

# Skills and Digital

Tuesday 17 September 2024



# Using AI to improve customer experience

Steve Erdal, Wordnerds



# Highways are evolving



**“We are moving from being a road builder and operator, to being a customer service provider.”**

*Nick Harris,  
CEO*



# The problem of language

I'm starting to panic a bit. I've been here for 2.5 hours and I have a baby with no milk and no food. Feel completely powerless with no end in sight!



7:07 PM · Apr 24, 2024 · 1,098 Views

Standard of driving in this country is tragic. Was going at 60 in lane 1 on the M25 and still overtaking brehs in lane 3...



1:43 PM · May 25, 2024 · 48 Views

Yes it's pathetic taken 1hour todo 1mile the Que is horrendous. This road needs serious revamping its disgrace one vehicle causes chaos.



6:00 PM · May 23, 2024 · 34 Views





Road data is **different**.

For the first time ever, **AI** has been trained to categorise road user data.



# Tech Stack

## How it works



### Data in



Any or all of:

- Surveys
- Complaints
- Call transcripts
- Reviews
- Chat
- Social
- CRM



### Web services + Our IP



- Models trained on your specific data



Proprietary AI, tools & techniques



- Debiasing
- Linguistics layer

Commercial LLMs, Services & Libraries



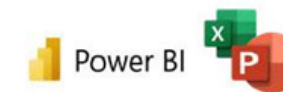
### SaaS Platform



- Unsupervised topics
- 30-minute themes
- Industry-specific theme banks
- Deep dive
- Theme accuracy
- Analysis frameworks



### Insights Reporting



- On-platform reports
- Export to CSV
- PowerBI via Amazon Redshift data warehouse



**Balfour Beatty**



**9** insight reports

Analysing over **250,000** customer comments

Used by over **40** people

To make an impact across **4** organisations

With **millions** of customers



**A417 Missing Link**



**A1 Birtley-Coalhouse**



**A428 Black Cat to Caxton Gibbet**



**M6 Lune Gorge & A66 Northern Transpennine**

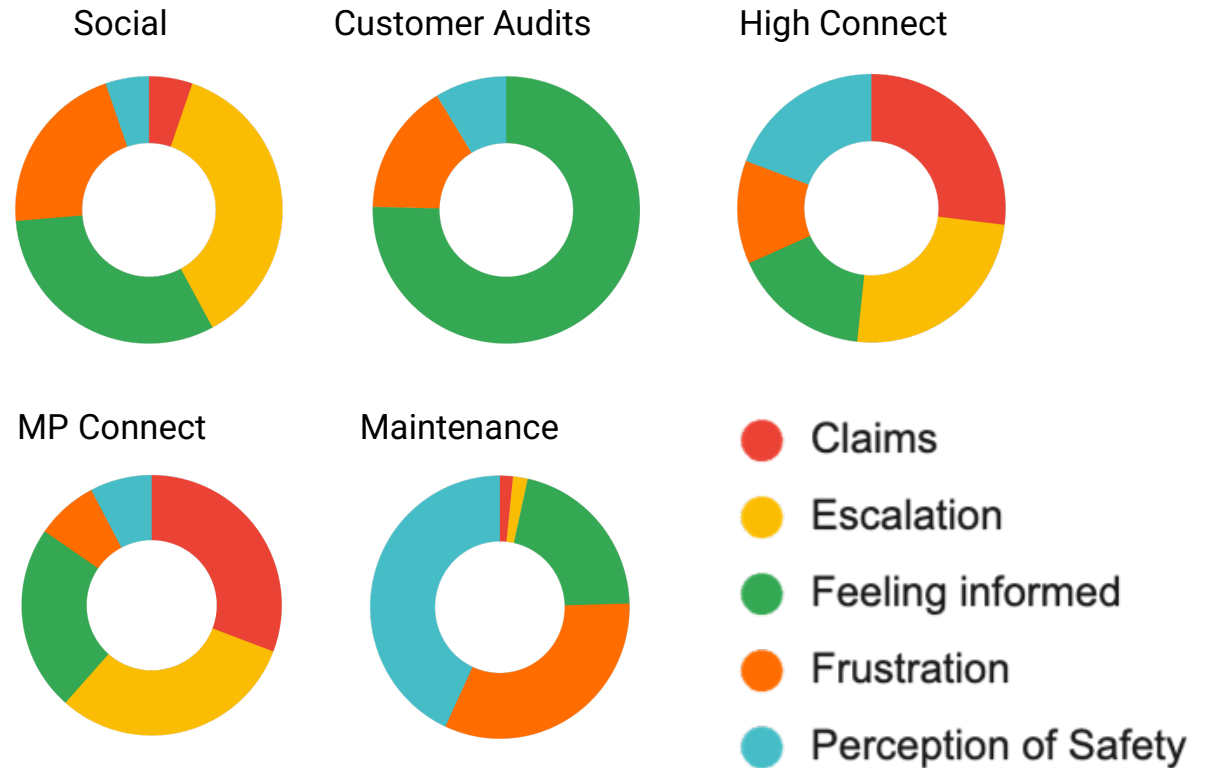


**M25 Junction 10 Wisley Interchange**



# What we learned

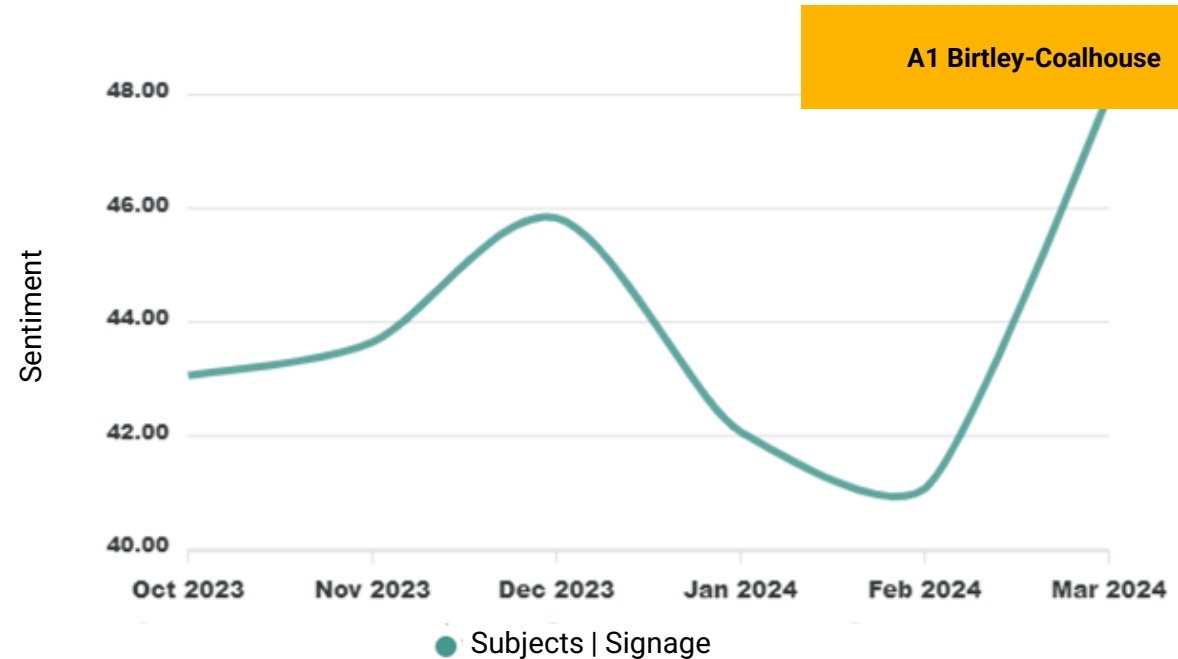
One dataset doesn't  
give you the  
**whole picture**





# What we learned

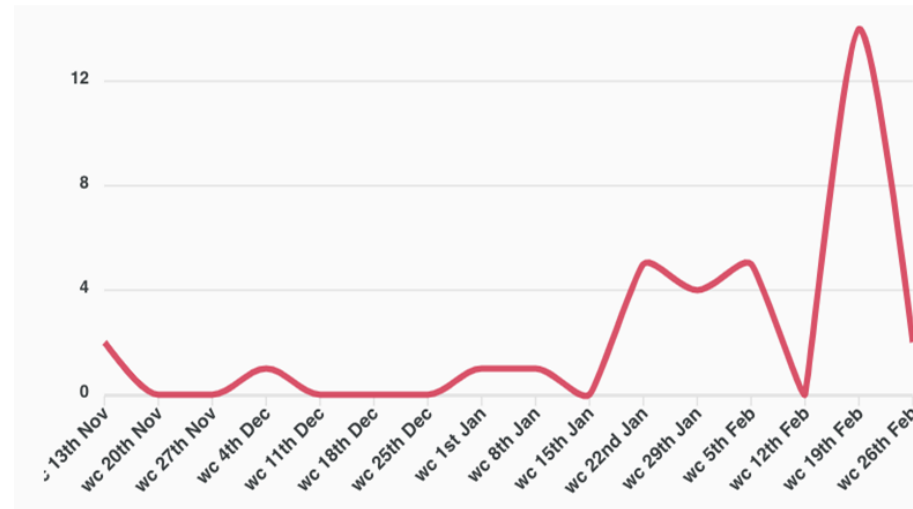
Our insight can help  
Tier 1 suppliers  
**meet *and* demonstrate**  
customer service  
objectives





# What we learned

We can go from lagging to **leading** indicators



M6 Lune Gorge

Line of cars stranded beyond M6  
puncture pothole



LYNNE DAVIS

The pothole on the M6 in Cumbria caused two punctures to Lynne Davis's car



# What's next for us?

Retail		Transport		Housing		Other	
							
							
							

