

Leading **Telco** lifts CSAT and agent efficiencies.

Nuance technologies help prioritize and automate interactions, saving time and costs.

Challenge

- Increase customer interactions through self-serve initiatives
- Improve call deflection metrics
- Improve online customer care interactions

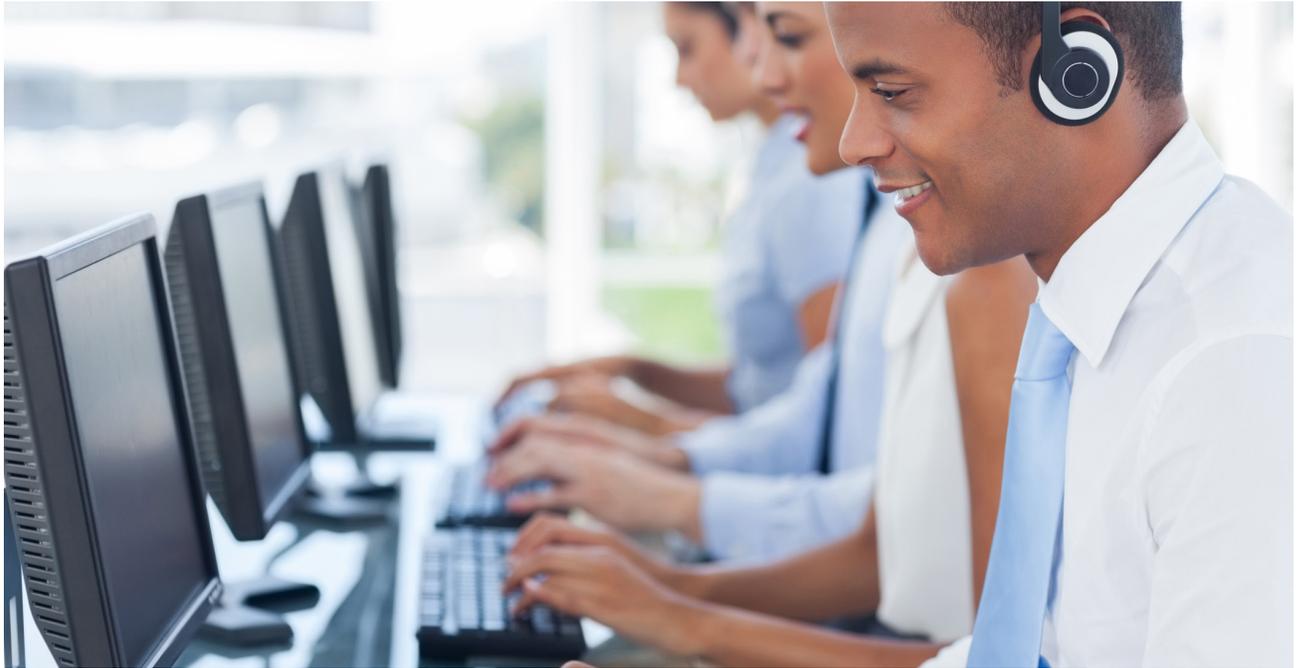
Solutions

- Automated prioritization to take advantage of the highest priority traffic
- Business rules engine and proactive care to touch site visitors at the right moment with appropriate content
- Attribute routing for better agent efficiency
- Automated self-service guides

Results

- **17% increase in site traffic**
- **15% increase in chats per hour**
- **83.5% issue resolution**
- **23% increase in CSAT top box**
- **75% call deflection** with site visitors using live assistance
- **\$1.3 M call deflection savings**
- **179% Agent Cumulative Utilization**

Telecom companies are among the large enterprises that have the busiest contact centers. With customers trying to reach a representative around the clock, a telco's agent team can be stretched thin. Thus the reason why so many telcos partner with Nuance to implement customer engagement solutions that provide customers fast, quality service while optimizing their contact centers with agents that are able to help with complex issues. This is the story of one such company.



The challenge

The company's previous chat vendor lacked the capacity to drive agent efficiencies due to the solution design. They reached out to Nuance to design an elaborate business rule strategy backed by powerful analytics and optimization.

The three items they wanted to address were:

- Increase customer interactions through self-serve initiatives
- Improve call deflection metrics
- Improve online customer care interactions

The solution

Nuance advanced business rules were implemented to address pain points on the consumer Website. Application of proactive chat, reactive chat (click-to-chat), emailed transcripts, and full integration across sales, care, order support, and technical support channels provided seamless customer experience that drive a "one and done" philosophy while enhancing self-service education and adoption.

With the Nuance business rules engine, we have the ability to engage site visitors at the right moment, with

the appropriate content. Proactive rules help drive agent effectiveness and efficiencies by targeting customers on specific pages where assistance is prioritized.

Prioritization

An automated prioritization approach allowed Nuance to take advantage of the highest priority traffic when there were fewer agents and to present alternative care content to lower priority traffic. This ensured that high value visitors were serviced through chat while other customers were still being taken care of.

The Nuance Analytics and Optimization team used 56 service lines across 70 configured Web pages to configure 68 business rules that use agent attributes. An automated prioritization approach allowed us to take advantage of the highest priority traffic when resources are scarce to ensure that those visitors are serviced.

Four different click-to-chat icon graphics and placements were implemented on the Website, along with four different pre-chat surveys to determine what type of care each customer required.

Proactive care

Prioritizing traffic and understanding demand are important inputs for optimizing a care chat program. A proactive care approach enables customers to receive customized content with the right message at the right time.

For this we created proactive rules geared towards:

- Behavior-based proactive rules
- Customer data-based rules (contract expiration, autopay, early termination, high churn score)
- Contact Us and “Chat” search rules to discourage less efficient call volume

Implementation of attribute routing

Six agent attributes were put into place for better agent efficiency: Billing, Digital Lounge, Employee, ESN Swap, General Inquiry and Registration.

Self-service through automated guides

Automated guides were designed for the company to encourage customers to take advantage of the self-serve content already available on the Website. This would deflect lower priority customers away from live chat support, improving agent efficiencies.

The benefits

Efficient care

With the Nuance business rules engine, the company is able to touch site visitors at the right moment with the appropriate content. Proactive rules help drive agent effectiveness and efficiencies by targeting customers on specific pages where assistance is prioritized.

More chats equal less call center staff, reducing costs

By caring for customers through automated assistance and live chat assistance, fewer customers use the call center route, reducing call center costs.

More chats equal more retention

The more customers are able to be served, the higher the satisfaction ratings will be. The higher the satisfaction, the more loyal customers the company retains.

The results

- With Nuance technology, the telecom company’s site traffic increased by 17%. And despite a drop in agent headcount, chats per hour increased 15%.
- Issue resolution was 83.5%.
- CSAT top box increased 23%.
- Call deflection increased by 75% with site visitors using live assistance, creating a \$1.3 M call deflection savings.
- Proactive chat interactions increased, which now accounts for 19.6% of total chat interactions stabilizing utilization when the demand for chat is low.
- The eBill rule conversion rate was 63%, accounting for 15% of total eBill enrollments on the Website.
- In the beginning, agents had been handling at least one chat 96% of the time. By the end of the first 90 days, we saw a significant increase in utilization with agents handling 1.8 chats 98% of the time. Agent cumulative utilization reached 179%.



About Nuance Communications, Inc.

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.