Internal

Barphone
Reinventing Customer Experience

Great Place To Work. Certified JAN 2025-JAN 2026 GREECE

PeopleCert & ElevenLabs

Transition to the next generation of customer service

www.barphone.gr

About **Barphone**

Our Company

- 50+ Years in Telecommunications
- Cloud First Strategy
- Focus on CX & EX
- Multivendor Profile

Services

- Consulting & Training
- Design & Implementation
- Cloud Adoption
- Custom Applications
- Managed Services
- Project Management
- Support & Maintenance

Why Barphone

- Experienced & Certified Team
- Trusted Long-term Partnerships
- Uncompromising Security & Quality
- Trusted by Market Leaders
- Proactive Support with Clear SLAs

Our Vendors

- Genesys
- Avaya
- Microsoft
- ElevenLabs
- Audiocodes
- Jabra

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Why **ElevenLabs** stands out?

What value it brings to customers

Leader in the market

- Most fast-growing company in the sector.
- Natural dialogs.
- Human-like voice quality.

ElevenLabs in Numbers

40M+
Global customers

~500M
2025 AAR

11B
Valuation

Distinct Characteristics

- Voice Cloning.
- Dynamic Audio Tags (whisper | chuckle).
- Low Latency (75ms with Eleven Flash).

Trusted by

Disney
NVIDIA
Meta
Revolut
Deutsche Telekom
perplexity

Enterprise Readiness

- 70+ Languages.
- APIs, SDKs Knowledge base.
- Security Complaint.

Security Certifications

DORA
PCI DSS 4.0.1 Level 1
EU AI ACT
SOC 2 Type 2
GDPR
ISO 27001:2022

Barphone's Approach to Voice AI Projects

Start

- Limited Release
- No integration with 3rd party
- No connection to customer infrastructure
- Creation of all basic scenarios

Roll Out

- Integration with other systems
- Connection with provider
- SIT / UAT
- Reporting creation
- Go Live actions

Post Implementation

- Monitoring of performance
- Fine tunning
- Adjustments to meet specific spikes
- Enhancements and changes

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About **PeopleCert**

Who We Are

- Global Leader in Assessment & Certification
- 21+ Million Exams Delivered Worldwide
- Active in 200+ Countries & Territories

Certifications & Reach

- ITIL, PRINCE2® & DevOps Institute
- MSP, AgileSHIFT & Lean IT Frameworks
- LanguageCert
- City & Guilds
- 500+ Professional Qualification Titles
- Online, Remote & Proctored Examinations
- Globally Accredited & Recognized Standards

AI & Digital Innovation

- Dedicated Internal AI Champion Program
- AI-Powered Customer Experience Strategy
- Voice Agent IVR Implementation in Progress
- Data-Driven Operations & Quality Management
- Cloud-First Technology & Digital Transformation

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Why **AI Voice Agent?**

The value and impact for PeopleCert customer service

Operational Efficiency

- Repetitive requests handled instantly, automatically.
- Agents focus on what truly matters.
- Scales with demand, no extra staffing needed.

Daily Call Volume

TODAY		WITH AI
357	→	**~30%**
avg. calls/day today		**of calls automatable by AI**

Customer Experience

- Instant answers, zero hold time.
- 24/7 service in any language.
- Faster resolution, higher satisfaction.

Abandon Rate

TODAY		WITH AI
23%	→	**<10%**
abandon rate today		**target with Voice AI**

Coverage & Scale

- Multilingual support, always available.
- No missed calls, no after-hours gaps.
- Scales instantly with demand.

Service Level

TODAY		WITH AI
50%	→	**75%+**
current service level		**target service level with AI**

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Navigating **the Transition**

Key challenges and how we approach them

01

Integration & Setup

- Connects to existing telephony and CRM systems.
- Data security and compliance must be validated.
- Thorough testing required before go-live.

CHALLENGE	APPROACH
~16 wks	Staged
typical deployment timeline	low-risk, phased rollout

02

Accuracy & Quality

- AI must understand diverse accents and topics.
- Domain training on certification terminology needed.
- Ongoing monitoring to maintain quality.

CHALLENGE	APPROACH
~85%	95%+
accuracy out of the box	achievable after fine-tuning

03

Customer Adoption

- Some callers will initially prefer a human agent.
- Complex queries must always reach a person.
- Trust builds gradually with consistent experience.

CHALLENGE	APPROACH
~64%	100%
may request human initially	human fallback always available

Thank You

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