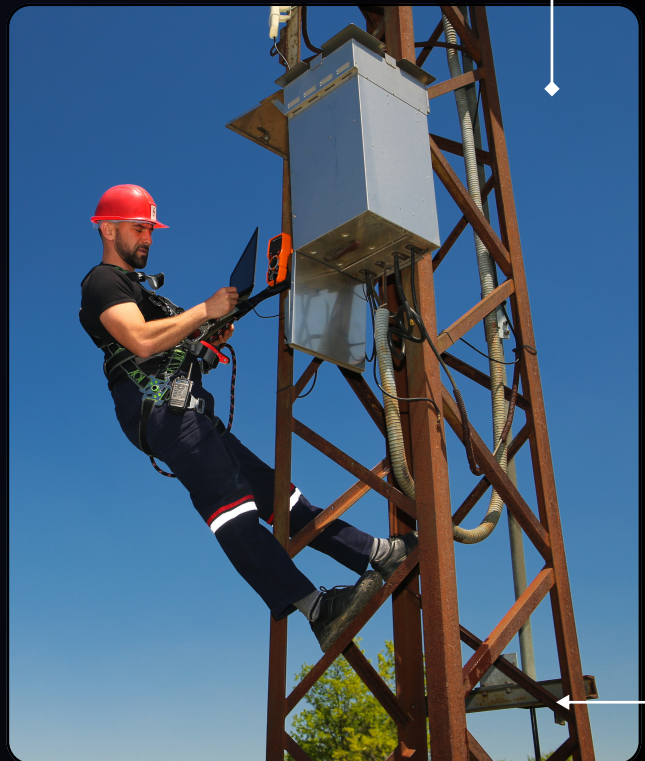


• Case Study

# Windstream Case Study

How Windstream improved their customer service **AI chatbot** by switching platforms



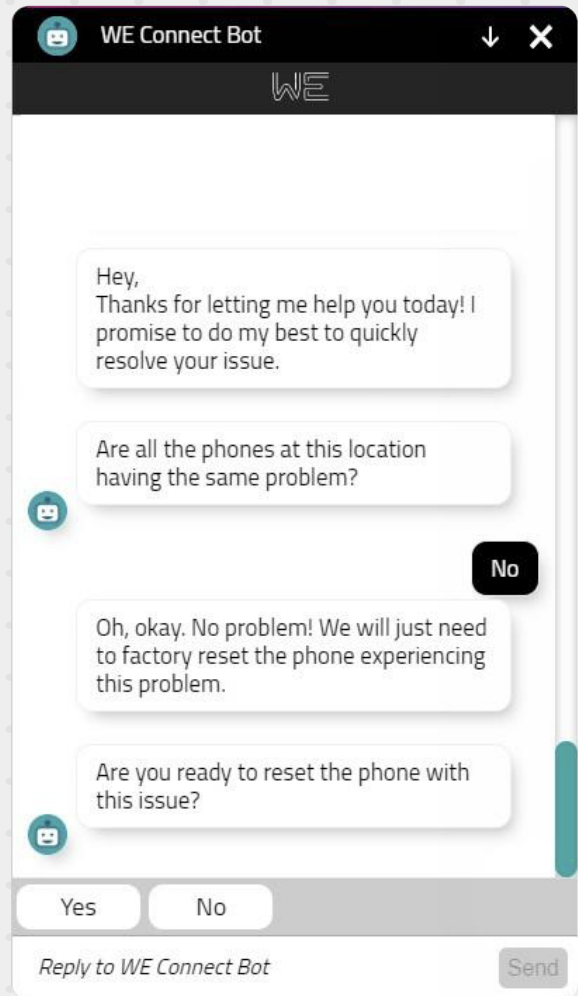
# Overview

**Windstream expanded their chatbot initiative for customer service and successfully reinforced their competitive advantage by switching to Botpress to handle their chatbot needs.**

Windstream implemented Botpress to create a better quality chatbot than the previous solution they used. Botpress was not only able to broaden Windstream’s customer success capabilities, but it also seamlessly integrated with Windstream’s existing systems and processes.

Using Botpress, Windstream was empowered 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 component to creating fluid, quality conversational experiences.

Windstream was happy to share that the initiative has been a success. 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.



# Setting the scene

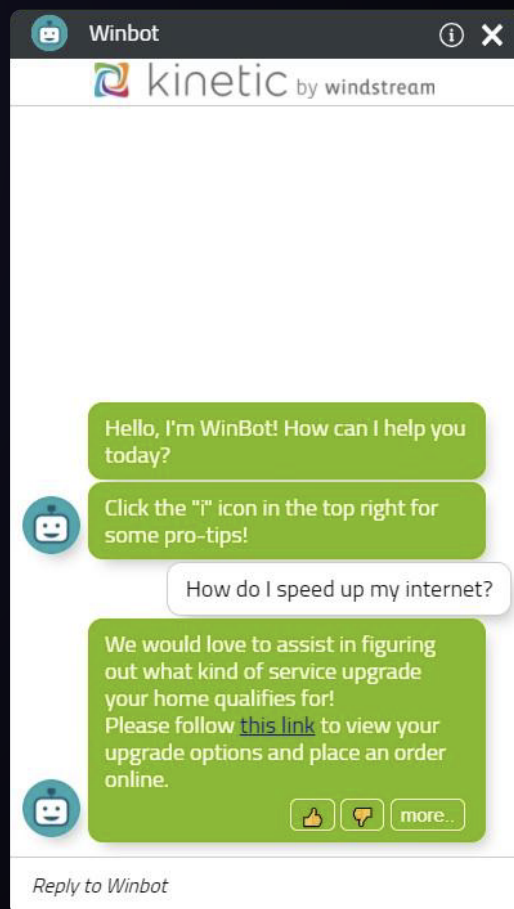
**Windstream faces a large volume of customer requests every day. They were looking into ways to continue differentiating themselves from the competition with better customer service.**

Windstream's customer service function is typical for a company dealing with a large volume of customer requests: it's 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's

capabilities. To do so, they needed a platform that could be customized and integrated with their internal system – Botpress checked all of those boxes.

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



# Building high quality digital assistants with Botpress

Botpress’s versatile features and intuitive interface allowed the Windstream team to create a better quality chatbot than their previous chatbot solution.

Botpress’s platform was easy to navigate and provided an intuitive experience. Of Windstream’s favorite features were the hooks, the Emulator, and the Event Debugger.

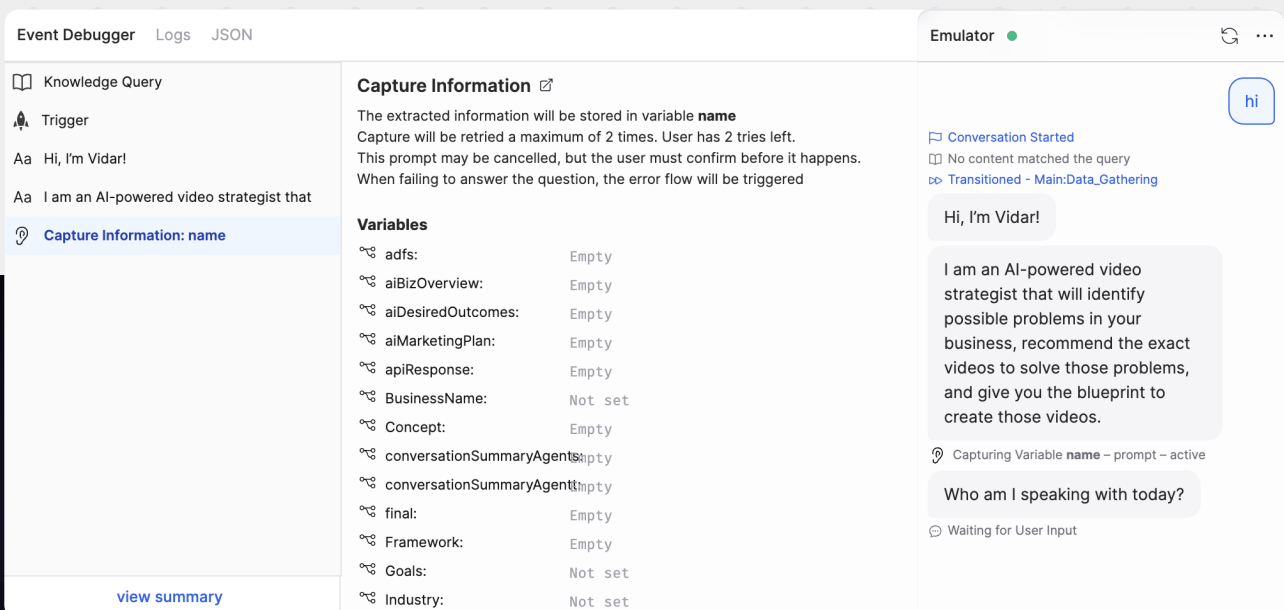
Hooks are incredibly versatile and give a wide range of implementation options since they are left open. The Emulator and Event Debugger proved to be excellent for troubleshooting AI chatbots and fixing issues quickly without having to leave the Studio.

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

## Windstream’s favorite features

**Hooks:** incredibly versatile, giving a wide range of implementation options since they are left open

**Emulator/Event Debugger:** excellent for quickly troubleshooting AI chatbots and fixing issues without having to leave the Studio



## 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.**





## • About Botpress

**Botpress is the leading conversational AI platform that empowers individuals and teams of all sizes to design, build, and deploy AI-powered chatbots for various applications.**

As a pioneer in the chatbot industry, Botpress has embraced the power of large language models (LLM) and generative AI to allow builders to create personalized, engaging chatbot experiences for any purpose. Available in 100+ languages and with an LLM-native suite of tools to help you unlock your creativity, Botpress supports you in achieving your conversation automation goals.

Botpress is based in Québec, Canada with additional offices in Montreal and Newark. For more information, visit [botpress.com](https://botpress.com) or find us on Twitter & LinkedIn.

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