Reshaping
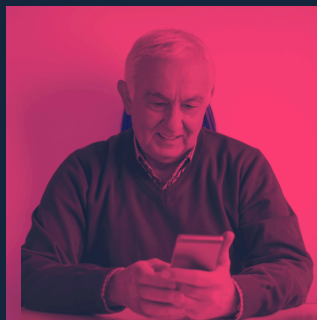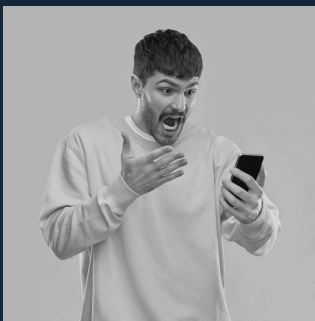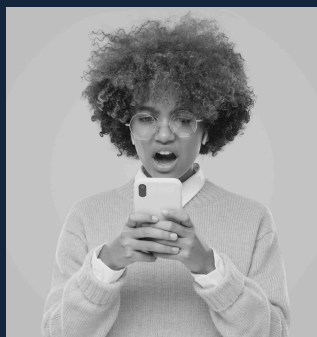# Service Experience
in 2025

Leveraging AI & Automation for Service Excellence

About this eBook

As businesses embark on their journey with AI, particularly Generative AI, many struggle to move beyond the hype to achieve measurable value and ROI.

This eBook explores how we've helped clients unlock the potential of AI and the latest customer service automation tools to drive real impact. It highlights where these technologies can enhance service delivery, boost efficiency, and elevate customer satisfaction.

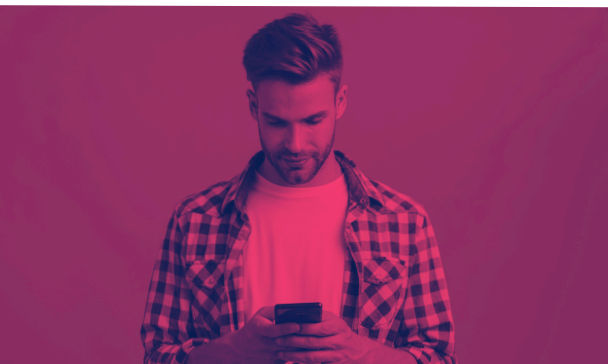We also introduce our Service Maturity Framework, which guides organisations in planning their customer service technology roadmap—enabling smarter, more scalable growth and high-impact customer satisfaction.

About Boxfusion Consulting

Boxfusion is an award-winning, technology consultancy who specialise in implementing cutting-edge service experience solutions that enhance and elevate customer experience.

Contents

Traditional service models
are failing agents and customers

Its no secret that good customer service plays a critical role in maintaining customer loyalty and satisfaction. Traditional service is focused on agent-driven customer support interactions.

However, organisations face mounting pressures that threaten their ability to deliver high-quality support.

Recent data reveals a sharp decline in consumer satisfaction, driven by factors such as widespread agent burnout, skills shortages and sluggish response times. This troubling trend underscores that the traditional customer service model is increasingly ill-equipped to meet the demands of today's fast-evolving landscape.

Companies need scalable customer service solutions that not only manage volume efficiently but also empower customers through effective self-service. However, scalability doesn't necessarily translate into high-quality support.

+88%
contact centers are understaffed
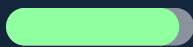
96%
agents reporting acute stress

55%
customers report a negative service interaction

Reactive Engagement
Teams often wait for issues to arise instead of preventing them proactively, leading to more frequent and severe customer dissatisfaction

Guesswork Troubleshooting
Without the right tools or insights, agents often rely on trial and error to resolve issues, which is inefficient and aggravating for customers

Inefficient Resource Allocation
Agents are spread thin across multiple tasks, resulting in resources being wasted on high-volume, low-priority issues while more urgent matters are left unaddressed

Customer Friction
Lengthy wait times, repetitive explanations, and slow resolutions cause frustration on both sides of the service interaction

Disjointed Processes
Lack of integration across systems results in siloed information and delayed service, undermining efficiency and effectiveness

Prone to Waste and Error
Outdated tools and processes can lead to costly errors and wasted efforts, further adding to the department's challenges

Service expectations have changed

Waiting feels outdated

Customers are used to instant messaging, next-day delivery, and on-demand services. Thanks to Whatsapp, Amazon, and Uber

People switch devices and platforms

They expect businesses to keep up with them, not the other way around

Generic = lazy

Streaming services, e-commerce, and fintech apps all personalise experiences, so customers expect the same from service teams

No brush-off. No script.

Automation is great, but when there's a complex or emotional issue, customers want to feel heard and understood

They want control

When an issue arises, many customers prefer to self-serve, if possible, rather than contact support

The trust economy

With reviews, forums, and social media, companies can't hide behind vague language or fine print anymore

Service Maturity: The way forward

In a perfect world, the gold standard of customer service would mean every customer had a dedicated representative — someone available to respond instantly, anticipate their needs, and enhance every interaction with a personal touch.

In reality, no organisation can scale while maintaining that level of one-to-one, human-led service. Yet, across many industries, business growth is built on reputation, and excellent customer service remains a crucial part of that. Without the right tools, processes, and technologies in place, service quality will inevitably fall short of that idealised vision of the all-knowing, always-available service agent.

Boxfusion proposes a service maturity model as a banded spectrum of technology-enabled customer service, where capabilities can be categorised into distinct levels of sophistication. Rather than a vague or continuous progression, this approach offers clear benchmarks that help organisations assess their current state and set strategic goals. By understanding their position within the spectrum, businesses can identify gaps, prioritise initiatives, and plan how to deliver more scalable, automated, and high-performing customer experiences.

How AI has transformed
Service Experience

The release of OpenAI's GPT-3 in 2020 marked a turning point in conversational AI. With 175 billion parameters, it was the largest language model of its time, demonstrating unprecedented fluency, coherence, and adaptability across a wide range of topics. More importantly, it proved that scaling transformer-based models could unlock extraordinary capabilities.

Beyond its sheer size, GPT-3 introduced fine-tuning, allowing businesses to train the model on specialised datasets for specific tasks. This advancement made AI-powered systems far more effective and user-friendly, accelerating the adoption of AI-driven automation in industries such as customer service, marketing, and sales.

Since then, the AI landscape has evolved at an astonishing pace. Models have grown exponentially. Meanwhile, advancements in hardware, such as NVIDIA's B200 GPUs, have dramatically improved processing power, delivering 30x better performance while reducing costs and energy consumption by 25x. AI has become more powerful - and also more accessible, cost-efficient, and sustainable.

In customer service, AI has evolved from a supplementary tool for niche tasks to a powerful enabler within CRM platforms. While many businesses are still in the early stages of adoption, AI has the potential to transform customer interactions by automating tasks, personalising experiences, and providing real-time insights. As AI continues to advance and service solutions expand their use in customer experience applications, service standards will increasingly mirror those provided by top human agents, driving customer satisfaction to near-maximal levels.

Examples of AI led Customer Service use cases

Proactive issue resolution
AI will analyse customer behaviour to predict and prevent potential problems before they arise.

24/7 availability
AI agents will provide instant, round-the-clock support in any language, eliminating long wait times.

Emotionally intelligent interactions
AI will recognise customer emotions and tailor responses for a more human-like experience.

Consistent and accurate responses
AI will ensure uniform and error-free interactions, reducing miscommunication.

Autonomous decision-making
AI will be capable of diagnosing issues, coordinating resolutions, and making informed decisions without human intervention.

Policy & procedural changes
AI will instantly adapt and update based on new business rules and regulations.

Oracle Service Automation and AI Platform

Not all AI Solutions are created equal

With AI-driven automation, businesses can achieve higher service quality at lower costs, exceeding customer expectations and redefining customer experience (CX). With the availability of AI-powered agent assistants and the evolution of fully autonomous virtual agents, AI features in almost all level of service maturity.

However, not all AI solutions are created equal. CRM providers that lack the scale, resources, or expertise to integrate large language models effectively—or fail to address critical data security concerns—will struggle to remain competitive. As AI becomes a standard feature in customer experience platforms, businesses must carefully evaluate AI capabilities when selecting their next CRM or CX solution.

Introducing Oracle's Service automation and AI platform

Boxfusion are an accredited, award-winning, partner to the Oracle Corporation, helping businesses get the most from their technology. Oracle is a global leader in enterprise technology, best known for its industry-leading database solutions, secure cloud infrastructure, and a broad suite of enterprise applications. Oracle serves over 430,000 customers worldwide, with powerful tools to help them manage data, optimise operations, and drive innovation.

Oracle is a leader in the use of artificial intelligence (AI) in Enterprise technology. Oracle seamlessly integrates AI across its cloud applications, not as a separate add-on, but as an embedded, intelligent layer that enhances functionality, automates processes, and delivers real-time insights.

One of Oracle's key offerings is Oracle CX (Customer Experience)—a comprehensive suite of cloud-based applications designed to enhance every stage of the customer journey. It includes integrated tools for marketing, sales, commerce, and service—all working together to provide a seamless, personalised experience.

Oracle Service, a key component of the Oracle CX suite, enables businesses to deliver fast, connected, and intelligent customer service across every channel. It supports seamless engagement through chat, email, phone, social media, and messaging apps, all while maintaining a unified view of the customer.

With AI-driven self-service tools like web portals, virtual assistants and dynamic knowledge bases, customers can resolve issues independently. For service agents, Oracle provides real-time AI-powered guidance, recommendations, and full customer context to boost productivity and personalise interactions.

By combining AI, automation, and intelligent insights, Oracle Service empowers businesses to automate repetitive tasks and deliver proactive, personalised support across all touchpoints, enhancing customer satisfaction and driving operational efficiencies.

Customer Success Stories

How leading brands use AI for Service

In this section, we explore how leading organisations in high-tech manufacturing, the public sector, and online gaming have improved customer experience through AI, automation, and the shift to digital channels.

These stories highlight real-world business outcomes from faster complaint resolution, increased query deflection, reduced operational cost and enhanced agent efficiency.

Whether through AI-driven insights, automated processes, or streamlined digital access, each example demonstrates how technology is enabling organisations to deliver smarter, more responsive, and scalable customer service

High-Tech Manufacturer unifies
Service solution with Generative AI

smeg

The Business Imperative

Smeg UK sought an automated customer service solution that embodies cutting-edge innovation, aligning seamlessly with their overarching mission.

Their objective was to harness advanced customer service technology to
- Minimise customer reliance on service agents
- Enabling self-service options for resolving enquiries independently
- Allow service agents to concentrate on handling more intricate and unique queries
- Create opportunities for product and appliance awareness/upselling
- Enhance key customer experience metrics

Smeg's Journey to Service Automation

Boxfusion have worked closely with Smeg throughout their journey to advanced customer service capabilities, using Oracle Service technology. The start of that journey saw investment in an underlying enterprise service platform, providing a robust foundation, which had self-service concepts at its core to help drive improved customer experience and through an engaging user experience which aligned with the brand's characteristic style and elegance.

Smeg sought to introduce AI capabilities with specific business benefits in mind - not just AI for the sake of AI. The new solution creates a unified service experience with innovative AI-powered user journeys that remove customer friction, better-support service agents, and aim to improve experience metrics and boost online revenues.

With Smeg's self-service foundation grounded in a solid knowledgebase, and the existence of a vast library of digital manuals for all products, the emergence of Gen-AI and RAG-powered search presented a great opportunity which we have together harnessed.

Self-service begins with a Google-style search bar powered by AI, which determines the appropriate routing before answering requests in real-time, with AI using ~6,000 multilingual product manuals/resources, knowledgebase articles, and Smeg's YouTube videos. Users receive concise and accurate responses to their inquiries, complete with source citations, for further reading. Additionally, if needed, customers can be passed to a service agent, with the full search context carried over.

What role Boxfusion played

Boxfusion played a pivotal role in the success of this project, tailoring their baseline delivery framework to meet Smeg's specific needs and enabling a phased approach to delivery. This set Smeg up to be ready to take advantage of the emergence of AI innovation within their Oracle solution.

For implementation of Smeg's external-facing service operations, Boxfusion focused on the importance of visual design excellence to Smeg, whilst bringing innovations which enabled delivery of advanced 24/7 self-service which provides direct, relevant and personalised support.

High-Tech Manufacturer unifies Service solution with Generative AI

smeg

How Smeg delivers service delight

The new solution delivers business value by providing a seamless, high-quality user support experience, when convenient to their customers. The intelligent AI within the solution, brings high levels of self-service with rich, relevant content that efficiently meet customer needs.

Rather than simply focusing on shifting customer service interactions from higher-cost methods (e.g., such as telephone calls) to lower-cost options (like live chat or email), Smeg's solution prioritises reducing the need for customer service human intervention altogether. This is made possible by the emergence of Gen-AI, ready for Enterprise, within Oracle's service technology.

Success measures & anticipated benefits

10% Reduction in overall customer support contacts, across all channels

Reduced Ops Costs and staff pressure through enhanced self service

Increased traffic to e-store expected, from support website for cross-selling

Improved CSAT Expected to improve CX metrics by delivering quick intuitive service

> "... Through a focus on seamless design and intuitive self-service tools, supported by the implementation of Generative AI, we have been able to provide a greater First-Time resolution path for our customers and reduce contact coming into our Service Team."

Cerie Paton

Cerie Paton, Head of Business Systems, Smeg UK

Public sector company creates a digital information platform to deliver timely communication

NetworkRail

The Business Imperative

Network Rail owns and manages the railway infrastructure network in Great Britain. They wanted to create a digital information platform, connecting information from their existing complex business systems, to serve the information needs of all their customers across different channels.

- Automate repeat queries and deflect irrelevant queries away from service agents
- Provide an intuitive way to report railway issues (e.g. broken fencing, drainage issues)
- Implement automated surveys following service interactions to monitor quality
- Enhance support effectiveness and customer satisfaction levels

Network Railway's Journey to Service Automation

Network Rail, in collaboration with Boxfusion, deployed an AI-powered Digital Assistant (chatbot) as part of their Oracle Service solution to route customers to the right sources for queries that sit outside their responsibility, such as refunds, train schedules, etc. This was done by identifying high-priority and time-consuming queries by churning data and identifying the category and types of questions which were not relevant for Network Rail. For categories related to Network Rail, the chatbot facilitates a smooth agent handover, where human assistance is required, through their Oracle Service solution.

Google Maps and What3Words was integrated within the Oracle Service solution, allowing members of the public to pinpoint a location when reporting a problem such a tree hanging over a line or potential risk, to provide a better understanding for agents.

The solution also offers users surveys at the end of their engagement to gauge the effectiveness of the service. This enabled Network Rail to map the UK regions' quality levels, so they could learn from the best performing regions and take corrective measures for those that needed improvements.

What role Boxfusion played

For Network Rail, we implemented a number of difference components of Oracle's Service platform, including a self-service web portal and AI-powered Digital Assistant.

The nature of digital assistant projects required a different project approach with an initial phase of Conversational Design; defining the Digital Assistant structure, personality, skills, for the current and future scope. This stage also captures agent feedback, to ensure an ideal experience. The solution was then built out, tested and adapted for a successful launch.

Through our managed change process; we identify and address urgent adjustments to correct any problems or just to improve the experience of Network Rail's users, employees and UK citizens.

Public sector company creates a digital information platform to deliver timely communication

NetworkRail

How Network Rail delivers service delight

Network Rail generated substantial value by implementing a simpler, improved, and sustainable solution.

They significantly reduced the cost of advance notifications about engineering works. Additionally, chat automation deflected over 80% of unrelated queries, saving time for agents and enabling them to concentrate on critical issues.

Success measures and benefits
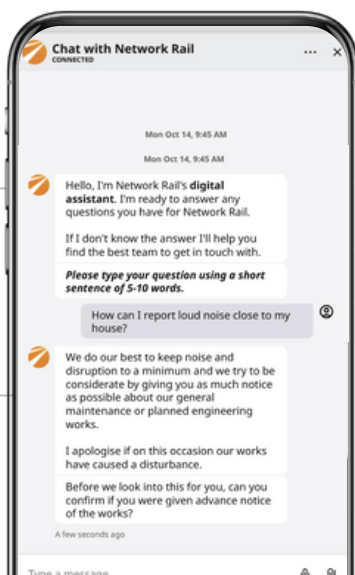
£1.65 saved per letter
by adding digital notification system

24/7 Support
with self-service and automation capability

80% Deflection
of unrelated queries by chat automation
e.g. Timetable enquiries etc

Agents Time Savings
allowing them to focus on critical queries

> We have worked with Boxfusion to design, build and introduce a new digital notification system ... The new system will bring immediate cost savings to the business, it is environmentally friendly and will enhance customer experience... by providing users with faster and more informative communications than ever before.

Sarah McArdle
Senior Community Engagement Manager

Online Gaming brand serves its multilingual customer base with AI-automation

Service Automation Journey

The customers' AI automation journey began with the introduction of an Oracle Gen-AI-powered Chatbot, 'Otto', available to players 24/7, to ask questions and follow up on open incidents themselves, significantly reducing the need for direct agent interaction.

Oracle Service's Agent Live Chat and Incident translation enables the chatbot to detect the languages of incoming enquiries for seamless communication, instantly.

Using inbuilt sentiment analysis to determine when chats need escalation to an agent and/or when a request requires an automated action (e.g.if a player wants to close their account), the chatbot will guide them through the process, or if more sensitive issues are detected (e.g. payment problems), Otto will escalate the chat to an agent for support.

This transformation has led to a more efficient, multilingual, personalised support system, enhancing both the agent and players' overall gaming experience.
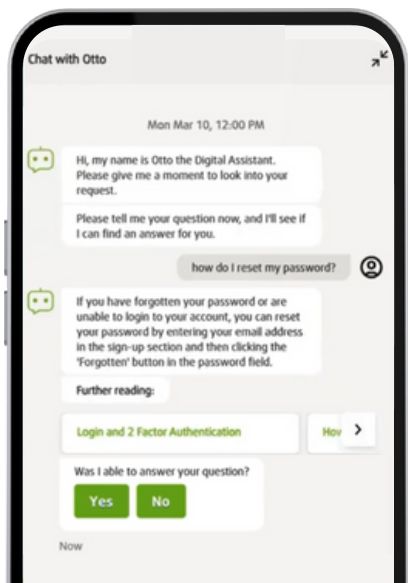
The Business Imperative:

The client faced challenges supporting its global customer base around the clock, as all non-English chats needed to be routed to live agents fluent in the relevant languages.

This led to high operational costs, longer handling times, and player frustration, especially outside working hours.

Project Objective:

- Implementation of instant multi-lingual support to enhance both user and agent interactions
- Enable Self-service access to online resources with the ability to redirect to agents, if needed.
- Automate chat responses to detect player intent and sentiment to enable appropriate responses
- Providing call centre agents with relevant suggestions and live updates to assist players during chats, driving improved call handling times

Success measures and benefits

Improved Customer Experience
Instant language detection and real-time 24x7 personalised responses lead to an enhanced experience

Faster response times
Self-service allows instant generation and retrieval of answers to player queries

Automated tailored responses
The solution detects the intent and sentiment in the players request and offer solutions accordingly.

Real-time agent recommendations
Minimises the need for agents to consult other materials when assisting players, reducing live chat handling times.

Reduced Operational Costs
Streamlined agent efficiency, with less intervention and increased query deflection, reduced agent workload and improved job satisfaction.

How sophisticated is your service?

Service Maturity Framework

Here, we introduce the high-level structure of the four-stage framework we use to measure the maturity of customer service operations, adjusted for the Age of AI.

We use this framework to help businesses consider where their service experience maturity is today – and what strategic actions they can take, in order to gain an advantage tomorrow.

Stage 01 — Basic Service
- Manual processes
- Siloed data
- Phone and email channels
- Basic online support portal

Stage 02 — Emerging Service
- Support portal driving self-service
- Basic chatbot on support portal
- Human Live chat for escalation
- Service analytics

Stage 03 — Strategic Service
- Advanced 24x7 multi-channel Conversational support
- Extensive Automation of processes
- Personalised service, enabled by good data practices
- Human Agents augmented with AI
- Real-time multilingual service delivery via Generative-AI

Stage 04 — Leading Service
- AI-based predictive service
- Pre-emptive and proactive service
- AI-agents linking front & back office
- AI predicts needs, solves problems and prompts customers
- Augmented Reality (AR) for service delivery and training

Understanding our Service Maturity Framework Stages

01 - Basic Service

Typically here you will find very manual service processes, along with siloed enterprise data and off-system reporting - and also minimal data sharing between teams/departments.

Self-service options and the number of channels available to customers will be very limited (perhaps just phone and email).

The services provided are reactive and only provided when customers report issues; with the lack of automation, customers will face inconsistent levels of service from interaction to interaction, and across channels.

02 - Emerging Service

At this stage, we see more support channels being offered, and some consideration of self-service concepts, especially a support web portal and perhaps a basic chatbot with human chat for escalation.

Typically, a CRM platform will be present, providing a more joined-up view for agents working through customer issues but automation levels will be low.

The experience for customers is improved, with system-monitored SLAs driving more consistency, and some ability to self-serve with support portal knowledge.

03 -Strategic Service

At stage 3, self-service and the use of automation in service are key themes, and we also start to see AI now being used to assist humans in solving customer issues.

Digital Assistants (chatbots) are more intelligent and advanced in the use cases and journeys they cover, providing a more complete, 24x7 coverage across familiar customer messaging channels.

There is also significant personalisation, increasing the intelligence of the service experience, driven by AI and connected front-to-back office data sources.

04 - Leading Service

Businesses providing the most advanced, innovative service experiences are personalising self-service and automation capabilities to provide proactive features that excite and delight their customers.

And these leading service experiences now heavily feature AI and Gen-AI technologies to deliver "agentic" solutions, predicting needs, solving problems and proactively making proposals to customers.

Finally, Augmented Reality (AR) may also be used for virtual service delivery/training, as part of the general trend towards AI and digital assistants that are indistinguishable from humans.

Advance your Service Maturity with Expert Guidance

Pinpointing service maturity has proven valuable when working with our customers, as it can guide you towards the innovations that help you deliver a superior customer service, boosting satisfaction, retention, and operational efficiency.

As AI accelerates service evolution possibilities, understanding your current maturity and developing a strategic roadmap that harnesses this technology is critical to customer service success.

boxfusion.

Book a Free Service Maturity Assessment

Contact us today for a complimentary session to get a clear picture of how well your current service experience is performing using this framework and explore what changes you can make strategically to gain an advantage tomorrow.

Book Service AI Demo

Experience the solutions mentioned in this eBook and how our clients are delivering innovative and automated service experiences to their audience.

Drop us an email

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