botpress was not only able to broaden Windstream's customer success capabilities, but it also **seamlessly integrated with Windstream's existing systems and processes.**

# Differentiate from your competition with a powerful Digital Assistant.

Windstream's customer service function is typical for a company dealing with a large volumes of customers, comprised of a team of live agents, a self-service portal, and a call center.

Following a successful chatbot project with Motion.AI (now Hubspot), the IT team in charge of the project wanted to expand the chatbot capabilities. They needed a platform that could be customized and integrated with their internal system. Botpress was not only checking those boxes, but it was also offering an open-source solution that they can deploy efficiently on-premise.

**With Botpress' capabilities in mind, Windstream's vision expanded to build a chatbot experience that reinforced its competitive advantage and differentiated itself from the crowd.**

# Building High-Quality Digital Assistants with Botpress

Botpress's platform was easy to navigate, and provided an intuitive experience, as Windstream's team was guided through the process of building a natural language dataset.

Of Windstream's favourite features were the hooks and the emulator/debugger. Hooks are incredibly versatile, and give a wide range of implementation options since they are left open. The Emulator/Debugger proved to be excellent for troubleshooting AI chatbots and fixing issues quickly.

**Botpress's versatile features and an intuitive interface allowed Windstream to create a better quality chatbot than their previous chatbot solution.**
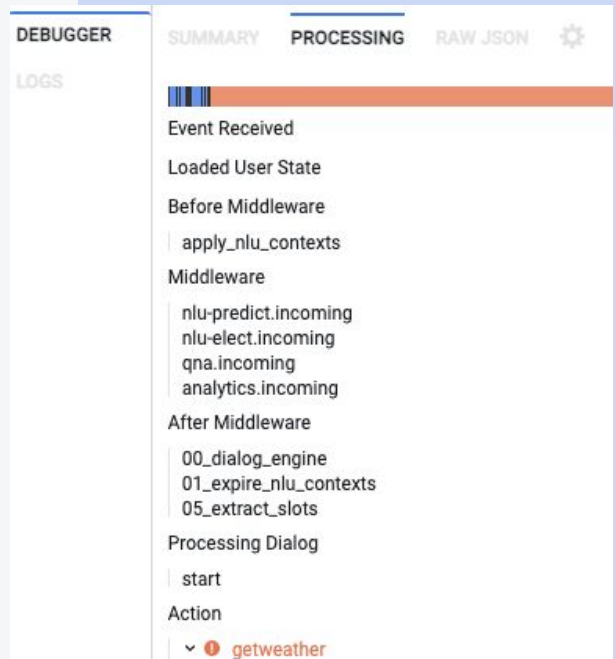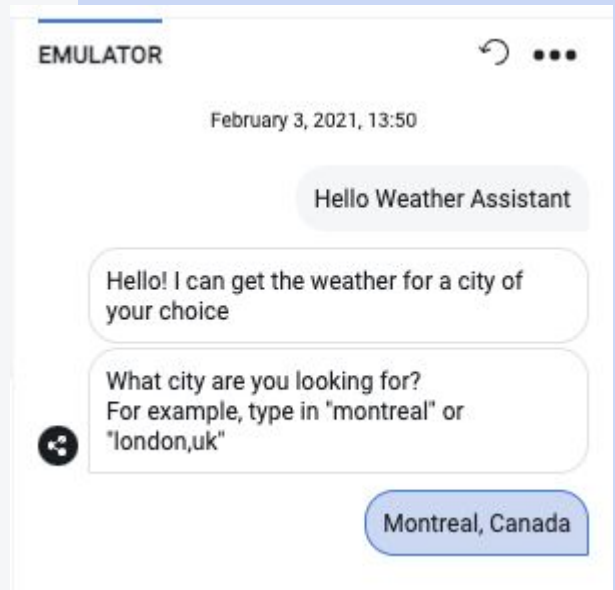
# An essential component for your operations.

Botpress empowered Windstream to build a full-service chatbot that could not only answer questions but also resolve issues at a record pace. For example, customers could change their appointment dates or troubleshoot problems with their broadband service. The ability to quickly integrate with existing systems and technologies was a key proponent to creating fluid, quality experience.

Windstream was happy to share that the initiative has been successful. We've seen from customers that a chatbot handling a percentage of the customer's requests can translate into a better experience and significant savings.

**Botpress provides a flexible and robust natural language foundation for companies that want to utilize in-house talent to maximize conversational experiences.**
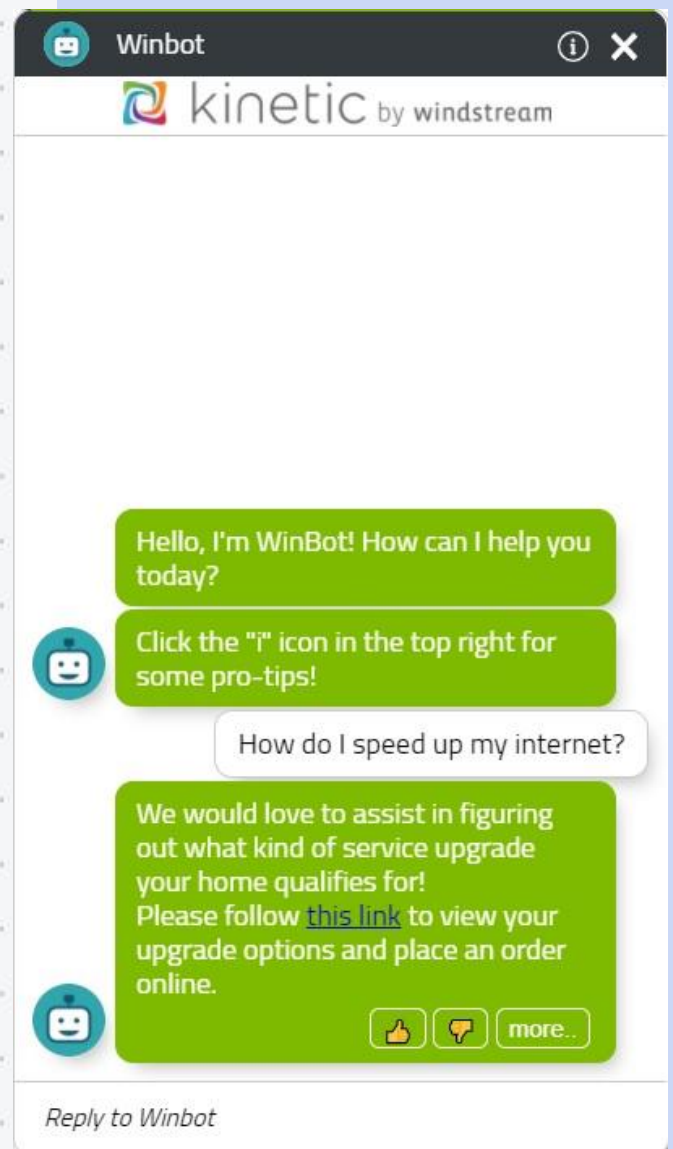
# About
# Windstream

Founded in 2006, Windstream is a telecommunications provider serving households and businesses across the United States. It is headquartered in Little Rock, Arkansas, and counts more than 11,000 employees.

They offer various products and services such as internet connections, phone, tv, cloud computing, managed services, and more. They serve millions of customers, and they are the largest SD-WAN provider in the US with more than 1,800 customers.

# Botpress is the leading open developer platform for building high-quality Digital Assistants.