

CASE STUDY



Leading Telecom Brand

**TouchConnect -
Faster Digital Adoption.
Guaranteed.**

THE CHALLENGE

- ▶ To reduce the number of live calls to an existing IVR by providing callers an option of immediate support via SMS chat
- ▶ To offer SMS chat as an effective option for customer care issues and to improve resolution rates
- ▶ To project the yearly net cost reduction and overall impact to an existing contact center cost model by introducing a new digital engagement option for callers

A leading telecom brand has a long-term goal of transforming their customer engagement to be 80% digital. Part of the reasoning for this goal is that customer calls were too expensive to manage and the brand’s IVR system was very complex with too much infrastructure. Their customers were having to navigate through too many levels before reaching a live call agent, only to be left waiting on hold. The company wanted to be able to take these calling customers and connect them to immediate assistance through SMS chat. They saw TouchCommerce TouchConnect solution as the way to a meaningful and measurable customer experience.

THE SOLUTION

The telco and TouchCommerce partnered to pilot the TouchConnect solution. Targeted for contact centers, TouchConnect accelerates customers’ digital adoption for an effortless omni-channel experience.

Planning

The first step was to integrate TouchConnect into the telco’s care-specific IVR. The implementation included defining a target group, modifying the chat agent scripts, learning how to conduct the TouchConnect conversations, and determining how to measure the end-to-end results from multiple data sources. This 65-day planning period brought light to optimal keyword usage, a greater understanding of SMS conversational behavior and effective communication with customers.

Pilot

Then the 90-day pilot focused on key issues that came about, TouchCommerce raising the bar in how pilots are run. The teams listened carefully, worked together, and acquired vital insights that contributed to the success of the implementation. TouchCommerce has a full end-to-end reporting structure that was able to gather all of this data and put it onto one interface, enabling the telco to see everything at once.

KEY RESULTS

11% call reduction

79% resolution rate

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THE BENEFITS

TouchCommerce TouchConnect solution fit the telco's overall vision of "80/20 by 2020" by using SMS as a way of starting the conversation and as an important step in accelerating digital adoption. The brand experienced several benefits from the solution:

- ▶ Customers receive immediate assistance through texting as they opt in for SMS
- ▶ Customers love to text and know how to do it, so they adapt to SMS chat easily and readily, giving them a better experience than with the telco's current IVR
- ▶ Agents are able to handle three to four chats at once, as opposed to call-center agents who can only take one call at a time
- ▶ SMS chat is less expensive than live calls

THE RESULTS

The pilot's results exceeded the telco's expectations.

Mid-Pilot Results

- ▶ 9% call reduction (9% engagement rate with SMS chat)
- ▶ 23-minute Average Handle Time per SMS chat, with 40-second agent response times and 60-second customer response times
- ▶ 90% consumer response to the welcome message in the SMS chat session

Final Results

- ▶ 11% call reduction
- ▶ 79% resolution rate

Post-chat surveys produced positive feedback:

"This was an effective, efficient mode of communication to resolve my issue promptly. Thanks."

"Really like it. Better than talking to the computer voice on the phone."

"It was wonderful! The person who helped me was kind, polite, and timely. They knew just what to do and now I'm all set! Keep up the great work. I loved being able to get assistance via text because I hate doing things like this over the phone."

What are the next steps?

The teams will continue to make improvements, including integrating call agent availability and informing the IVR with user data from the web. They also plan to extend the pilot into new business units in 2017, creating new use cases with different requirements.

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