

Empowering innovation: How Gartner transformed Aydem's AI Strategy

Organization: Aydem Holding
Industry: Energy & Utilities
Employees: 10,000+



Mission-critical priority

Süleyman Tosun, Director of IT Strategy and Governance at Aydem Holding sought support from Gartner to optimize AI deployment strategies. They needed to manage operational costs effectively while enhancing customer service. They also aimed to align their strategies with digital transformation trends..



How Gartner helped

- Provided guidance on **cost-efficient AI deployment**, optimizing resources while maintaining service quality.
- Offered insights into adopting a **multimodal approach for customer service systems**, balancing performance and cost.
- Facilitated discussions that informed the creation of **AI-driven customer service initiatives**.



Outcome

- Achieved significant operational efficiency, with **75% to 90% of inquiries resolved by AI-powered** digital assistants.
- **Reduced customer reliance on traditional service channels**, enhancing overall service efficiency.
- Positioned the company at the **forefront of digital transformation** in the energy sector.

"Gartner's guidance was crucial in optimizing our AI deployment strategy, leading to significant cost efficiency and enhanced customer service." - **Süleyman Tosun, Director of IT Strategy and Governance at Aydem Holding**