



CASE STUDY: DStv

ChatBots for Customer Service

About DStv

DStv is a leading Sub-Saharan direct broadcast satellite service owned by MultiChoice. The service provides multiple channels and services to their subscribers, currently numbering around 11.9 million. The pay-TV service provides customers with channels that cover: general entertainment, movies, lifestyle and culture, sport, documentaries, news and commerce, music, religion and more.

Business Benefits

- Ease of modifying or choosing subscriptions made available to the viewers
- 24x7 availability of customer support
- Improvement in customer satisfaction scores
- Reduction in the number of calls to the call centre
- Continuous customer feedback, resulting in better alignment of products and services to customer needs, wants and aspirations

About Nihilent

Nihilent Limited is a global consulting and IT services solutions integration company using a holistic and systems approach to problem solving. Headquartered in Pune, India, Nihilent has experience in international consulting, IT outsourcing and IT services, and has helped more than 700 customers in more than thirty countries.

Project Objectives

To enhance our viewers engagement experience via a self-service platform that will:

- Enable customers to self-manage/ choose/ modify their channel subscription plans.
- Provide 24X7 accessibility and availability of Self Service platforms
- Shorten the complaint resolution cycle for our customers and impacted stakeholders
- Payment of bills, Top-up of accounts
- Receive real-time customer feedback to improve on what is not working for customers
- Enabling users to manage their DStv accounts on their preferred digital platform of choice

Nihilent's Role

Nihilent created the “Self Service Bot” for DStv, called “DStevie”. The ChatBot works seamlessly across devices and platforms such as iOS, Android and Windows, and is armed with analytical ability to record consumer interactions and provide insights on usage patterns and performance. Developed on the PaaS model, it is highly scalable. The key features of the ChatBot:

- Understands messages keyed in by the viewer and converts them to intent
- Directs the system to resolve key intents
- The platform enables natural and contextual interaction with tools that augment user experiences using artificial intelligence
- A robust cognitive service that leverages a collection of powerful AI algorithms