



**Case Study:**

## A Market-Leading Telecom

A market-leading telecom enterprise company chose TouchCommerce to:

- ▶ Implement measures to increase chat agent efficiencies
- ▶ Improve customer satisfaction ratings

### THE CHALLENGE

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

The company’s previous chat vendor lacked the capacity to drive agent efficiencies due to the solution design. They reached out to TouchCommerce, an innovator in online engagement solutions, to design an elaborate Business Rule Strategy backed by powerful analytics and optimization.

### THE SOLUTION

TouchCommerce’s 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 TouchCommerce Business Rules Engine, we have the ability 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.

#### Prioritization

An automated prioritization approach allowed TouchCommerce 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 TouchCommerce Analytics & 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.

*“With TouchCommerce technology, the telecom company’s site traffic increased by 17%. And despite a drop in agent headcount, chats per hour increased 15%.*

*Additionally, call deflection increased by 75% with site visitors using live assistance, creating a \$1.3M call deflection savings.”*



## CASE STUDY, CON'T:

### 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 TouchGuides

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.

## BENEFITS

### Efficient Care

With the TouchCommerce 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.

## RESULTS

- ▶ With TouchCommerce 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 \$1.3M 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%.