

Tenjin – Digital Assistant Implementation

With an estimated 1 million employed staff and 13 million volunteers, the UK Charity sector the largest sector in the UK, but lacks funding and support. **Charity Excellence** is vital, supporting over 23,000 charities with funding, policies and support resources.



The Challenge

With demand for support and funding at unprecedented levels, Charity Excellence needed to increase reach, offer new ways of providing support, and all without increasing staff or resources.

The Solution

Charity Excellence looked to launch a new service to automate interactions with beneficiaries of their services, deflect phone calls and free up staff. They identified that the most effective method of doing so would be via conversational access to the vital resources they provide.

Selecting **Tenjin** as their Conversational AI platform, the team set about mapping access to their most used services and resources into Conversational Flows in Tenjin. Automating access to knowledge and services via a conversational experience would have a profound impact on staff and volunteers, freeing them from repetitive tasks and allowing them to focus on high-value activities.

Providing a personalised service experience was also high on the agenda. Charity Excellence chose to brand their customer facing Tenjin-powered chatbots as AI-powered Tech Bunnies. This approach removed the barriers of adoption and any misconceptions about chatting with a bot and aided customer take up.

Wins & Conclusion

Charity Excellence benefited from immediate results upon launch of their Tech Bunnies:

3,000

questions answered from beneficiaries within the first 12 weeks.

90%

success rate in solving users' questions within their interactions with the Tech Bunnies.

Tenjin has also established an effective Knowledge Management practice within Charity Excellence, with **over 20,000 knowledge articles across 40 knowledge bases**.

“**The Tenjin solution and extensive support has not only significantly improved our ability to deliver our crisis support programme for the charity sector but also to connect any member of the public who needs it to crisis support at any time**”

Ian McLintock

Founder of Charity Excellence



Try Tenjin today

Speak to us and discover how to build a knowledge network for your organisation with a free trial or demonstration of Tenjin today!

Let's talk

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itsmconsultancy.co.uk/partners/tenjin