

SUCCESS STORY

# parkoneer boosts service effectiveness with GenAI

Chatbot answers over 70% of first-level  
support queries



Questions answered within  
2-3 seconds



70-80% of first-level support  
questions covered



24/7 availability improves  
customer satisfaction

ARTIFICIAL INTELLIGENCE



BOTS



THE CHALLENGE

## Reduce the complexity of first-level support

- A division of Scheidt & Bachmann, parkoneer offers smart parking solutions that identify parking as a source of added value. Although a pioneer in digital parking solutions, parkoneer relied on manual processes for first-level customer support, which led to inconsistencies and customer inconvenience.
- parkoneer estimated that an advanced chatbot could answer about 70-80% of first-level queries, improve customer satisfaction through 24/7 availability, quick response times and consistent support outcomes. GFT was asked to build a solution in collaboration with Google Cloud.

THE ENGAGEMENT

## A GenAI-based chatbot that supports parkoneer customers

- The aim of the chatbot was to eliminate dependency on user manuals, guides and video tutorials which were embedded on the parkoneer customer website. A successful chatbot must provide quick, accurate answers in text, image and video format.
- The new chatbot was designed to maximise flexibility using Google Cloud tooling: a Vertex AI LLM, a BigQuery data warehouse, and a Python backend. In parallel the partners worked to overcome some potential challenges including the integration of Dialogflow to prevent the model hallucinating.

THE BENEFIT

## GenAI comes of age

- GFT built a proof of concept (PoC) chatbot from scratch in just a few weeks. User feedback was universally positive, especially about the availability of multimedia answers in text, video and image. As a natural language model, the chatbot proved to be intuitive, fast and engaging to use.
- The PoC confirms that GenAI has become mainstream, can provide answers to many business problems, and adds real value to a company's brand. Consistent information delivers a better support outcome, and the solution has many potential applications.