

INDUSTRY

Communications

SOLUTION

Consulting

PRODUCTS

Customer Experience Strategy, Operations and Technology, Learning Innovation

CLIENT STORY

Telco Finds Success in Customer Focus:

A Million New Customers, Billions in New Revenue

A reputation as a bureaucratic government entity is no way to attract and keep customers. This client, a large telecommunications company, has gone from its roots as a public department to being a dominant player in a highly competitive industry. We had previously helped this client with targeted contact centre initiatives – but our complete, holistic approach to exceptional service was designed to create exactly the types of long-term relationships that this company wanted to build.

Our goal was to create a new customer contact solution that would delight customers, in turn changing the way they viewed our client. In order to do that, we also had to transform the way the client viewed its relationship with customers. We began with the construction of a “Super Site” contact centre, which built a new ecosystem focused on the end-to-end customer experience. The new structure re-prioritised Net Promoter Score™ (NPS®) and First Call Resolution (FCR) as top performance drivers, and also fostered collaboration and positive interaction among employees. Our client invested heavily in recruiting and training to populate the centre with the right associates for the job.

The move to a more customer-centric culture required a new channel communications strategy that would better support the client’s vision. We developed new operating procedures and customer engagement guidelines, based on our work with the client’s data, to ensure a consistent, branded experience

across all digital channels. Chat tools were designed so that a differentiated experience was delivered to customers based on market segment and life cycle stage. Outreach campaigns also gained traction due to the more effective use of data. The client reached more than 14 million customers by tailoring the approach according to the channel preferred by individual customers.

Our client has earned \$3 billion in new revenue and an additional \$2 billion from process improvements. One million new subscribers, a 20 percent increase in first contact resolution, an 85 percent reduction in campaign production time – and improved CSAT scores to boot – all attest to the effectiveness of the new structure.

RESULTS

\$5 Billion
from new revenue and
process improvements

Campaign production
time reduced by **85%**

One million
new customers, with
improved CSAT/NPS®