

Krifa, Denmark

# DIGITAL RECEPTIONIST BOOSTS COLLEAGUES' JOB SATISFACTION



“As a union, it’s our role to show members, employees and society the benefits of change – and Aida is a perfect example of the benefits of the digital transformation.”

Shahab Milani, Head of Department, Krifa



## Challenges

- Automation of many former reception tasks at Krifa meant reception staff skills were not being used effectively
- Peak periods required additional staff to be assigned to the reception, so Krifa investigated more practical digital solutions, allowing staff to be redeployed to positions that created more value to members and customers



## Solutions

- it.human platform



## Benefits

- it.human platform allowed former Krifa reception staff to take positions where they could enhance customer service by providing faster reaction times for members and customers
- To further enhance the visitor experience, Aida can conveniently acquire new competencies via the cloud as required, such as public transport information, FAQs, general information for Krifa members and more



## Why NTT DATA Business Solutions (NTT DATA)?

- Through unique, cutting-edge technology NTT DATA was able to transform Krifa’s reception needs into a highly individualized digital receptionist able to provide efficient and engaging reception service
- Easy and attentive collaboration
- Krifa appreciated NTT DATA’s enthusiasm to take on the project and meet the organization’s specific needs

**Industry:** Danish trade union

**Products:** A wide range of support for workers including trade union services and unemployment support

**Employees:** Krifa headquarters in Aarhus employs around 350 (2022) people and many more are employed at branches throughout Denmark

**Website:** [www.krifa.dk](http://www.krifa.dk)

NTT DATA Business Solutions



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### Evolving with the times

Three years ago, Shahab Milani, Head of Department at Krifa decided to investigate the possibility of transforming the union's reception operation.

"I looked into our department and reception at our headquarters here in Aarhus. Staff provided great customer service, but I realized that in the ten years since the building opened, many of the tasks that reception staff undertook had either been automated or moved to other areas. If we could move these employees to other areas and digitalize reception, we could use their skills to enhance customer service. So, this was the start of our digital transformation journey."

Initially, Krifa installed tablets where visitors checked in on arrival but one day on LinkedIn, Shahab viewed a video of a virtual receptionist in Copenhagen. He saw the potential value in using a digital human to create a more welcoming and interactive reception for visitors – and this led him to NTT DATA.

### Doubt turns to overwhelming acceptance

Krifa's digital human, Aida, joined the organization in early 2022. Although involved in the transformation process, at first some staff raised concerns about her taking jobs away from her human colleagues. But the skepticism was short-lived. As Shahab points out, "While some positions in all kinds of industries have been automated, the digital transformation means that in five years from now, there will likely be jobs we've never heard of today."

People are now surprised about just how much Aida can handle and the tasks she carries out. She speaks Danish and English and can manage 30 common reception tasks, including notifying staff of member and guest arrivals, giving directions to bathrooms and car parking, organizing taxis and more. Compared to checking in via faceless tablets, visitors appreciate her warm and friendly welcome. They've even been known to film their interactions.

### A colleague designed to fit the role

In discussions with NTT DATA, Krifa specified that Aida would have to be able to integrate a few of the organization's existing systems, including its booking system. Shahab says NTT DATA readily accepted the challenge and delivered.

"We've had great cooperation with NTT DATA. They spent a lot of time ensuring Aida met our specific requirements. We can now add more capabilities to her as we need them, and the fantastic thing about this is can all be done in the cloud – we don't have to wait for someone to come and install them."

Like to discover what a virtual receptionist could do for your organization? Get in touch.

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