

Nedgia Transforms its Customer Service with a Pioneering Virtual AI Agent Solution Together with IBM Consulting

- For the first time, Naturgy's gas distributor will include Generative AI in both telephone and digital channels, which can help provide more detailed and personalized customer service
- This transformation positions the Group at the forefront of innovation, reinforcing its commitment to operational excellence and user satisfaction



New York and Madrid, July 14, 2025. Nedgia, the gas distributor of the Naturgy Group, has transformed its customer service model through a leading digital evolution project that uses generative artificial intelligence agents. IBM (NYSE: [IBM](#)) Consulting designed and implemented the project, creating an innovative contact center supported by virtual agents.

This solution, a cutting-edge application of generative AI, strengthens customer service by incorporating intelligent virtual agents into the company's standard telephone and digital customer service channels. This allows the company to replicate and scale automation use cases, improving service by allowing AI agents to successfully resolve most interactions.

The automation process will include, among other things, services like appointment management for periodic inspections, access to meter reading information, and, in the future, the ability to modify supply point data. All of these advancements will allow customers to manage their appointments automatically, enjoy a seamless experience, and significantly reduce wait times and incident resolution.

The AI agent system is capable of understanding and managing complex requests, routing conversations to specialized virtual agents based on the topic to ensure more natural and efficient interactions. These virtual agents will reinforce the current human support system that Nedgia continues to provide.

"This new service model marks a turning point in the way that we engage with our clients. With this project, we are offering faster, more accurate, and personalized responses, which results in an improved customer experience, explains **Raúl Suárez, CEO of Nedgia**. "We are also reaffirming our commitment to innovation as a way to continue adding value to the energy sector, playing a leading role in the transition through our work as a driver of green gases."

"Nedgia's case exemplifies the value that IBM Consulting brings to digital transformation processes, combining industry experience, technological knowledge, and a customer-centric methodology," explains **Ana Gobernado, Managing Partner of IBM Consulting for Spain, Portugal, Greece, and Israel**. "Our mission is to support organizations in their transformation, adapting to their needs and leveraging their infrastructure. Nedgia's success underscores the enormous potential that AI agents, when properly designed and implemented, have in customer service."

This project is part of a collaboration between Naturgy and IBM Consulting, two organizations that share the same vision of the potential of generative AI to revolutionize relationships with their customers.

Optimizing the customer experience

At the core of this transformation, Nedgia is integrating leading platforms that combine large language models (LLM) with cloud-based contact center solutions. The company has implemented this integration gradually, ensuring compatibility with Nedgia's existing systems and enabling a model that leverages advanced technology without requiring major structural changes or complex investments.

Unlike traditional AI systems that require a constant level of supervision, these agents operate independently: they decide which tools to use, when to use them, and how. They continuously learn and adapt as they work, improving their performance to achieve specific goals and optimize interactions.

Virtual agents also enable a significant qualitative leap by maintaining non-deterministic conversations, understanding context, and managing multiple topics in real time. They provide a more personalized customer experience by detecting emotions and adjusting their responses, tone, and language accordingly.

This combined quantitative and qualitative advancement can help improve service quality, increase customer service capacity, and boost overall customer satisfaction. With this transformation, Nedgia is positioning itself at the forefront of innovation in customer service, reinforcing its commitment to operational excellence and user satisfaction.

About Nedgia

Nedgia, a gas distributor within the Naturgy group, is the leading gas distribution company in Spain, operating in 10 autonomous communities and 1,222 municipalities. It has more than 5.5 million supply points, representing 70% of the country's gas consumers. Its main asset is the approximately 60,000 kilometers of networks that allow for the safe and efficient delivery of gas energy supplies, including green gas. Proximity and customer service are part of its reason for being, highlighting its high values of quality perceived by its customers.

About IBM

IBM is a leading provider of global hybrid cloud and AI, and consulting expertise. We help clients in more than 175 countries capitalize on insights from their data, streamline business processes, reduce costs and gain the competitive edge in their industries. Thousands of governments and corporate entities in critical infrastructure areas such as financial services, telecommunications and healthcare rely on IBM's hybrid cloud platform and Red Hat OpenShift to affect their digital transformations quickly, efficiently and securely. IBM's breakthrough innovations in AI, quantum computing, industry-specific cloud solutions and consulting deliver open and flexible options to our clients. All of this is backed by IBM's long-standing commitment to trust, transparency, responsibility, inclusivity and service.

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