



TRANSFORMING CUSTOMER SERVICE WITH AI: A PUBLIC TRANSIT SUCCESS

BACKGROUND/INTRODUCTION

Västtrafik, the public transportation authority for Sweden's Västra Götaland region, oversees an extensive network of buses, trains, trams, and boats, facilitating over 380 million trips annually. These services ensure reliable transit across a wide geographical area, including Gothenburg and nearby regions. As customer inquiries related to travel routes and ticketing increased, Västtrafik recognised an opportunity to enhance its systems for greater efficiency, always keeping the needs of its customers at the forefront. This commitment to customer-centric operations is integral to their operations, and they are dedicated to simplifying operations and improving employee training to serve their customers better. To realise this vision, they partnered with Holisticon Insight (Nexer Insight), a leading provider of AI solutions. Together, they aim to revolutionise customer service processes and elevate service quality, highlighting the power of innovative partnerships in driving transformation within the public transit sector.

AT A GLANCE

Company: Västtrafik

Industry: Public Transportation

Employees: 400+

Objectives:

- Streamline workflows by reducing the number of systems for customer service.
- Shorten training time by simplifying system complexity.
- Ensure data consistency by consolidating multiple sources.
- Develop an AI chatbot for real-time customer queries, improving service quality.
- Use scalable solutions like Databricks and Microsoft Azure for a future-proof infrastructure.
- Boost customer satisfaction by improving response times and information accuracy.

Products:

- Microsoft Azure
- Databricks
- GPT (4-turbo/4o)



CHALLENGES

Västtrafik identified several key areas for improving its customer support operations. They aim to streamline processes and reduce response times, enhancing service quality and customer interaction efficiency. Another priority is to refine the onboarding process for new employees. By optimising training methods, Västtrafik hopes to shorten the time it takes for new hires to become fully operational, thus improving overall team performance. Additionally, they are working to ensure consistent and accurate data across systems, as resolving discrepancies will lead to more reliable and precise responses. Finally, Västtrafik recognises the need for a scalable solution to support current operations while accommodating future growth, ensuring long-term success.

300

Västtrafik facilitates over 300 million trips annually

VÄSTTRAFIK IN A DAY:

1,857
BUSES

101
TRAINS

263
TRAMS

36
BOATS

SOLUTIONS

To address these challenges, Västtrafik partnered with Holisticon Insight (Nexer Insight) to implement an AI-driven solution to transform customer service operations and provide long-term benefits. One of the key improvements is introducing a unified data source for their AI chatbot, ensuring that customers receive accurate and consistent information. Built using GPT-4 Turbo and currently being tested with GPT-4o, this chatbot is expected to handle queries seamlessly, simplifying interactions between customers and service agents. This forward-thinking approach aims to deliver a reliable and efficient customer service experience for years to come.

On the technical side, Västtrafik integrated Databricks into its infrastructure to enable more efficient data management and faster response times. The entire solution has been deployed on Microsoft Azure, ensuring scalability, security, and reliability. Västtrafik's existing familiarity with Microsoft technologies facilitated a smooth integration process.





BENEFITS & RESULTS

Once fully implemented, this AI-powered solution is expected to improve Västtrafik's customer service once fully implemented significantly. By providing the AI chatbot with a unified data source, Västtrafik aims to resolve customer queries more quickly and with consistent accuracy. The streamlined system is also set to reduce the time it takes for new employees to be trained, thereby improving overall efficiency. Customers will benefit from receiving immediate, real-time responses, reducing wait times and increasing satisfaction. Furthermore, the combination of Databricks and Microsoft Azure offers a scalable, cost-effective infrastructure that meets Västtrafik's future needs.

CONCLUSION

AI is rapidly changing how companies approach customer service, and our work with Västtrafik highlights its transformative impact. By integrating AI-driven solutions, we will, together with Västtrafik, optimise internal processes and significantly enhance the experience for travellers. With faster response times and more accurate, real-time information, passengers benefit from smoother journeys and greater confidence in the services provided. This is just the beginning, and it's exciting to see how AI will continue to elevate public transportation and customer satisfaction.

444_K

Every day, over 444,000 Customers choose to travel on Västtrafik's buses, trains, trams & boats

“ Implementing AI has not only expanded our internal knowledge but also put us on the radar externally. It’s fascinating from many perspectives — AI, technology, and being more attractive to potential employees. Overall, the project has been very successful. We’ve achieved what we set out to do: develop a solution every customer service employee can use. We are very satisfied with the results and look forward to future collaborations.

- **Thomas Olander, Head of Department - IT Customer Information, Västtrafik.**

FUTURE PLANS

Västtrafik plans to continue expanding the capabilities of its AI chatbot by integrating additional data sources to enhance accuracy further and reduce response times. Their long-term vision includes scaling the solution across all customer service channels, providing a seamless and unified system capable of efficiently handling even the most complex queries.

Västtrafik remains committed to collaborating with Holisticon Insight (Nexer Insight) to explore future AI advancements, ensuring the company remains at the forefront of customer service innovation.

1.2 MILLION

Västtrafik’s Travel Planner is used
1,200,000 times a day



Find out how Holisticon Insight
can help your organisation:

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