

How Lebara Transformed Customer Experience, Boosted NPS by 41 Points, and Scaled Efficiency with OneReach.ai

Client Bio

Lebara, a global telecommunications leader, serves over 5 million customers across five countries, delivering affordable mobile services in a fiercely competitive, price-sensitive market. Committed to digital-first support, Lebara strives to provide seamless connectivity and exceptional customer experiences to maintain its reputation as a trusted provider.

Situation

Lebara was facing a surge in complex customer queries such as SIM swaps, port-ins, and internet connectivity inquiries, leading to a high volume of escalations to human agents. Over 87% of interactions required agent intervention, increasing average handling times, straining contact center resources, and causing inconsistent customer experiences.

Solution

Lebara partnered with OneReach.ai to deploy an innovative AI forward platform. Leveraging the flexibility, rapid deployment, and scalability of Generative Studio X, Lebara redefined its digital support approach. Together, they focused on delivering personalized, efficient, outcome-driven customer interactions while reducing pressure and reliance on human agents. The solution centered on three key innovations:

1

Skill-Based AI Agents: Replaced the FAQ bot with intelligent, authenticated AI Agents that autonomously resolved tasks like SIM swaps, port-ins, and balance inquiries, deeply integrated with Lebara's systems for real-time personalization.

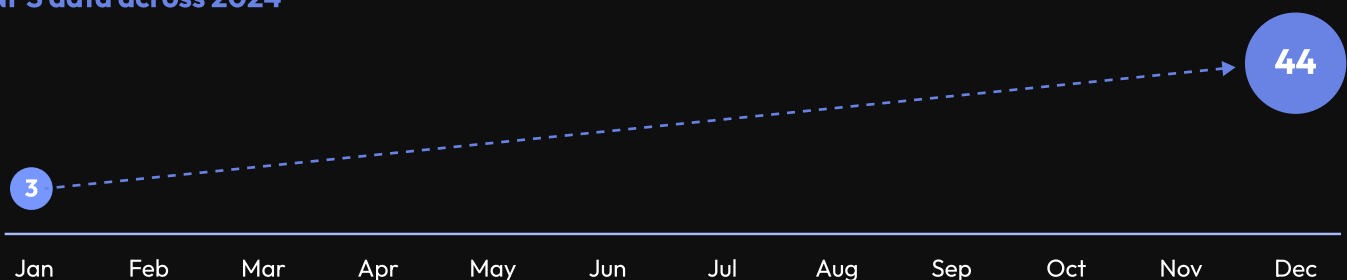
2

ID&V AI Agent: Introduced an Identification & Verification AI Agent using OneReach.ai's secure orchestration capabilities to authenticate customers upfront, streamlining handovers to agents and eliminating repetitive tasks.

3

AI-Powered Innovation: Implemented retrieval-augmented generation (RAG) and Lebara's proprietary AI models within OneReach.ai's secure testing environment, enabling dynamic, context-aware responses and laying the groundwork for a scalable AI-driven future.

NPS data across 2024



Transformation Pillars

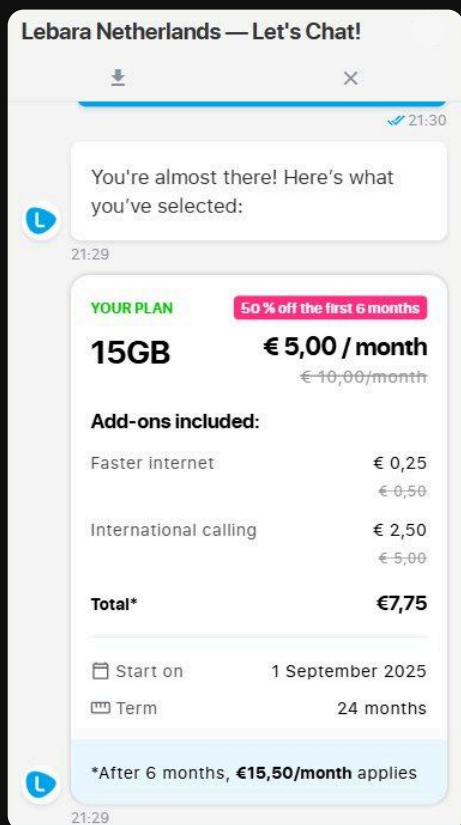
1. Intelligent Skill-Building: Smarter Conversations

Objective

Transition from generic FAQ bots to skill-based AI Agents capable of autonomously resolving complex customer queries, such as SIM swaps, port-ins, balance checks, and internet restoration.

Approach

- Developed authenticated chatbot journeys ("skills") to handle end-to-end customer tasks.
- Integrated skills deeply into Lebara's systems for seamless, personalized experiences.



Key Results (Jan '24 vs. December '24)

- **Doubled AI Agent Mix**
- **Containment Rate increased from 17% to 30%:** The AI-Agent's ability to independently resolve queries surged, minimizing reliance on human agents.
- **+41 NPS Boost:** Customer satisfaction in AI Agent-handled journeys rose by 41 points, reflecting a significant improvement in the customer experience.
- **62% More Sessions Handled:** The AI Agent managed a 62% year-on-year session increase without additional escalations, proving unmatched scalability.
- **Shift in Usage:** Evolved from generic FAQs to targeted, outcome-driven tasks, boosting overall efficiency.

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“We’ve consistently been impressed by how quickly Lebara has delivered hyper-personalized journeys on our platform. It’s been a privilege to be part of that journey.”

– **Blake Wheale**, Growth Leader, OneReach.ai

Transformation Pillars

2. ID&V AI Agent: Empowering Human Agents

Objective

Streamline customer authentication to reduce repetitive tasks for human agents, allowing them to focus on complex support needs.

Approach

- Deployed an Identification & Verification (ID&V) AI Agent using OneReach's secure input and orchestration capabilities.
- The AI Agent collected sensitive data upfront, passing verified sessions to agents.

Key Results

- **Pre-Verification:** Over 80% of customer chats are now handed to human agents with verification already completed, requiring no additional verification steps.
- **35-Second Reduction in Agent Handling Time:** The ID&V Agent handled pre-verification, freeing agents for complex tasks and improving satisfaction.
- **Agent Satisfaction:** Increased by minimizing manual checks and enabling a focus on high-value tasks.

The image displays two sequential screenshots of a chat interface for 'Lebara UK — Let's Chat!'.
The left screenshot shows a conversation with a digital assistant named 'Blue'. Blue introduces itself and asks, 'How can I help you today? Please choose from one of the following options:'. Below this is a button labeled 'Chat with an agent'. At the bottom, there is a question: 'Before we connect you to an agent, do you have a MyLebara account?' with 'Yes' and 'No' options.
The right screenshot shows the login form. It prompts the user to 'Please log in to your account so we can verify your details. You'll then be transferred to an agent.' It includes input fields for 'Email' (with 'example@mail.com' entered) and 'Password' (with a placeholder 'Enter password'). There is a 'Forgot password?' link and a 'Sign in' button. At the bottom, it says 'No account yet? Register now!'.



“The results speak for themselves. This has been transformational. It only took one developer around two weeks per country to build and launch the ID&V AI Agent on OneReach. The payback on investment was achieved in weeks.”

– **Jesse Lucas**, Product Manager, Lebara

Transformation Pillars

3. AI-Led Future: Pioneering Dynamic Interactions

Objective

Integrate advanced AI to enable dynamic, personalized customer interactions and prepare for a scalable AI-driven strategy in 2025

Key Results

- Early AI-powered flows showed strong promise in performance and customer satisfaction.
- Established a robust foundation for AI-led innovation heading into 2025.

Approach

- Implemented retrieval-augmented generation (RAG) for real-time, contextual responses.
- Tested Lebara's proprietary AI models for enhanced response quality and personalization.
- Built a secure AI testing environment within OneReach.ai for experimentation and governance.

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“We’ve been able to leverage the OneReach infrastructure to integrate our own AI solution seamlessly, positioning us for an AI-enabled future that we can shape control and adapt to changing customer needs.”

– **Chris Miles**, Product Lead, Lebara

Conclusion

Lebara's 2024 transformation, powered by OneReach.ai, showcases the power of intelligent AI Agents in reshaping customer service. By focusing on skill-building, agent augmentation, and AI innovation, Lebara achieved dramatic improvements in efficiency, customer satisfaction, and scalability. This strong foundation positions Lebara for continued success in 2025, with AI leading the way.

Discover how OneReach.ai can transform your customer experience at onereach.ai