

# Saras Energía uses Artificial Intelligence to improve its sales channel

Saras Energía is the fifth largest oil operator in Spain, with consolidated sales of almost €1 billion. Telephone sales make up most of its business and this area needed analytics to improve call handling.

Customer satisfaction and delivering the highest quality of service are at the heart of what Saras Energía do. With the help of a cloud solution developed by Insight based on Artificial Intelligence, they can analyse calls and enable improvements to strategic decision making and forecasting.

## The Challenge

The oil industry is a very competitive and constantly evolving market. The sales department at Saras Energía receive more than 1,000 calls to its call centre, with the majority being completed in under 45 minutes, providing they are assigned to the relevant customer service agent.

Whilst these calls were always handled professionally, none of them were recorded, so no analysis could be done to help improve the customer experience. Collecting data on the nature of the call (general information, pricing, closing sales, reporting of issues for example), behavioural patterns and the customer service agent's interaction with callers provide valuable information that can determine the handling of future queries.

Making sense of analytics can be complicated without an automated, intelligent system. Call recording is a first step, but not enough to draw any significant conclusions.

Insight's solution, which combines cognitive services, Artificial Intelligence, machine learning, big data and Azure-based advanced analytics allowed Saras Energía to make rigorous data-driven decisions.

"What was clearly highlighted with Insight was its agility, experience, professionalism and, above all, the value contribution. We were counting on a trusted partner to guide us in disruptive technologies for the first time. Insight has undoubtedly fulfilled its role of facilitator. For us, Insight has become synonymous with success and response to its clients' requirements."

Jose Luis Pérez Díaz, IT Manager



## Quick Overview

In a bid to continuously innovate and create value for its customers, Saras Energía wanted to improve the efficiency of its telephone sales channel by using Artificial Intelligence.

As the sales department generates most of Saras Energía's business, over and above other channels such as email, telemarketing or instant messaging, AI was first applied to their incoming calls.

They chose Insight for this project, because of our knowledge and expertise in innovative solutions based on Microsoft's Azure platform.

In just five weeks, Insight's consultancy and development services developed a cutting-edge AI-based solution capable of transcribing conversations, accurately categorising calls and establishing behavioural patterns.

Prediction-based decisions are now made allowing Saras Energis to offer more value to their customers and align resources more effectively.

### Client data:

**Sector:** Energy

### Profile:

As a subsidiary of Saras Group, it is the fifth largest operator in Spain, with consolidated sales close to €1 billion. It covers the entire national territory, selling automotive fuel (mainly gasoline 95 and diesel A) to free/independent service stations or distributor groups.

### Relevant figures:

- Year founded: 1962
- Annual volume: 100 million barrels
- No. of Customers: 3,000 (in Spain)
- No. of Employees: 1,900

## The Solution

In just five weeks, Insight developed and implemented a powerful solution that demonstrates the potential of an Artificial Intelligence solution.

By combining advanced analytics and Power BI for dashboards, it is now possible for Saras Energía to extract information and have more productive customer calls.

For businesses strongly affected by seasonality, the analytics and forecasting provided by Artificial Intelligence take into account factors related not just to the calls, but also the day of the week, the season of the year and public holidays.

In addition to Total Cost of Ownership savings linked to the use, scalability and security provided by Microsoft's public cloud, we are looking at a solution that evolves with current business trends, and continues to improve every day, based on the knowledge gained and the machine learning app.

Integration with the company's ERP/CRM, aggregating socio-economic and geopolitical information, and machine learning applied to the actual big data that is already being collected supports the decision making process.

This project will allow long-term democratised use of AI across all areas, departments and sectors of Saras Energía increasing productivity, improving customer service and optimising sales and the supply chain.

## The Benefits

- Saras Energía has a more realistic picture of what happens in its main business generation channel, based on analytical data and a better understanding of the sales channel ecosystem.
- With the data extracted from calls, they can now make more informed decisions and investments on a short, medium and long-term basis.
- The AI solution is an accurate predictive system which means that decisions are no longer based on agent and area manager estimates.
- The solution allows the best customer service agents to be assigned based on customers and their requirements: information, sales, issues and so on.
- The company can now make more accurate strategic business decisions on based on seasonal analytics.
- After taking this first step with Insight, Saras Energía is very close to being able to grow and invest in disruptive technologies with the support of a trusted technology partner.

"This solution has enabled us to raise awareness among our CEO and sales management about the benefits of innovative solutions such as AI, allowing us to make strategic decisions based on data, information and knowledge, reducing deadlines and risk."

**Mercedes Moreno de la Fuente,  
Business Development Manager**

## The Benefits



More informed decisions and improvements can be made by the company using AI as a business facilitator.



Improved customer service and satisfaction through reduced query resolution time.



A true prediction system beyond just analytics means more informed decision making can be made.



A solution that learns, grows and evolves with the organisation.