# COMMUNICATIONS ESSENTIALS

## CUSTOMER SERVICE EXCELLENCE

**ⓜ MOTIVE**

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**89%** of churn is caused by a poor customer experience

**EXPERIENCE IS EVERYTHING**

**3 in 4** consumers spend more after a positive customer experience

**EXPAND YOUR VIEW** OF THE MOBILE ECOSYSTEM

**1 support call** can erase a month's worth of subscriber profit

**RESOLVE PROBLEMS** BEFORE THEY HAPPEN

**75%** of consumers prefer self-care to a call center

**CREATE NEW OPPORTUNITIES** TO ENGAGE CUSTOMERS

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# CUSTOMER EXPERIENCE IS NOW AT THE CORE OF BUSINESS SUCCESS

**70%** of customers who switch to a competitor, do so because of **poor customer service**

**84%** of customers would recommend service providers that **proactively resolve issues**

**88%** **willing to pay** more for an improved customer experience

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# AN EFFECTIVE CEM STRATEGY CAN BE THE DIFFERENCE BETWEEN GAINING OR LOSING MARKET SHARE

**EMPOWERMENT**

**66%**

prefer self-serve to calling a Help Desk agent

**70%**

Expect companies to have a self-service application available from their web site

**EFFICIENCY**

**70%**

of customers want all issues resolved in one call and have a consistent view over different channels (IVR, SELF app, Web portals)
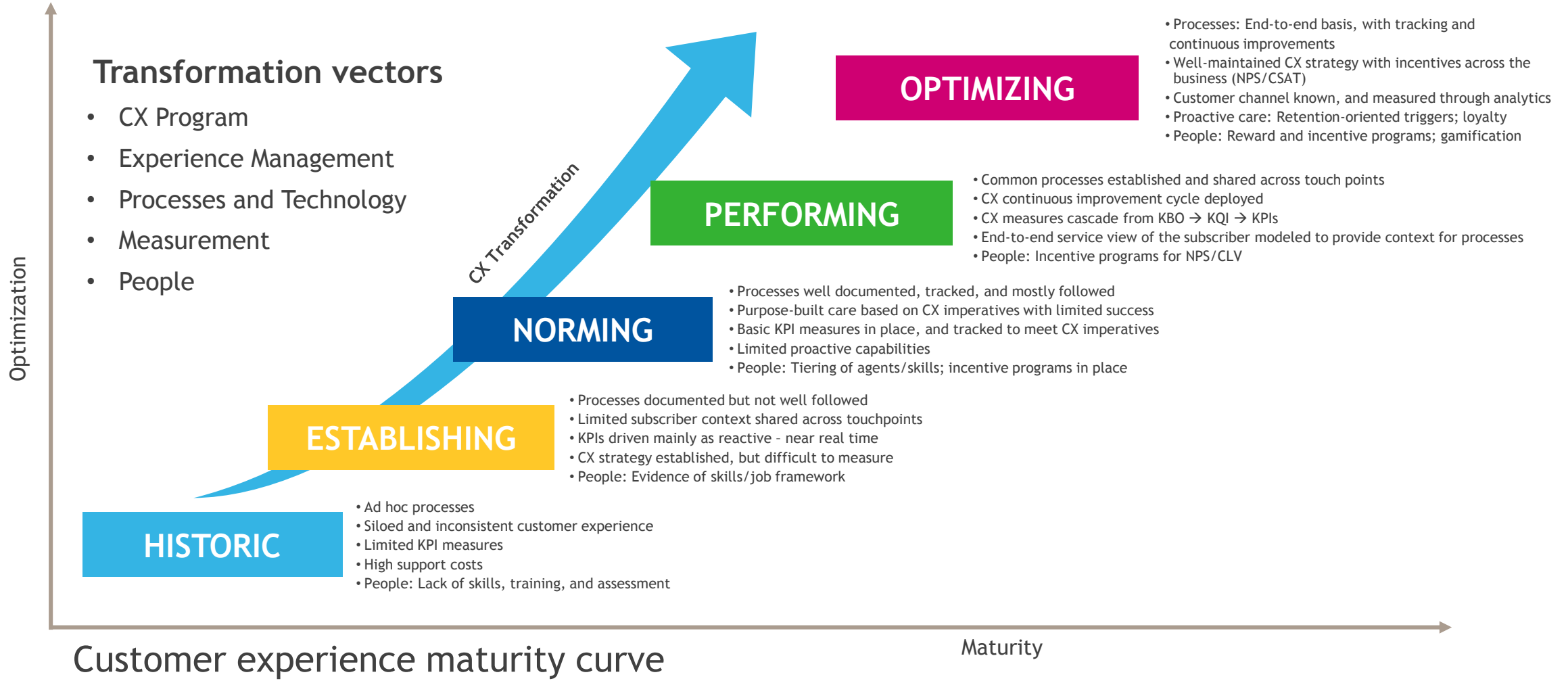
**SIMPLICITY**

**1.6x**

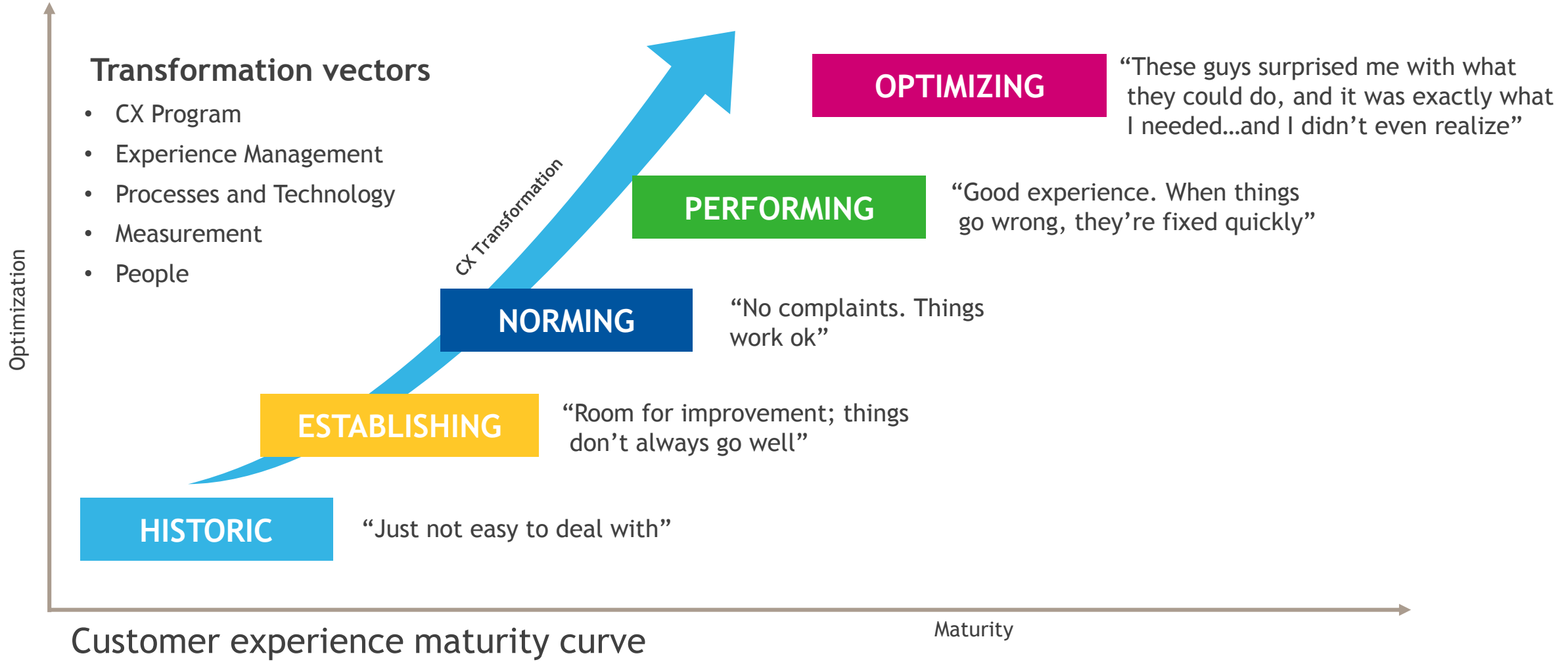1 call to an agent increases customer churn likelihood by 1.6 times

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# CUSTOMER EXPERIENCE TRANSFORMATION CHALLENGE
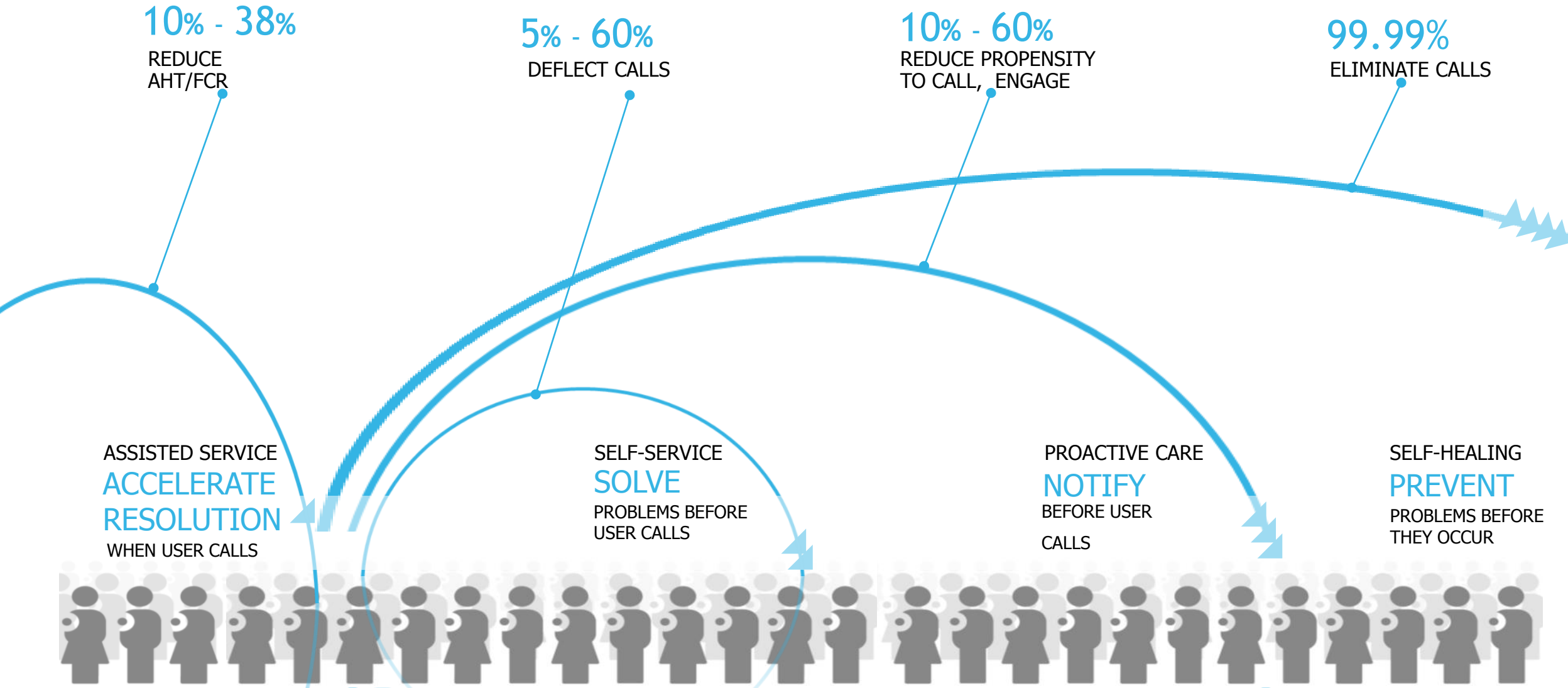## PROVIDING SUBSCRIBERS WITH AN OPTIMIZED EXPERIENCE

**Transformation vectors**

- CX Program
- Experience Management
- Processes and Technology
- Measurement
- People

*Optimization* (vertical axis)

*CX Transformation* (arrow)

**OPTIMIZING**
- Processes: End-to-end basis, with tracking and continuous improvements
- Well-maintained CX strategy with incentives across the business (NPS/CSAT)
- Customer channel known, and measured through analytics
- Proactive care: Retention-oriented triggers; loyalty
- People: Reward and incentive programs; gamification

**PERFORMING**
- Common processes established and shared across touch points
- CX continuous improvement cycle deployed
- CX measures cascade from KBO → KQI → KPIs
- End-to-end service view of the subscriber modeled to provide context for processes
- People: Incentive programs for NPS/CLV

**NORMING**
- Processes well documented, tracked, and mostly followed
- Purpose-built care based on CX imperatives with limited success
- Basic KPI measures in place, and tracked to meet CX imperatives
- Limited proactive capabilities
- People: Tiering of agents/skills; incentive programs in place

**ESTABLISHING**
- Processes documented but not well followed
- Limited subscriber context shared across touchpoints
- KPIs driven mainly as reactive – near real time
- CX strategy established, but difficult to measure
- People: Evidence of skills/job framework

**HISTORIC**
- Ad hoc processes
- Siloed and inconsistent customer experience
- Limited KPI measures
- High support costs
- People: Lack of skills, training, and assessment

*Maturity* (horizontal axis)

## Customer experience maturity curve

# CUSTOMER EXPERIENCE TRANSFORMATION CHALLENGE
## PROVIDING SUBSCRIBERS WITH AN OPTIMIZED EXPERIENCE

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Optimization (vertical axis)

CX Transformation

**OPTIMIZING**

"These guys surprised me with what they could do, and it was exactly what I needed...and I didn't even realize"

**PERFORMING**

"Good experience. When things go wrong, they're fixed quickly"

**NORMING**

"No complaints. Things work ok"

**ESTABLISHING**

"Room for improvement; things don't always go well"

**HISTORIC**

"Just not easy to deal with"

Customer experience maturity curve

Maturity

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# THE "WAVES" OF CHANGE IN CEM

## SOLVE PROBLEMS SOONER, WITH LESS EFFORT WHILE CREATING NEW WAYS TO ENGAGE CONSUMERS

**10% - 38%**
REDUCE
AHT/FCR

**5% - 60%**
DEFLECT CALLS

**10% - 60%**
REDUCE PROPENSITY
TO CALL, ENGAGE

**99.99%**
ELIMINATE CALLS

ASSISTED SERVICE
**ACCELERATE RESOLUTION**
WHEN USER CALLS

SELF-SERVICE
**SOLVE**
PROBLEMS BEFORE
USER CALLS

PROACTIVE CARE
**NOTIFY**
BEFORE USER
CALLS

SELF-HEALING
**PREVENT**
PROBLEMS BEFORE
THEY OCCUR

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# SELF CARE APPLICATIONS

**75%**

OF CONSUMERS PREFER SELF-CARE (TO CALLING HELP DESK)

**88%**

OF PEOPLE USING SELF-CARE DID NOT CALL THE HELPDESK WITHIN 28 DAYS

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# HOME DEVICE ANALYTICS
## WI-FI NETWORKS

# NET PROMOTER SCORE: MEASURING CUSTOMER ADVOCACY

**On a scale of 0-10, how likely are you to recommend us to a friend or colleague?**



"Extremely likely"

Not at all likely"

10  9  8  7  6  5  4  3  2  1  0

% Advocates  -  % Detractors  =  Net Promoter Score (NPS)

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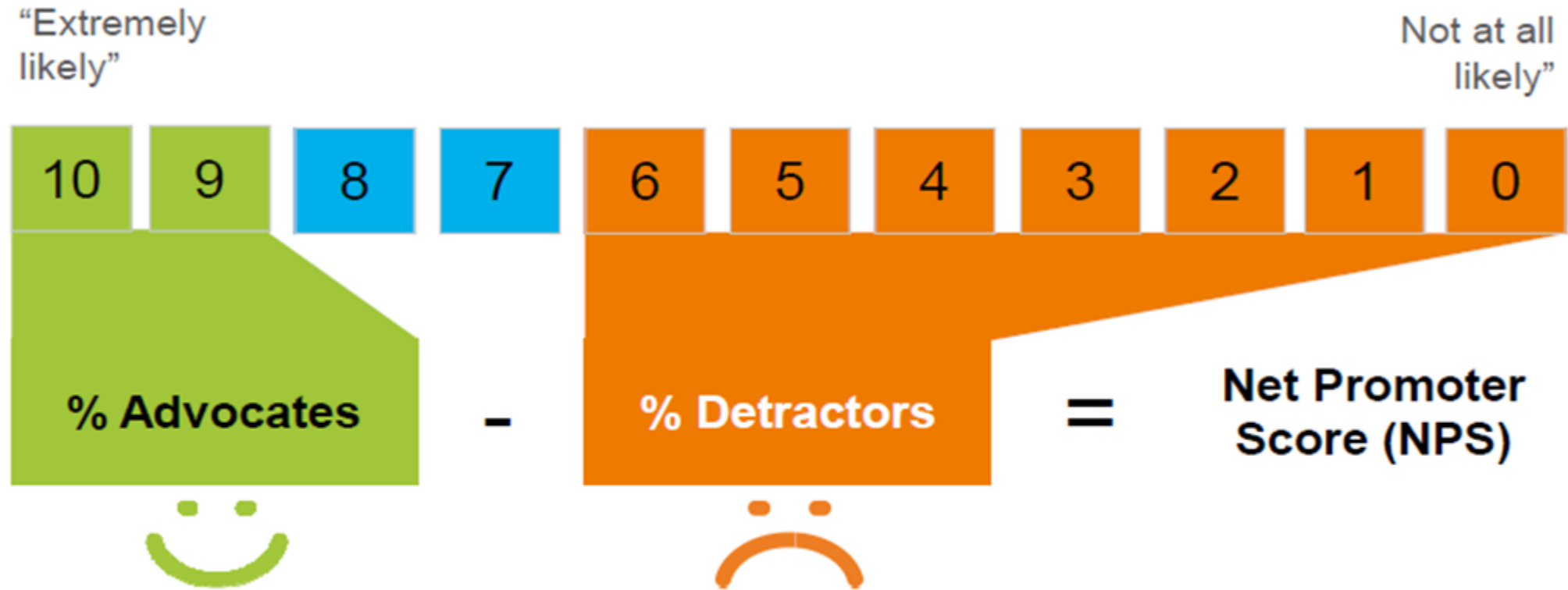
# CONTINUOUS IMPROVEMENT PROCESS FOR CUSTOMER EXPERIENCE

Content

Workflow

Analytics

Knowledge Base

Customer Experience

End to End Network View

Service Delivery Fixed and Mobile

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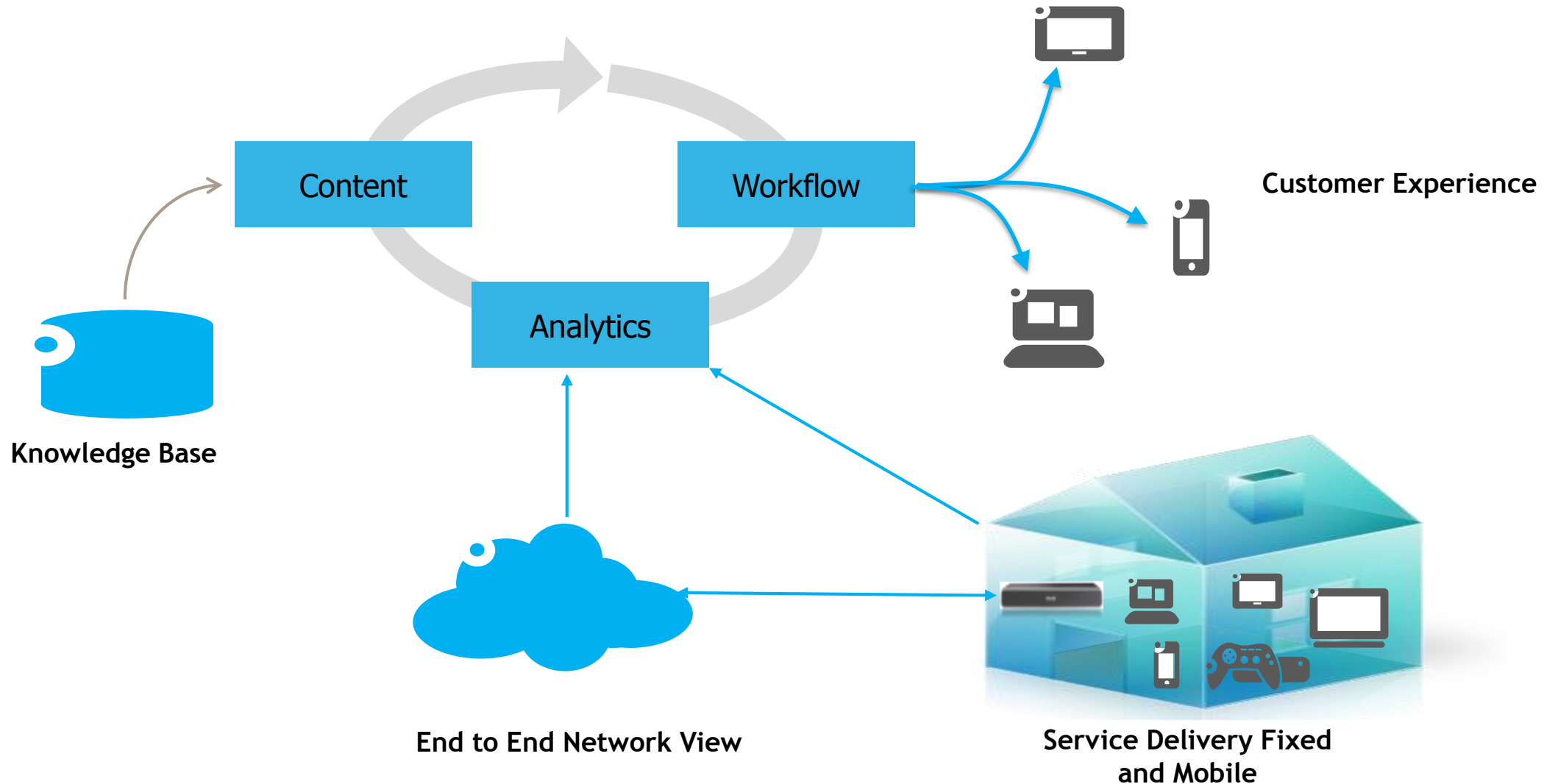
# SIMPLIFYING THE SELF-INSTALL PROCESS

## Challenge

- Operator wanted to provide an easier way for consumers to self-manage various settings on their home network, reducing the number of calls to the Help Desk.

**2.4 Million Self Help Sessions per Month**

## Solution

- Installed by default on customers' PC; requires small software download.
- Contains "connectivity diagnostic flows"; step-by-step instructions to fix common issues
- 4M+ self-help clients downloaded and installed (60% of all retail customers)

## Results

- 2.4 Million self-help sessions run per month; 88% do not call the helpdesk within 28 days; millions of calls per year avoided, resulting in substantial savings (millions of Euros)
- First call resolution increased from 77% to 88%

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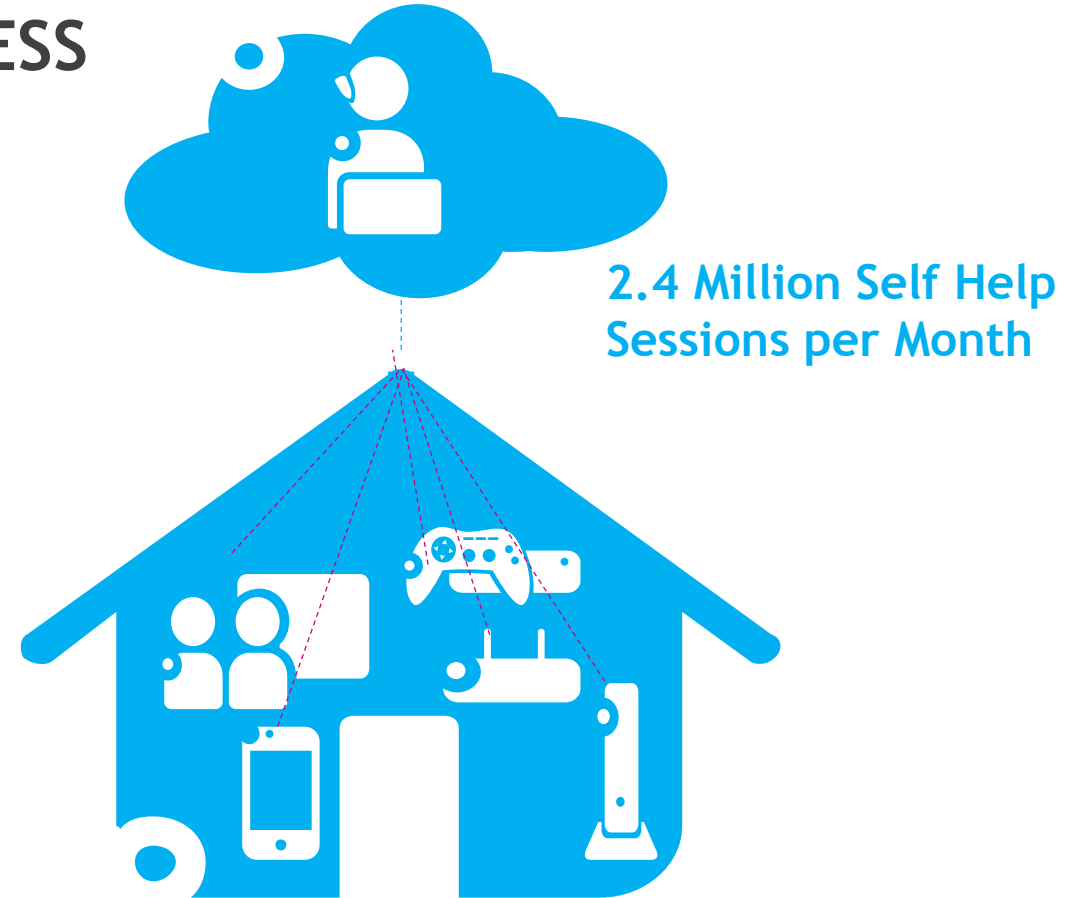
# STREAMLINING RESIDENTIAL AND MOBILE DEVICE MANAGEMENT

## Challenges

- Operator needed to cost-effectively automate the self-installation process for residential broadband customers
- Resolve challenges presented by new LTE devices.

## Solutions

- CEM solutions were put in place to automate the installation and troubleshooting processes for residential broadband customer.
- Mobile CEM solutions simplify the activation and upgrade process for millions of LTE devices; special challenges around Android.

**1.4 Million using self-help tools**

**Millions of LTE devices supported**

## Results

- 1.4 Million customers downloaded self-help tools, with 500K troubleshooting transactions handled each month.
- Broadband customers who have downloaded the solution are 8x less likely to call the Help Desk.
- 10-50K mobile subscribers are remotely activated each day.

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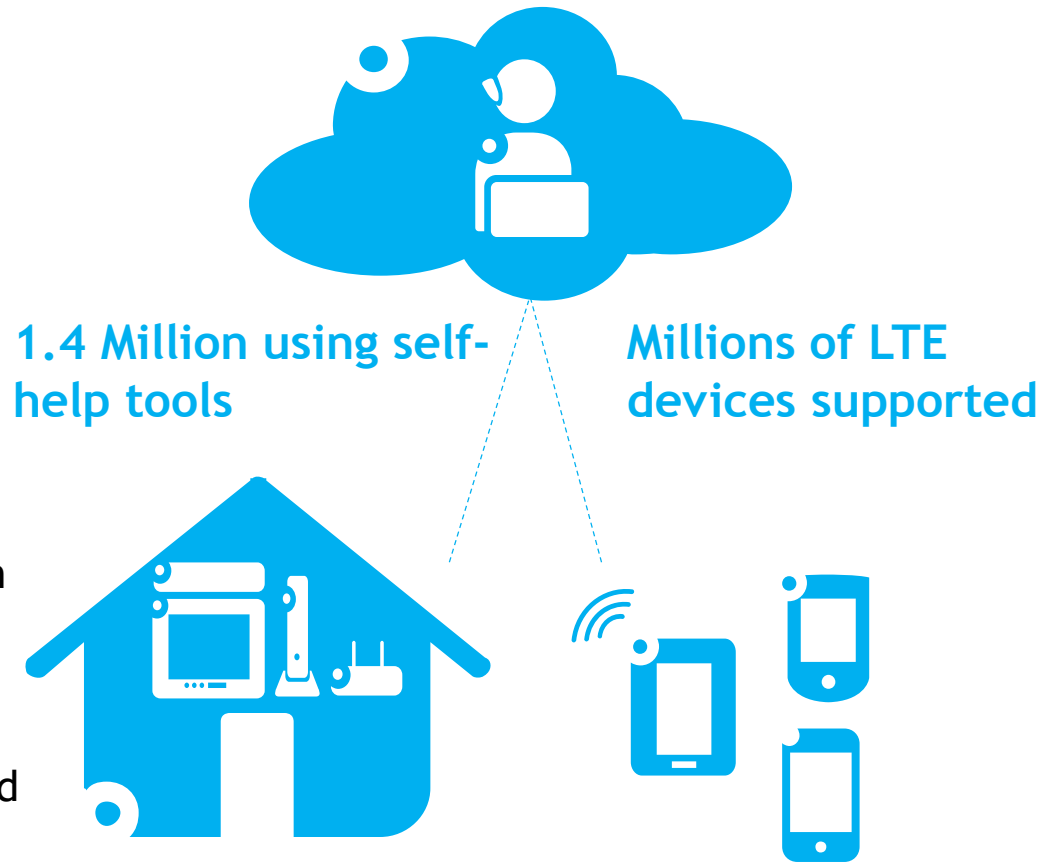
# EMPOWERING THE HELP DESK

## Challenge

- Operator wanted to ensure consistent customer experience, whether through Help Desk or Self-Service, that would reduce handle time, increase call resolution and decrease call volumes.

## Solution

- Hundreds of detailed "workflows that provide step-by-step instructions to fix common issues (for Tier 1 CSRs and customers, via mobile app)
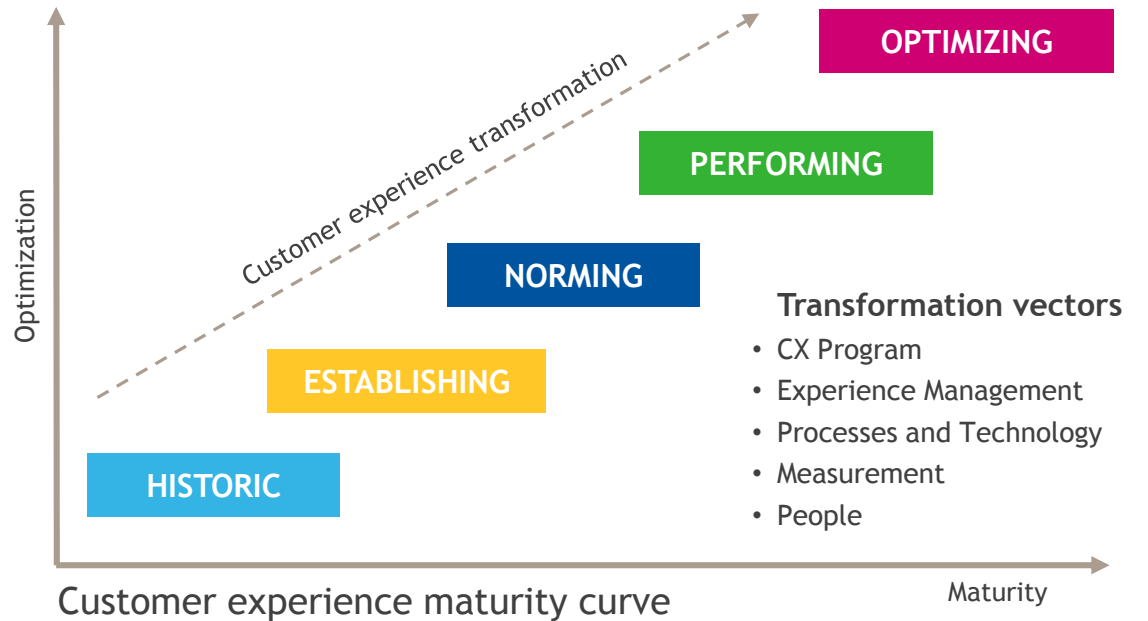- 1M+ Broadband Self-Support and Click-to-Fix sessions per month

**More than $50 Million in call center savings**

## Results

- Reduced calls to help Desk in first 30 days by 75%
- Improved first-time installation success rate from 58% to 98%

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# SUMMARY
## DEVELOPING WORLD-CLASS SERVICE ASSURANCE AND CUSTOMER CARE

- CSPs are embracing a holistic CX strategy, designed to optimize the customer experience

- Improved agent-assisted care, and a focus on self-service, are two of the big trends in CX

- Analytics is the engine, providing data on what customers are doing with their devices on CSP networks

- Net Promoter Score (NPS) is gaining traction because it allows CSPs to track the movement of their customers between antagonists/detractors, apothetics/passives and advocates

Customer experience transformation

OPTIMIZING

PERFORMING

NORMING

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HISTORIC

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