



Chatbot Milo – Fortum’s most hard working customer advisor

Sanna Kulmala
Customer Service Digitalisation Manager
sanna.kulmala@fortum.com

Join the
change

 fortum



We are Fortum

Driving the change for a cleaner world

A woman with long dark hair, wearing a black hooded jacket over a white knit sweater, stands in a misty forest. She is looking off to the side with a thoughtful expression. The forest is lush with green trees and ferns, and the atmosphere is hazy and ethereal.

Our purpose is to drive the change for a cleaner world.
We are securing a fast and reliable transition to a carbon-neutral economy by providing customers and societies with clean energy and sustainable solutions.

Strong position to drive the energy transition in Europe



3rd largest
power generator
in Europe and Russia



3rd largest
CO₂-free power
generator in Europe



3rd largest
nuclear generator
in Europe










4th largest
gas storage operator
in Europe

Our people

We have 20,000 experts worldwide and our company culture is diverse and inclusive. Our values – curiosity, responsibility, integrity and respect – form the foundation for everything we do.



Services and solutions

| | | | | |
|---|--|--|--|--|
| <p>Power and heat sales</p> |  | <p>Nuclear expert services</p> |  | <p>E-mobility charging solutions</p> |
|  | <p>Electricity and fuel trading services</p> |  | <p>Electricity retail sales</p> |  |
| <p>Engineering services for customers</p> |  | <p>District heating and cooling</p> |  | <p>Environmental management and material efficiency services incl. plastic recycling and refining, metals recycling, and ash treatment</p> |



Consumer Solutions - largest electricity retailer in the Nordics with 2.4 million customers

We offer our customers connected energy services, convenient mobility services, safety and security services, and sustainable and environmentally friendly services.

Consumer Solutions is responsible for the electricity and gas retail business in Fortum in the Nordics, Poland and Spain.

The core of our business is to provide electricity, and related value-added services and new digital services, to both private and enterprise customers under several well-known brands.

Today, Consumer Solutions employs some 1,100 people in 11 locations in 5 countries: Finland, Sweden, Norway, Poland and Spain.

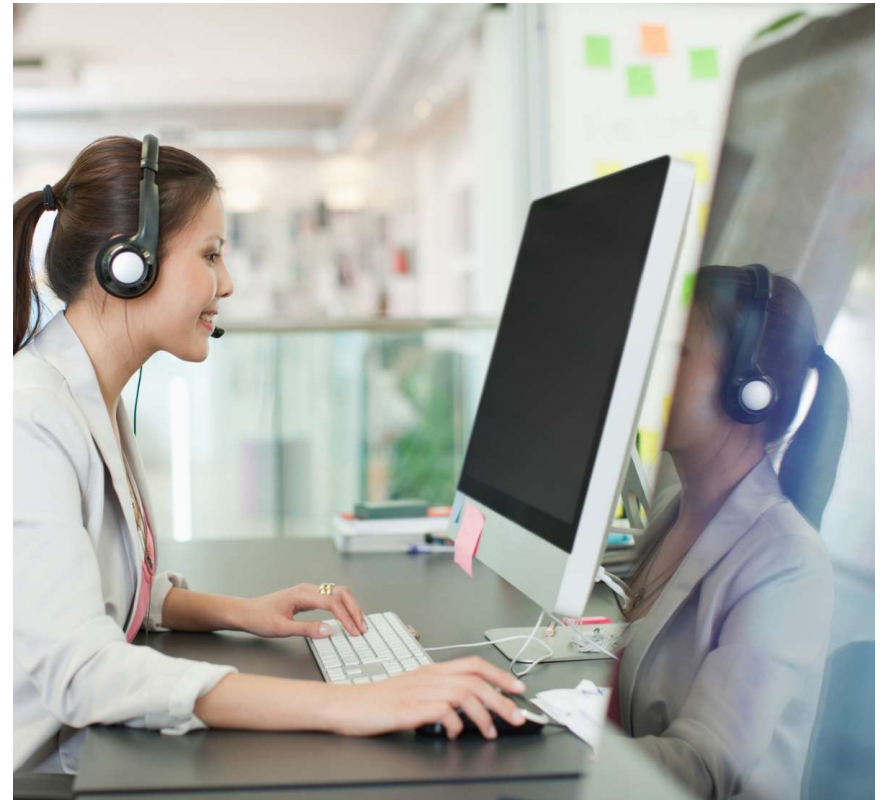
Fortum Customer Service - Customer in The Center

In customer service we handle broad variety of duties and tasks

Customer advisors, technical support, team leaders, quality, operations, customer experience, GDPR, reporting and analyzing specialists

You can reach us via multiple channels - emails, online services, phone calls or

You can talk to our most hard working advisor 24/7!



Who is Milo?

Meet Milo, Fortum's chatbot. This bright little fellow came knocking on Fortum's door one day, looking for a place to charge its batteries.

We handed it a plug and while it was charging, we wondered where it came from. Was it built in some secret laboratory or rescued from a parts bin?

We gave it a quick scan and found out that its frame was made from recycled metals, its skin from recycled Circo® plastic and that it was powered by recycled batteries from old smartphones.



After its eyes lit up again, we asked it if it knew where it came from. But Milo's memory was completely empty. The only thing it could tell us was that its name was Milo, and that it was on a mission to change things.

We fell for its friendly and curious attitude and asked if it would like to join our company.

Since then, Milo has worked in Fortum's customer service, helping people and inspiring them to make more sustainable choices.

Milo's job description

Milo chatbot's job is to help us better serve our customers and inspire them to make more sustainable choices.

Milo aims to make our customer experience simple and easy.

Milo helps our customers with simple routine tasks, allowing our sales agents to concentrate on handling contacts with more complex issues and more sales potential.

Milo supports our customers in using self service option through automations.

Milo is important communication channel that allows us to be very proactive towards our customers.

Milo is our customers personal assistant.

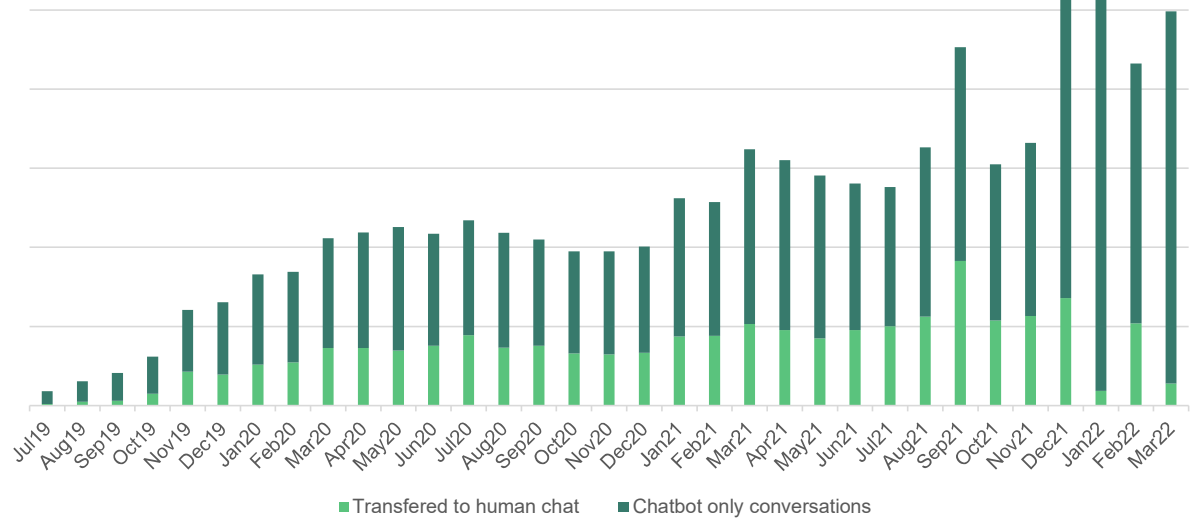




Working hard 24/7

AI trainers' commitment
700+ intents
B2C+B2B
Efficient livechat agents
Operative E2E management

Development of conversation volumes

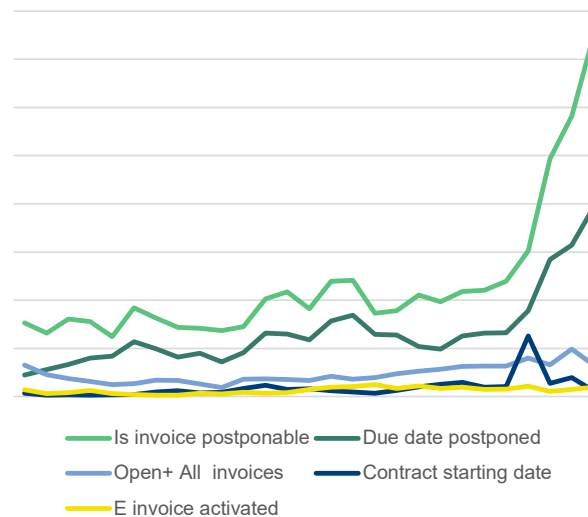


How Milo creates value?

- 24/7 open service
- Build-in transactions for simple tasks
- Generating sales leads
- Bot before email – strategy
- Cost effective contact channel
- Gives correct answer 8,8 times out of 10 – better than human?

Automated user cases

Can I postpone invoice due date?
Postpone my invoice due date
Do I have open invoices?
Give me the payment details
Can I check my invoice history
When does my contract start?
I want to activate my invoicing
What is my distribution company?
I want to buy Solar energy.



What's next for Milo?



More automations

More proactiveness

Milo as 2nd line advisor?

Thank You!

Follow us

- facebook.com/FortumSuomi
- instagram.com/fortum_fi
- linkedin.com/company/fortum

A hand is shown typing on a silver laptop keyboard. The laptop is open and positioned on a textured surface. In the background, a large window offers a view of a city with tall buildings under a bright, hazy sky. The word "Questions?" is overlaid in the center of the image.

Questions?