

Case Study

Initial digital contact via chatbot and voicebot

How pro familia provides round-the-clock support to those seeking advice



pro familia is one of Germany's leading non-governmental counselling centres for sexuality, family planning and pregnancy. With more than 200 locations throughout Germany, the non-profit organisation supports people in a wide variety of life situations, often in emotionally stressful and time-critical circumstances. Fast, low-threshold and reliable counselling services are crucial in this context. Those seeking advice are given immediate initial contact, regardless of the time of day or call volume.

The starting point: need for advice on sensitive issues

The aim was to offer straightforward guidance and service to people seeking advice in acute or time-critical situations. At the same time, the aim was to reduce the workload on employees by pre-qualifying calls according to topic and forwarding them to the appropriate person. On a technological level, the aim was to develop an efficient, service-oriented approach based on artificial intelligence.

The objectives of the initial digital contact in the form of an automated dialogue system:

- Immediate and reliable initial communication around the clock
- Relieving the telephone switchboard through automated request management
- Providing tailored information on sensitive topics
- Increase internal acceptance for the use of AI

Voicebot for the Federal Agency: Reliable guidance on the telephone

The automated dialogue system was not intended for general-purpose queries, in contrast to models such as ChatGPT. pro familia therefore made a conscious decision to use a rule-based chat and voicebot solution developed by Retresco – with clearly defined dialogues, reliable answers and controllable limits of use.

Initial digital contact: putting consulting matters on the right track with AI



Anyone who calls the pro familia Federal Centre on +49 69-26957790 and requests a counselling appointment is now greeted directly by an intelligent voicebot. This records the request and refers those seeking advice to the nearest local counselling centre. Upon request, the voicebot also provides general information – for example, on possible termination of pregnancy, where time is of the essence.

pro familia Trier: Chatbot & voicebot as a digital point of contact

The advice centre in the city of Trier goes one step further: in addition to general information, the bot also offers direct forwarding to online booking of an appointment for advice.

Special bot features:

- Advice via text and voice
- Protection against misuse through excessive use
- 24/7 availability via website and telephone
- Uniform solution for different contact channels

This makes it much easier to access advice – especially for people who are reluctant to pick up the phone or whose concerns become urgent outside office hours.

Why rule-based? Security and control for sensitive consulting

pro familia has deliberately opted for a rule-based solution. In highly sensitive areas such as pregnancy, sexuality or family planning, it is crucial to avoid incorrect or distorted information.

The advantages of the rule-based approach:

- No 'hallucinations' or unpredictable responses
- Complete control over data and dialogue management
- Scalable, data protection compliant and open source-based
- Individual development in close consultation with Retresco

This ensures that those seeking advice always receive reliable information and secure forwarding – and that pro familia can control digital communication independently.



The result: digitalisation with responsibility and internal acceptance

The collaboration between pro familia and Retresco demonstrates how modern chat and voice bots can be used responsibly even in highly sensitive and time-critical areas of counselling. They enable low-threshold initial contact, increase accessibility and improve service quality – without compromising on data protection, reliability and user-friendliness.

The pro familia dialogue system is based on natural language processing (NLP) technology. This results in natural-sounding dialogues, with the solution having been developed using machine learning. This is a decisive added value, especially for urgent and emotionally stressful issues: those seeking advice receive guidance, relief and the assurance that they will be quickly referred to the right place.

Chat and voice bots have become established internally: employees are now much more open to the use of artificial intelligence. Initial reservations and concerns were specifically addressed and successfully overcome during the course of the project.

The project was consistently understood and communicated as a change project. At the same time, it provided measurable impetus for organisational development and was communicated and anchored according to the principles of agile working methods. As the project reached a higher level of maturity, openness and curiosity towards the automated dialogue system grew.

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