***Lyreco* reduces call volumes and duration by 15% with AI-driven insights**  
**12% reduction in number of calls**  
**15% decrease in call duration**  
**40 countries**

Lyreco is a global supplier of office supplies and coffee equipment, serving businesses across 25 countries. Committed to delivering outstanding customer experiences, Lyreco has established dedicated customer service teams in each country, ensuring customers receive support in their local language.   
  
In Denmark, Lyreco’s customer service team plays a vital role in supporting both external customers and internal teams, including its 34 travelling sales representatives. To provide the best possible service, these representatives need instant access to up-to-date information on products, promotions, and delivery times—regardless of where they are.

**The challenge: Ensuring instant access to knowledge**

Lyreco’s sales representatives meet with multiple customers every day, each with unique needs and expectations. To provide the best possible service, they need to be well-versed in a wide range of products, promotions, and delivery details—while also being able to read customer needs and offer tailored solutions on the spot.   
  
Ensuring consistency in these customer interactions is key. Lyreco recognised the need for a more efficient approach—one that would not only enhance individual expertise but also enable the entire team to learn from each interaction, reducing repeated questions, and improving the overall customer experience.

**How Lyreco uses AI to improve knowledge sharing**

To gain deeper insights into sales inquiries and improve efficiency, Lyreco invested in Puzzel’s Conversational Intelligence solution. The goal was to track common topics, identify trends, and improve knowledge sharing across teams.

AI-driven analysis helped Lyreco track how often sales representatives called, what information they typically needed, and how many of these calls were repeat inquiries. Key findings included:

* 24% of calls related to orders
* 19% of calls focused on self-service options
* 19% of calls were about delivery information

By identifying these patterns, Lyreco was able to pinpoint knowledge gaps and introduce targeted initiatives to improve information flow, ensuring sales teams had the answers they needed, without always needing to call support.

**The results: Fewer repeat calls and faster responses**

With AI-driven insights, Lyreco has successfully improved knowledge sharing and optimised their support processes:

* 12% reduction in the number of calls – Sales representatives can now access key information more efficiently, reducing the need for repeated inquiries.
* 15% decrease in call duration – More structured responses and improved internal communication have led to shorter, more effective interactions.

**Looking ahead: A smarter approach to knowledge sharing**

To ensure they meet the rising customer expectations in the future, Lyreco continues to leverage AI insights to refine its service and sales processes. By proactively identifying trends and knowledge gaps, they can ensure that both employees and customers benefit from faster, more accurate responses.   
  
With Conversational AI as a key tool in their strategy, Lyreco is enhancing collaboration, improving efficiency, and setting new standards for service quality across its markets.