



enersuisse



**enersuisse activates voice
agents in customer service**

Case Study



enersuisse, a leading service provider in the Swiss energy market, has modernized its customer service with an AI assistant. The new voicebot supports callers via natural speech, resolves many enquiries autonomously, routes calls to service staff where appropriate, and actively assists them in their work. The AI solution went into stable production after just four months and has delivered strong automation and satisfaction results since go live. Together with Bucher + Suter, enersuisse is building a scalable, cross channel AI ecosystem for efficient, AI supported customer interaction.



Starting point and challenges

enersuisse was established in 2019 when several energy providers in Switzerland joined forces to create a central service provider. They operate the infrastructure and supply electricity. enersuisse focuses on delivering personal, expert and efficient customer service. From metering and billing through to the introduction of modern solutions such as smart meters, enersuisse reliably supports around 800,000 end customers in their day-to-day lives.

The tasks in customer service have become increasingly demanding as electricity has moved higher up the public agenda. Prices have risen and questions around security of supply have become more prominent. At the same time, the energy transition and new products have created

additional ways for customers to get involved. As a result, enersuisse receives more enquiries on a growing range of topics, and service staff need to provide quick and competent answers. At the same time, enersuisse is also experiencing the typical turnover of younger employees in the contact center. Onboarding, training and accessing knowledge spread across different systems becoming more complex. This development is also confirmed by Sue Ajdini, Head of Excellence and member of the executive board at enersuisse, who is responsible for and closely involved in the transformation of the service center.



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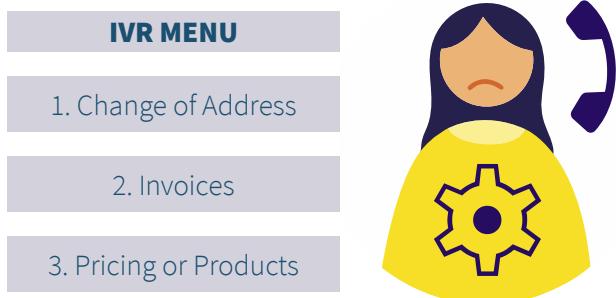


The Project

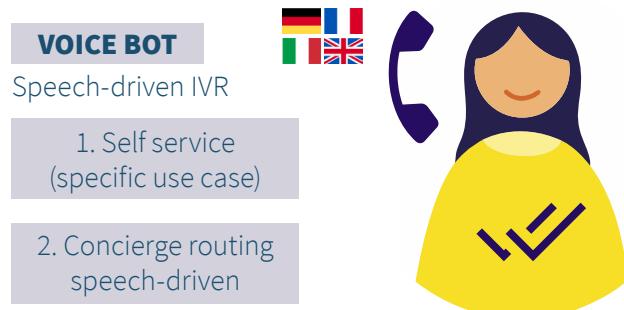
In recent years, enersuisse has continuously digitalized its processes, improved the user experience of its customer portal and introduced a chatbot that already handles many enquiries automatically. The telephone is still one of the most important channels for personal matters. To relieve pressure on the service center in a targeted way, enersuisse and Bucher + Suter launched a

voicebot AI agent in September 2025. This has made phone-based interactions significantly more efficient. Until then, callers used a classic IVR menu with four topics that they selected via keypad. Today, customers simply describe their request to the digital assistant.

Before



Today



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The voicebot understands Swiss German in all dialects and can identify the request largely independent of how it is phrased.

For certain payment and billing questions, customers can resolve their issue directly in self-service with the digital assistant. For the initial rollout, enersuisse selected use cases that frequently come in by phone and are well suited to automation.

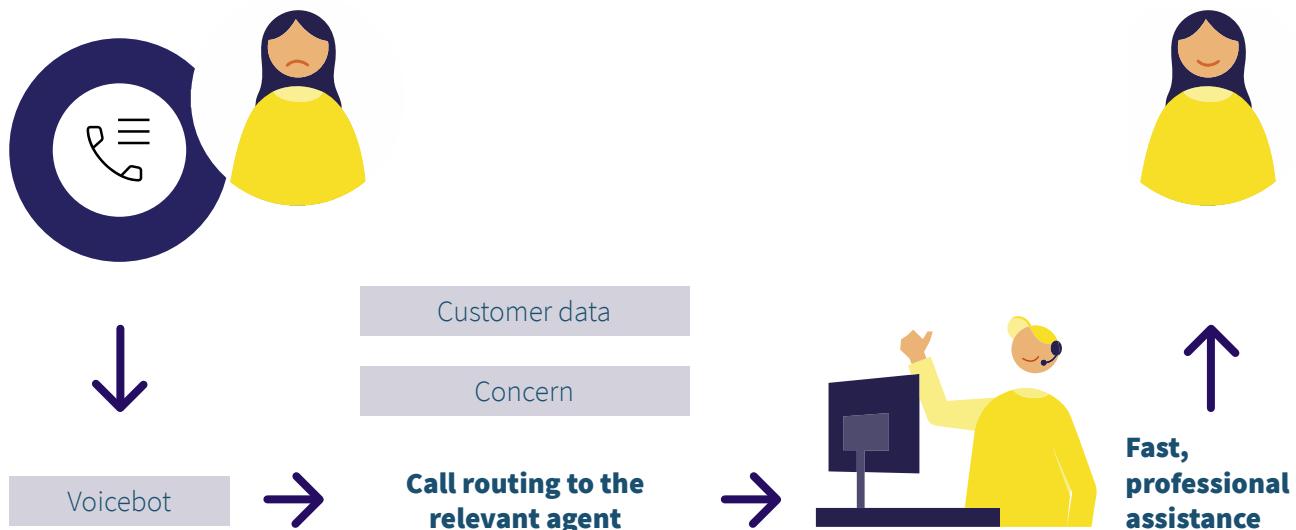
"On the topic of invoice extensions and paying in installments, customers are even relieved to explain to an AI rather than a person that they cannot pay their bill right now."

Sue Ajdini, Head of Excellence and member of the executive board at enersuisse.

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In other cases, the call is routed to the right employee, with the customer information already displayed in the system. Time consuming searching is no longer necessary. This also means new employees will be able to provide competent answers much more easily and quickly in future.



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Implementation, milestones and learnings

The project team brought together business stakeholders, contact center staff, internal IT, an SAP partner, a data specialist and Bucher + Suter as the voice and AI experts. In a joint project kick off, they laid the foundations to replace the existing IVR with intelligent AI concierge routing and self-service use cases. Bucher + Suter designed the structure and required processes on the AI platform, and together they developed a natural dialogue flow.



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A key technical milestone was the deep integration of the AI with the SAP Business Technology Platform. This made it possible to automate self-service such as sending invoices or extending payment deadlines and to enable authentication. Customers can identify themselves to the AI assistant in two ways, either via their unique identification number or via name and address. Since names like "Meyer" appear in different spellings, a fuzzy search was integrated that correctly matches these variants in real time. There is still room for optimization in this area, which enersuisse will address in a next phase.

Another milestone was responding appropriately to each type of request. For topics such as payment extensions, the self-service takes over.

In other situations, human empathy is essential. Customers who have repeatedly failed to comply with agreements such as payment extensions for settling outstanding invoices are identified and routed directly to a member of staff. This enables us to find good, individual, and acceptable solutions.

enersuisse also made a conscious choice to ensure that the voicebot is clearly recognizable as a digital assistant, which is also recommended from a data privacy perspective. The voicebot understands Swiss German but speaks standard German and uses a neutral, matter of fact tone. Through the AI platform, the degree of emotion or informality in the tone can be adjusted flexibly, almost like turning a dial.

Results

Replacing the classic keypad menu with a professional voicebot and self-care services naturally takes some getting used to, and there are customers who prefer not to speak to a digital assistant. They can still be put through directly to a service agent. Callers who complete an AI self-service journey are very satisfied. The CES score (which measures how easy it was for customers to resolve their issue) averages 6.55 out of a maximum of 7 points.

Sue Ajdini - enersuisse



Through a central dashboard, enersuisse also has a comprehensive view of all processes and success rates. This enables continuous optimization of dialogues and automation flows. Because the existing processes run smoothly and consistently, additional end to end use cases are already in planning. The success of the project is also due to the consulting and support from Bucher + Suter. Creating a natural, goal-oriented conversation experience and supporting employees with AI requires more than a leading AI platform. It also calls for deep expertise in the systems and workflows of a service center. Bucher + Suter has

made enersuisse AI ready and continues to support the company in continuously enhancing the experience for customers and employees with AI.



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"We are on a journey with AI, and I believe AI self-service will increasingly become the norm in the future."

Sue Ajdini, Head of Excellence and member of the executive board at enersuisse

Conclusion

Sue Ajdini advises companies that want to introduce AI agents in customer service to choose a leading AI platform and to work with a partner that not only brings AI expertise, but also a deep understanding of customer communication, telephony and the systems and processes in a contact center.

She also highlights that soft success factors play a crucial role. Everyone involved should be included early, their perspectives should be heard, and any concerns should be addressed openly. Collaboration shaped by understanding, tolerance for mistakes and a culture without blame creates, in her experience, the ideal environment for innovation. When that environment is in place, it can be genuinely enjoyable to innovate with AI, retire outdated keypad menus and establish a new way of working as a human AI team.

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Next Steps

Do you have questions about this project, or would you like an honest conversation about voicebots and AI automation? Bucher + Suter has been improving service outcomes for companies for more than 25 years and is happy to help.

INFO@BUCHER-SUTER.COM

