**How *Victoriahem* increased customer satisfaction by 20% with conversational AI**

For Swedish property rental company Victoriahem, delivering excellent customer service isn’t just about solving problems—it’s about how those problems are solved. With thousands of tenants across 33 cities, ensuring every conversation is handled with empathy, clarity, and efficiency is a top priority.   
  
To achieve this, Victoriahem turned to Puzzel’s Conversational Intelligence, using AI-driven insights to refine their customer interactions. As a result, they achieved a 20% increase in customer satisfaction and a more confident, well-equipped customer service team

**Building stronger connections with tenants**

Victoriahem manages apartments, parking spaces, storage units, and event venues across Sweden. With such a broad customer base, they strive to provide positive and efficient experiences for all tenants—whether they need support with a service request, have questions about their lease, or are looking to rent an event space.   
  
Customer satisfaction is a key focus for Victoriahem. They conduct annual surveys to assess tenant experiences and aim to continuously improve their services. They also understand that speed alone isn’t enough—tenants want to feel heard and understood. When interactions are handled with care, tenants are more likely to stay with Victoriahem or recommend them to others.

**Using AI to improve conversations and service quality**

Victoriahem invested in Puzzel’s Conversational Intelligence solution to gain deeper insights into customer interactions and enhance the quality of their service. Their goal was to help agents communicate more effectively, making every conversation as productive and positive as possible.   
  
To achieve this, Victoriahem introduced five key pillars for strong customer dialogues:

* Welcoming introductions – Creating a friendly and professional first impression.
* Initiating dialogues – Making it easy for tenants to share their concerns.
* Showing empathy – Demonstrating understanding and care.
* Using positive language – Keeping conversations constructive and solution-focused
* Ending conversations in a polite way – Ensuring tenants feel fully supported before ending the call.

Agents first focused on improving how they initiated and closed conversations, then gradually incorporated additional elements into their interactions.

**The results: More satisfied customers and confident agents**  
By embedding these best practices into their customer service approach, Victoriahem saw impressive results:

* **20% increase in customer satisfaction** – When agents applied four or more best-practice elements, tenants reported significantly higher satisfaction.
* **Improved agent confidence** – Agents felt more prepared to handle all types of calls, leading to better overall performance.
* **Fewer negative interactions** – With the right tools and techniques, agents could de-escalate frustration and guide tenants more effectively.

With Conversational Intelligence, Victoriahem’s customer service team can track their progress, receive real-time insights, and continuously refine their approach. Agents can also access their own performance data, helping them identify areas for improvement and celebrate their successes.   
  
By using Conversational Intelligence, Victoriahem has not only improved satisfaction scores but also built a more engaged and effective customer service team, one that is well-equipped to support tenants with clarity, confidence, and care.