

CASE STUDY: CONVERSATION AI

Global leader in professional services reimagines customer service with Parloa

Delivering smarter, more human AI-powered support for the digital age



About the Client

The client is a global leader in professional services, with over 370,000 professionals across 149 countries. Renowned for delivering clarity and innovation across audit, tax, and advisory services, the company helps businesses not just respond to change but lead it. With a mission to build trust, solve problems, and drive meaningful transformation, the organization consistently supports clients in navigating complexity with confidence.

Challenges

In today's rapidly evolving customer service landscape, businesses face growing pressure from rising customer expectations, global talent shortages, increased operational costs, and the complexity of modern service delivery. The client recognized the urgent need for a scalable solution that could automate routine interactions while enabling human agents to focus on higher-value tasks.

Key customer demands included:

- Fast, reliable service with minimal wait times
- Personalized, human-like interactions

- Seamless, omnichannel experiences across phone, chat, and social media
- Consistent, high-quality service delivery without losing the human touch

The Solutions

To address these challenges, the client partnered with Servion, the implementation partner for leading AI communications platform Parloa, to redefine the customer service experience through strategic use of AI. The solution was built on three core pillars:

- **Strategic Consulting:** Reimagining contact center strategies and aligning transformation initiatives with business goals and customer expectations.
- **AI Innovation:** Leveraging Parloa's AI Agent Management Platform (AMP) to deliver natural, human-like interactions. The platform automates routine tasks with intelligent, responsive communication across channels.
- **Expert Delivery by Servion:** Drawing on decades of experience deploying AI-powered CX solutions, Servion ensured seamless integration, tailored deployment, and rigorous testing to maximize business impact.

Benefits

This partnership delivers long-term, measurable value to customers, employees, and the business:

For end customers:

- **Personalized, human-like interactions** that build trust and satisfaction

- **Fast, accurate responses** across voice and digital channels

- **Seamless omnichannel experiences** for consistent service delivery

For customers:

- **Reduced workload** through automation of repetitive tasks

- **Smarter collaboration with AI**, allowing focus on complex, rewarding work

- **Improved workflows** that enhance productivity and job satisfaction

The impact of this solution is further strengthened by Microsoft Azure, which provides the secure, scalable cloud infrastructure required for enterprise-grade deployments.

Together, Parloa and Servion are not just digitizing customer service—they're reimagining it for a smarter, faster, and more human future.

Client Testimonials



Thanks to this cooperation, we enhance our consulting services with adaptive and human-like AI solutions tailored to the diverse requirements in customer service.

Björn Burow

*Partner for Digital
Customer Service*



Servion is a US-headquartered global systems integrator with over three decades expertise in customer experience (CX) transformation. With over 1,000 employees worldwide, we support brands like Costco, Rogers, Roche, Farmers, and Citibank in delivering exceptional service solutions. Our JourneyWorCX™ framework amplifies human connection through intelligent technology, creating customer journeys that drive growth. Servion makes journeys that work.

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