

AI Simulator Reduces Agent Onboarding Time

CASE STUDY

Overview

A Fortune 250 energy and utility company partnered with rSTAR to address a critical gap in its customer service training program. While theoretical training was available, many customer service representatives (CSRs) lacked practical experience before handling real-time customer calls. To bridge this gap, rSTAR built an Azure AI simulator and feedback platform that allows CSRs to practice real-world scenarios, receive instant evaluations, and improve their communication skills before going live. The AI simulator significantly reduced agent onboarding time from eight to approximately two weeks.

CHALLENGE & SOLUTION



The Challenge

Lack of Practical Training Before Live Calls

- New CSRs were often expected to begin handling customer calls without any hands-on practice.

High-Stakes Real-Time Call Environment

- Without rehearsal or feedback, many CSRs struggled to meet service expectations under pressure.

Limited Feedback and Coaching Opportunities

- Traditional training lacked mechanisms for personalized feedback.



The Solution

AI-Powered Virtual Instructor

- The AI simulator answers in real time on accuracy, completeness, tone, and policy adherence.

Real-Time Feedback and Coaching

- AI simulator provides detailed feedback, highlights what was missing or incorrect, and offers answers for comparison.

Alignment with Existing Evaluation Criteria

- The AI scoring system is based on live call evaluation criteria.

Technologies



OpenAI



Azure Webapp



Azure Functions



SharePoint

RESULTS



Onboarding Time Shortened From Eight to Two Weeks

The AI simulator provides a safe, repeatable environment for CSRs to practice and refine their skills before engaging with real customers. This reduces onboarding time and improves readiness.



100% Instant, Actionable Feedback

CSRs receive immediate insights into their performance, including what was done well and what needs improvement. This accelerates learning and builds confidence.



Foundation for Scalable, Data-Driven Training

Though still in pilot, the AI simulator has shown strong potential to scale across the organization. It offers a structured, measurable approach to CSR development and opens the door to deeper analytics on training effectiveness and agent performance.

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