



# Dott

Achieving excellence in customer service with Dixa's unified agent workspace and Ada's AI-powered chatbot.

Dixa Feature: Dixa Platform



**20%**  
increase in CSAT

Improved self-service satisfaction as a standalone, coupled with a raise in the overall satisfaction score.

**70%**  
reduction in response time

To less than 30 minutes.

**40%**  
decrease in handling time

Zero backlog across Tier 1 and Tier 2 support.

## At a glance

### Bio

Dott is a shared micromobility operator on a mission to free our cities with clean rides for everyone.

### HQ

Amsterdam, Netherlands

### Industry

Mobility

### Customer Service team

23 agents

### Switched from

Zendesk, aircall

### Key Dixa integrations

Ada, JIRA, Surfboard





## The Situation

Dott, a European leader in the micromobility sector, is known for revolutionizing urban travel with its convenient and eco-friendly transportation solutions. At the heart of Dott's mission is a commitment to providing not only an exceptional riding experience but also top-notch customer service. Their focus extends beyond just their innovative scooters and bikes; Dott prioritizes the experience of both their riders and agents.

## The Challenge

Dott's customer service team relied heavily on manual workflows. Their agents were bogged down with repetitive, time-consuming tasks, hindering their ability to respond swiftly and effectively to customer inquiries. These manual processes not only slowed down their response times but also increased the likelihood of errors, impacting overall customer satisfaction.

The **lack of automation** in handling routine queries or managing customer data created a significant workload for the team, leaving them less time to focus on complex issues that required a more personalized touch. It also made it challenging to prioritize urgent queries, negatively impacting the riders' experience. Considering the time-sensitive nature of Dott's business, where customers often require immediate answers to use a scooter and continue their day, this delay in addressing critical questions was especially problematic.

Dott also faced significant challenges with a **disconnected agent experience**. Their team was constantly juggling between various internal systems, a process that was not only cumbersome but also inefficient, leading to a lower number of tickets handled per day. This fragmentation got in the way of delivering seamless support.

As a result, they had to engage a business process outsourcing (BPO) service to help manage their customer support needs, increasing their operational costs.







## The Solution

### A centralized workspace to increase operational efficiency and improve agent experience

The implementation of Dixia's intuitive agent workspace marked a turning point. With its unified interface, Dott agents no longer have to waste precious time gathering context from previous interactions, verifying customer account details, or searching for the latest company policies. Everything they need to deliver fast, personalized service is readily accessible in one place.

Channel silos were eliminated and agents can now seamlessly **work across multiple channels** from [a single screen](#), eradicating the need to switch between windows or applications.

Dott's agent experience has improved dramatically, leading to better customer interactions and a substantial boost in team efficiency, marked by a 20% increase in their service level achievement.







“Since implementing Dixa's unified agent workspace, where our agents handle all channels and conversations from one place, the efficiency and happiness of our CS team have skyrocketed. We are now delivering exceptional and personalized customer service in record times, redefining what it means to be both efficient and customer-centric.”

Randy Berridge, Head of User Support and Insights at Dott

## AI-driven intelligent routing to improve rider experience

Dixa's [AI-driven intelligent routing](#) allows Dott's agents to automatically sort customer queries based on various criteria, such as urgency, customer lifetime value, and high-churn potential, among others. This means **agents can quickly focus on riders with urgent needs**, significantly improving their customer experience by ensuring critical questions are addressed promptly and efficiently. This streamlines the support process and bolsters the overall customer satisfaction and trust in Dott.







## An AI-powered chatbot to reduce BPO dependency by 50%

Dott also partnered with [Ada](#), one of our strategic partners, to integrate their AI-powered chatbot into Dott's customer service. This collaboration proved to be a game-changer, as the chatbot efficiently resolves inquiries instantly. It enables Dott to provide **quick, automated and personalized responses to their customers**, freeing up their human agents to focus on more complex issues.

The integration has not only optimized Dott's customer service, but it has also reduced their reliance on external support agents by 50%, allowing them to bring back in-house both Tier 1 and Tier 2 support.



**“We have reduced our dependency on external support agents by 50% thanks to Ada’s AI chatbot. That has empowered our in-house customer service team to engage in deeper, more meaningful conversations with our customers, enhancing the overall service experience.”**

Randy Berridge, Head of User Support and Insights at Dott







## What's Next?

Dott is always looking for ways to heighten team efficiency, boost agent morale, and consistently deliver superior customer service. Dott sees AI as a tool to support this, providing their agents with the right solutions to swiftly and accurately meet diverse customer needs and navigate cultural nuances as they continue to grow.



**“At Dott, we don’t buy technology – we invest in partnerships. Dixia and Ada have a joint vision for the future of customer service that we are excited about. Together, we are executing an AI-first customer service strategy that will scale as our business grows internationally.”**

Randy Berridge, Head of User Support and Insights at Dott

## Ready to learn more?

[Schedule a Demo Today](#)

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