



Wind Tre taps IBM Watson for innovative customers' management

The most complex requests solved thanks to IBM Cloud AI

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Wind Tre, leader of the mobile market in Italy and one of the main operators for fixed-line telecommunications, has signed an agreement with IBM Italia for the development of Artificial Intelligence solutions based on IBM Watson and IBM Cloud.

An innovative virtual operator, based on IBM Watson, will support the Wind Tre customer care specialist to handle the customer requests via the phone. An important evolution of the service model that will enable greater efficiencies and flexibility in customer management.

Thanks to the agreement with IBM, Wind Tre will adopt the "AI based caring" solutions to support the digital transformation of processes, with the aim of innovating the service and reducing costs. The areas of application include interaction with customers, technological operations and business management processes.

Benoit Hanssen, Chief Technology Officer at Wind Tre, comments: "Questo prestigioso riconoscimento conferma l'impegno di Wind Tre nell'utilizzo delle tecnologie digitali per migliorare i processi di gestione delle risorse umane. Il nostro innovativo modello di Performance Development ha permesso di incrementare l'integrazione e l'engagement delle persone, di mettere in luce il lavoro svolto e di intervenire, quando necessario, con azioni mirate al miglioramento. L'obiettivo - conclude la Direttrice HR di Wind Tre - è quello di creare una cultura aziendale orientata alla performance, ma anche alla valorizzazione del merito delle persone.

"Interpreting the needs of its customers in the best way - adds Rolando Neiger, IBM Global Business Services general manager - is today the priority of every organization. To cope with the exponential growth of data and to govern the digital transformation of the business, however, we need technologies that can support professionals by supporting their activities and increasing their efficiency. Precisely what IBM does with its corporate projects, turning IBM's Watson AI into Augmented Intelligence to serve people"