

From Busy Tones to Bots

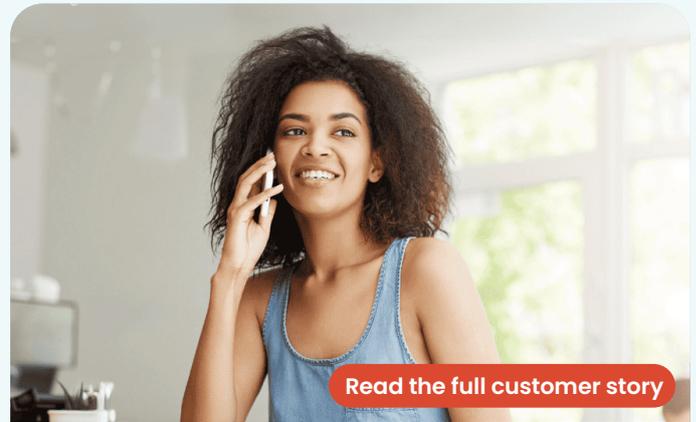


Stadtwerke Hamm Reinvents Customer Service with babelforce

Stadtwerke Hamm wanted to modernize how they served customers across their many municipal services – from energy to transport. With babelforce, they replaced a basic phone system with intelligent automation, transparency, and control.

The Challenge: Outdated Tools, Frustrated Customers

Without call routing, visibility, or automation, the legacy system frustrated both agents and customers. During busy times, customers heard nothing but a busy tone. The team couldn't track why people were calling, how many were waiting, or even who was on the line – leaving service teams in the dark.



The Solution: A Modern Platform for Modern Expectations

babelforce helped Stadtwerke Hamm step confidently into the digital era. With a voicebot to capture customer intent and flexible workflows that agents could build themselves, they created a transparent, customer-centric experience – without technical bottlenecks.

- Full customer intent captured via voicebot
- Automated processes for common requests
- 100% transparency for agents and managers
- Sales performance improved through better interactions

“The more we can automate, the better. With babelforce, we get the insights we need – and the freedom to act on them.”

Julie Pradler, Digital Platform Advisor

The Results: Smarter Service, Stronger Connections

With babelforce, Stadtwerke Hamm reduced call volume, improved reachability, and empowered agents with the data they'd been missing – all while giving customers a faster, more modern experience.



Better response from customers



More sales from improved interactions



Reduced inbound volume via automation



Agent-led innovation with no-code tools

Now, Stadtwerke Hamm has a platform that reflects their mission: forward-thinking, service-first, and built to evolve.