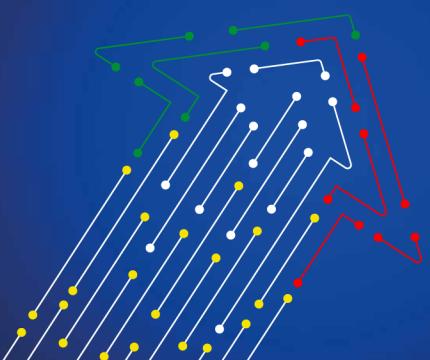




CREATING VALUE FOR ITALY

PODCAST OF THE ANNUAL REPORT 2024

07 AIKNOW

This episode is one of three deep dives dedicated to some of the projects through which Poste Italiane is addressing the major ongoing transformations: technology, sustainability, and proximity. Three different perspectives, one common thread: being closer to people every day, with concrete tools and a long-term vision.

In this episode, we talk about AIKnow, the project that has transformed the way Poste Italiane enhances customer support.

Every year, the service handles over 40 million inquiries, covering a wide range of needs - from postal and financial products to insurance, energy, and telecommunications services.

The growing need to provide fast, accurate, and consistent responses created the necessity for a tool that simplifies access to the most up-to-date information on products and procedures for contact center agents, ensuring a customer-centric approach.

That's how AIKnow, "from generation to generation," was born: an intelligent system that supports customer service teams in retrieving the necessary content in real time, improving both the quality of responses and the experience of those receiving them.

The name recalls the phrase "I know" and includes the abbreviation "AI" for Artificial Intelligence - because at its core lies the collaboration between human expertise and generative technology. Launched in 2024 in the financial services sector, AIKnow has already exceeded one million interactions, with a response accuracy rate of 94%, and will soon be extended across all operational areas.

But above all, AIKnow represents a new way of working: an evolved approach to customer support - enhanced by technology but still deeply human.

We will be discussing this with the team that witnessed the project's birth, growth, and transformation into what it is today.

What were the original goals of the project?

The project was initiated with the goal of serving customers more quickly, consistently, and effectively across all types of inquiries reaching the call centers. It aimed to improve how support agents access product and procedural information needed to meet customer needs.

This was made possible through the use of generative artificial intelligence, which enables more targeted answers to agents' specific questions - overcoming the limitations of the previous system, which relied on a traditional document archive with basic keyword search functionality, often leading to overly complex content where it was difficult to find the information needed.

Can you tell us how the multidisciplinary team behind AIKnow worked, and who was involved?

From the early stages of designing AIKnow, a multidisciplinary team was involved, including various company departments: Marketing and Process teams from the Business Units and Group Companies, Human Resources, Digital Experience, the Corporate Function responsible for procedures, the IT department, and Customer Service Operations.

There was also direct involvement from customer service agents during the design of the new tool's interface, which helped generate commitment and anticipation for the system's launch. From the team's work emerged a new knowledge management model, formalized through a company procedure that defines roles and responsibilities. This model involves several key players across Business Units, Group Companies, Customer Support, and IT.

The rollout was also supported by change management and training initiatives.

What is the philosophy behind the model (human in the loop)?

The Human-in-the-Loop philosophy is based on collaboration between humans and machines (i.e., artificial intelligence), where AI supports and enhances human efforts in the design, execution, and training of systems - while humans remain actively involved in validating and improving the machine's actions. In the AIKnow model, this collaboration is expressed through a feedback mechanism from the users of the tool (i.e., support agents) regarding the accuracy of the responses they receive.

These feedbacks are processed with a continuous improvement mindset by a new specialized role in the support team - the Knowledge Management Specialist, who leverages both AI tools and targeted expertise.

Other roles within the organization - such as Marketing and Process teams - are also involved based on their specific knowledge, especially when product or service content needs refinement.

What have been the main stages in the development of AIKnow, and what still needs to be done? We started in May 2024 with the Financial Services (PostePay and BancoPosta), planning for a progressive rollout across all customer support areas.

As of now, in addition to private Financial Services, the tool is being used for Energy Services, Omnichannel Support, Telecommunications, Business Financial Services, and Insurance, involving over 1,600 internal and external agents. By June/July 2025, the remaining support areas will be included as well, such as Mail and Parcel services and Digital Services for both private and business customers.

What feedback have you received - from both agents and customers?

AIKnow was received by our agents with curiosity, enthusiasm, and some initial scepticism, which was quickly overcome once they started using the tool. It made the search for information, needed to manage customer inquiries, easy and immediate. Since the official launch, over 1 million searches have been performed across all activated areas, with around 94% positive feedback. Customers have benefited from more accurate, timely, and faster service.