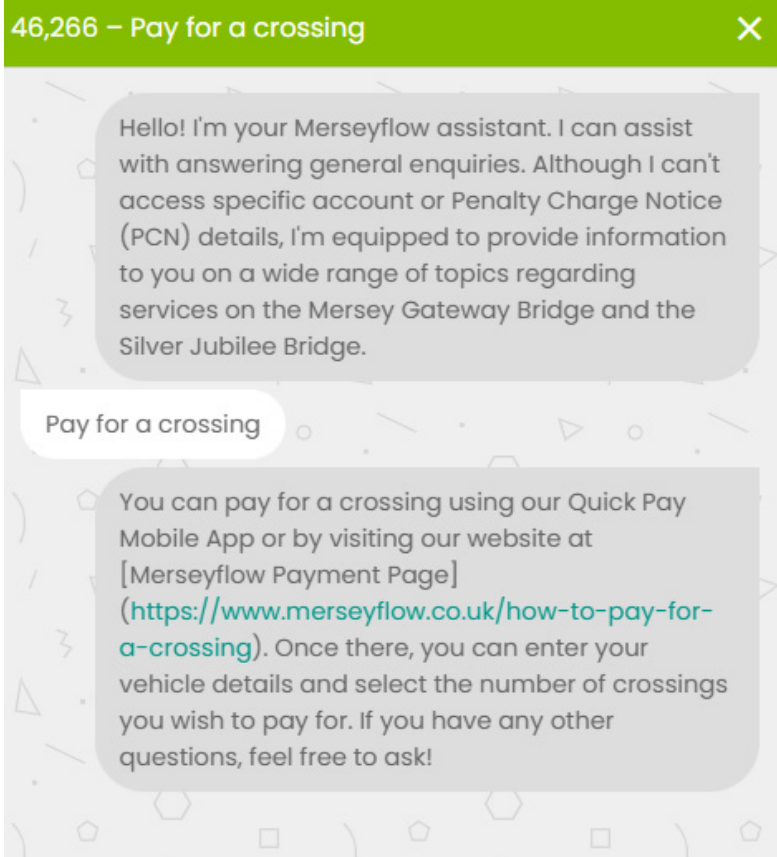# AI That Changed Customer Support

Merseyflow drivers struggled to find toll payment info, leading to high call volumes and unnecessary fines. Emovis teamed up with DLP to introduce an AI chatbot that answered 80% of customer queries instantly. Complaints dropped, digital adoption rose, and in just a year, the chatbot delivered a 240% return on investment.

When **Digital Language Partners** (DLP) and **Emovis** first started working together, they weren't the most obvious match. DLP is a small startup with big ambitions in AI-driven customer communication. Emovis is a major global player in tolling and transport solutions. But partnerships aren't about size—they're about shared vision. And what they achieved together proves just that.

Merseyflow is a joint partnership between Halton Borough Council and Emovis, to provide the tolling services for two major bridges across the river Mersey near Liverpool. As a service operation it faces a huge range of customer queries handled by a dedicated contact centre. Emovis had a challenge. The Merseyflow website was packed with information, but customers struggled to find the right answers. This in turn drove a high number of calls and emails hitting the contact centre, impacting both the operation and customers experience. Many drivers got penalty charges or missed paying tolls simply because they didn't know the payment process. Emovis wanted a solution that would make life easier for customers while improving efficiency for their team. That's where DLP came in.

46,266 – Pay for a crossing ✕

Hello! I'm your Merseyflow assistant. I can assist with answering general enquiries. Although I can't access specific account or Penalty Charge Notice (PCN) details, I'm equipped to provide information to you on a wide range of topics regarding services on the Mersey Gateway Bridge and the Silver Jubilee Bridge.

Pay for a crossing

You can pay for a crossing using our Quick Pay Mobile App or by visiting our website at [Merseyflow Payment Page] (https://www.merseyflow.co.uk/how-to-pay-for-a-crossing). Once there, you can enter your vehicle details and select the number of crossings you wish to pay for. If you have any other questions, feel free to ask!

DLP developed Chatbot+™, a next-generation virtual assistant powered by generative AI. Chatbot+™ is different from rule-based bots that can often frustrate users by their clunky design, and not always recognising the customer need. Built on conversational design principals Chatbot+™ helps customers find answers quickly, clearly, and in virtually any language. It was an ambitious pitch, and Emovis could have easily chosen to go with a bigger, more established provider. They noticed something in DLP. It offered a fresh way to improve customer service, matching their goals for smarter and friendlier interactions. Combined with a real capability to work with Emovis around Merseyflow's unique challenges.

From the beginning, this wasn't just a supplier-client relationship. It was a real collaboration. DLP didn't just drop in a chat bot and leave. They worked closely with Emovis, running technical workshops to ensure the system met Emovis' strict compliance and security needs. They built a working prototype

early on, so Emovis could test, tweak, and refine Chatbot+™ before it went live. Once up and running, both teams kept a close eye on its performance. They adjusted as needed and worked on improving the experience.

The impact was extraordinary. Within months, call and email volumes dropped significantly (+15%), whilst at the same time complaints reduced markedly. Chatbot+™ successfully handled nearly 80% of inquiries, giving customers 24/7 access to instant answers. The return on investment? A staggering 240% within a year. More importantly, it wasn't just about efficiency—it was about changing customer behaviour for the better. The chat bot guided users to digital solutions like Merseyflow's QuickPay app which saw a major spike in downloads of the app. This helped cut down missed payments and made the process easier for drivers.

Of course, it wasn't all smooth sailing. AI is powerful, but it's not perfect. In early tests, Emovis tried to break the bot! They asked unexpected questions, searched for loopholes, and pushed it to its limits. And yes, there were times when it got things wrong. But that's where the strength of the partnership really showed. Instead of seeing these as failures, both teams treated them as opportunities to improve. Every challenge led to a tweak, an adjustment, or a

Hello! I'm your Merseyflow assistant. I can assist with answering general enquiries. Although I can't access specific account or Penalty Charge Notice (PCN) details, I'm equipped to provide information to you on a wide range of topics regarding services on the Mersey Gateway Bridge and the Silver Jubilee Bridge.

new feature, making the chatbot smarter and more effective with every iteration.

Looking back, the success of this project wasn't just about technology. It was about trust, flexibility, and a willingness to learn from each other. Emovis took a chance on a smaller partner because they believed in the value of innovation. DLP, in turn, proved that their solution could deliver at scale. And now, their work together is evolving. A new agent web chat capability has just been delivered utilising DLP's Livechat+™ platform. On the roadmap, more virtual assistant tools are being built to support other channels, and service back-office tasks, taking customer service to an even higher level.