

# Ebbot expands in telecom – welcomes Bredband2 as a new customer

STOCKHOLM, APRIL 29 – AI company Ebbot is strengthening its presence in the broadband and telecom sector, where the demand for AI-driven customer service solutions is growing rapidly. The latest addition to Ebbot’s client portfolio is Bredband2, one of Sweden’s largest fiber-optic internet providers.

Broadband and telecom companies have long struggled with high volumes of customer service inquiries — many of them repetitive. It’s the kind of challenge AI was made to solve. But despite this, Bredband2 had been hesitant to introduce AI into their customer service operations — until now.

*“We’ve held back on AI because we didn’t think the technology was good enough. But now we feel it has finally matured to a level where it can deliver a customer experience that meets our high standards,”* says Anders Ohlin, Head of Service at Bredband2.

## Starting small, thinking big

Before launching the AI project, Bredband2 took a strategic approach: find the area where AI could deliver the biggest impact. A deep dive into customer service data revealed that nearly 80% of all inquiries involved the same types of questions, asked repeatedly.

*“It was pretty clear where we should start. Trying to automate everything at once would have been chaotic. From experience, we know it’s smarter to start small and scale up gradually,”* says Anton Kristola, Business Developer at Bredband2.

With this insight, Bredband2 decided to launch an AI agent focused on handling high-volume, repetitive questions. This allowed them to quickly improve response times, increase customer access to support, and free up the service team to handle more complex issues.

## Why Ebbot? Flexibility and accuracy

When choosing an AI solution, technical flexibility and ease of use were top priorities. After evaluating several providers, Bredband2 selected Ebbot.

*“We looked at 7–8 different AI providers, but many of them lacked the flexibility and user-friendliness we needed. With Ebbot’s platform, we can easily add and update data sources ourselves,”* Ohlin explains.

Accuracy was another deciding factor.

*“Ebbot’s platform includes built-in safeguards to prevent AI hallucinations — that’s crucial for us as it gives us confidence that the customer experience will stay consistent and reliable,”* says Ohlin.

## The future of AI at Bredband2

The AI agent currently serves as an information tool, helping customers find the right self-service options. But this is just the beginning.

*“Next, we want to integrate the AI agent with our CRM system so it can handle tasks directly for customers — like retrieving an invoice, changing a service, or updating a subscription,”* says Ohlin.

Even after just one week in operation, the AI agent is already making a difference. Customers are getting faster responses, the support team is handling fewer repetitive questions, and Bredband2 is seeing how AI will become a core part of its customer service strategy.

*“AI is going to be a natural part of future customer service, and we’re confident that Ebbot is the right partner to help us get there. With Ebbot, we feel like we’re getting a lot of AI value without sacrificing the customer experience,”* Ohlin concludes.

## About Ebbot

Founded in 2018, Ebbot is one of Sweden’s leading providers of AI-driven service automation. Ebbot helps businesses automate customer service with generative AI, making it fast, easy, and secure. Ebbot currently supports over 200 customers across 20+ markets, including Bredband2, Ownit, Telenor, and several banks, e-commerce companies, municipalities, and universities.

## About Bredband2

Bredband2 is one of Sweden’s leading providers of fiber-optic internet, router services, security, and telephony. With offices and data centers in Stockholm, Malmö, and Umeå, the company delivers some of Sweden’s fastest internet to approximately half a million customers.