

## Press release

### Artificial Intelligence: MediaMarktSaturn integrates GenAI Voicebot into the customer hotline

MediaMarktSaturn is using a GenAI-based voicebot to support its customer hotline. The voicebot uses the FAQs on the MediaMarktSaturn websites to provide relevant information quickly and around the clock, thus solving the most common customer queries. The voicebot has been successfully launched in Germany in September, the first test phase started in Austria and the Netherlands, and the rollout will continue in Spain in early 2025.

Ingolstadt, 15 October 2024

MediaMarktSaturn is expanding its digital services and is now using an innovative AI solution to further improve its customer service. The new voicebot, which was developed in collaboration with Parloa, is based on generative artificial intelligence (GenAI) and makes it possible to answer customer queries on the hotline automatically and in natural language. If the caller generally does not want to speak to the voicebot or the voicebot cannot provide a solution to the request, callers are forwarded to a customer service employee.

"With the integration of the new voicebot, we are continuously improving our digital service offering," explains Henny Steiniger, Vice President Services & Solutions, Customer Experience & Care. "By using artificial intelligence, we are not only increasing efficiency, but also offering our customers a service that is available around the clock. This is in line with our vision of offering innovative and intuitive solutions that make our customers' everyday lives easier."

#### 24/7 availability and shorter waiting times

The voicebot is available around the clock and offers immediate assistance, even outside of the hotline's opening hours. During the initial integration phase, only a limited number of calls will be routed to the voicebot during hotline hours. The voicebot is optimized to clearly understand customer concerns and create a natural, pleasant conversation atmosphere. Customers can ask questions in a natural phone conversation without having to navigate through a menu. The artificial intelligence then draws



on the extensive FAQ knowledge on topics such as product advice, repair and warranty services, deliveries or returns to provide the right answers quickly and comprehensibly via voice output. This further increases the efficiency of the customer hotline and reduces waiting times for customers.

### **AI-powered customer service expansion**

In addition to the voicebot's existing options, it is currently being tested whether and how other functions, such as information on order status or product availability, can be integrated.

The use of Artificial Intelligence is a central component of MediaMarktSaturn's innovation strategy in order to meet the changing requirements of the retail sector and develop new solutions - both internally for MediaMarktSaturn employees and externally in the interface with customers.

MediaMarktSaturn has long relied on innovative technologies such as artificial intelligence to continuously improve its customer service. In addition to the chatbots "Emmi" (MediaMarkt) and "Sammy" (Saturn), which are successfully used in the online stores, a voicebot based on artificial intelligence has been available in Austria since this year, for example. It can answer pre-trained standard questions such as store opening times or the nearest store. The new GenAI voicebot now offers the next level of interaction that further optimizes the customer experience on the hotline.

### **About MediaMarktSaturn Retail Group**

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. As part of its strategic realignment, the company is developing itself from a classical product seller to a solutions-oriented omnichannel platform which integrates the topics customer and sustainability into all of its business activities. MediaMarktSaturn is using the term "Experience Electronics" to describe its repositioning and, at the same time, the range of services it offers its customers. With its portfolio of formats and brands, the electronics retailer is focusing on customer experience and personal advice. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,000 stationary stores in 11 European countries with online sales platforms, claiming market position 1 or 2 in nine European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 50,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around EUR 22.2 billion in fiscal year 2022/23, with online sales accounting for 22 percent of this figure. With around 2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. For more information, visit [www.mediamarktsaturn.com](http://www.mediamarktsaturn.com). (Data as of 30 September 2023)



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