[24]7.ai

Global Communications Giant Relies on [24]7 Agent Services™

[24]7.ai Chat Agents Support Multiple LOBs Including All Social Media

COMPANY

One of the world's largest telecommunications, media and entertainment companies

[24]7.ai PRODUCTS & SERVICES

- [24]7 Agent Services including chat and live voice agents

CX ENVIRONMENT

- Agent Services contract for 13 lines of business with 1,800+ agents
- Contact centers in the US, India, Colombia, and the Philippines
- Collaborative, consultative training development
- Social media service response managed across all LOBs by 400 agents
- New products and services tested in Colombia contact center

CHALLENGES AND GOALS

- Achieve and maintain high voice of the customer (VOC) ratings
- Transition 500 India contact center agents to remote work in just 72 hours to maintain business continuity during pandemic

RESULTS

- Maintained VOC standards with remote work during global pandemic
- Daily, diligent handling of social media inquiries contributes to customer satisfaction
- Grew share of business to 60% of client's overall digital interactions
- Continually rated #1 provider in 10 LOBs every month
- Tested new products and services to ensure successful launch to broader market

As [24]7.ai Agents Succeed, They Earn Greater Trust—and Responsibilities

When a company contracts with a business process outsourcing (BPO) vendor to handle customer interactions, it places enormous trust in that vendor. After all, its most precious relationship—the one with its customers—is at stake.

[24]7.ai™ didn't take any chances as we began this new relationship. From our initial contract with this telecom company in 2013, we invested heavily in hiring, training, and retaining high-caliber talent to support the company's online chat function.

As a result, this client has steadily increased the number of [24]7.ai chat and voice agents it employs. These agents support the client's mobility sales and service business, its social media response to customer complaints, and new products and services the company is testing. The company consistently ranks [24]7.ai agents at the top of its champion/challenger BPO model.

When the global pandemic hit, [24]7.ai quickly transitioned a significant number of agents to remote work. The results—including a low attrition rate and minimal escalations—convinced the telecom company to move forward with an agents work-from-home (WFH) model.

Challenges

As a huge global telecommunications and media corporation with multiple lines of business (LOBs), this company needs reliable contact centers to handle customer questions, concerns, and service upgrades. It uses a BPO model and relies on vendors to protect its invaluable customer relationships.

Goals

By outsourcing its customer support, the company balances cost control with customer service. The goal is to develop agents who provide excellent phone and chat support from regions of the world where labor costs are lower.

Solution

Through careful, rigorous training and recruitment, [24]7.ai provides agents who regularly rank number one in 10 or 11 LOBs every month.

QUICK STATS

Agent team expanded from 55 to

1,800

Telecom Giant Expands [24]7.ai Agent Team from 55 to 1,800

When this telecom company first invited [24]7.ai to compete for a slice of its BPO business in 2013, leaders at the company didn't expect [24]7.ai to land a contract. The company was content with its current vendor lineup.

Like many large organizations, the company uses a champion/challenger model for business process outsourcing: New vendors are periodically invited to compete for business; the ones that consistently perform well generally get a larger percentage of the work over time. But newcomers typically struggle to gain a foothold.

The [24]7.ai trial began with 55 chat agents, in India, supporting the company's broadband and telecom business line. To test this new team, the company set intentionally high goals for containment rate and customer satisfaction, above what other BPO vendors were tasked with delivering at that time. And [24]7.ai was giving 90 days to try to meet the aggressive goals.

By the end of the 90-day trial period, the team had won the client's confidence. This was just the beginning. As [24]7.ai agents continued to perform at a high level, the telecom company awarded [24]7.ai more and more of its chat support business. Over the next three years, our volume of business grew to 60 percent of the client's overall digital interactions in technical, billing, sales and social support.

Expanding Relationship Leads to Greater Presence

From 2014 through 2019, [24]7.ai involvement expanded to new lines of business, including mobility, broadband internet, IPTV services, and social media. And with a geo-balancing strategy in place, we support our client from contact centers in Bangalore and Hyderabad in India, the Philippines, Colombia, and the United States. This makes it easier to provide around-the-clock support and is also a testament to our ability to deliver a consistent customer experience in multiple locations.

[24]7.ai currently supports 13 lines of business with more than 1,800 chat agents and we typically rank number one in at least 10 LOBs each month, and in the top three for the other LOBs. [24]7.ai also boasts the highest CSAT rating among the client's BPO vendors.

Strong Collaboration Between Leadership Teams Improves Agent Training

Standardized training is one key to a successful decentralized model for contact center operations. [24]7.ai works closely with the telecom company to develop training goals and ensure agents in every location understand how to respond appropriately to customer inquiries.

The training curriculum is highly collaborative. Chirantan Das, [24]7.ai senior director of operations in the Bangalore contact center, says the training content for all lines of business is always evolving with help and direction from [24]7.ai trainers. Additionally, leaders from both companies meet weekly or biweekly to review training procedures and continuously improve the process.

> "The leadership experience gained from working with a variety of Fortune 500 customers is one of the key advantages that helps [24]7.ai stand out."
>
> **CHIRANTAN DAS,** *Senior Director of Operations,* [24]7.ai

[24]7.ai manages 100% of the client's social media service response across all lines of business

Strong leadership is another agent success factor. [24]7.ai site leaders average more than 17 years' industry experience; Das himself has been with [24]7.ai for more than 18 years. He has worked with a number of huge global companies in telecom, financial services, and retail. He says that "the leadership experience gained from working with a variety of Fortune 500 customers is one of the key advantages that helps [24]7.ai stand out."

Years of BPO experience and expertise gives the [24]7.ai leadership team insights into improving processes and customer experience. The team regularly brings forward recommendations such as how to optimize survey forms to accurately assess customer perception, or how to reduce the rate of disconnected chats.

[24]7.ai acts as a valued consultant, striving to go above and beyond the service agreement to help its client achieve its business goals. As a result, leaders at both companies see the relationship as more than simply a service.

India Team Combines Sales and Service

Our consultative approach is evident in the telecom company's mobility sales and service support. When [24]7.ai agents began working with this LOB in 2017, the focus was entirely on service, with little to no emphasis on sales.

Gradually, this focus evolved. In collaboration with the client, [24]7.ai added upselling and cross-selling to the training curriculum. Today, says Das, "We coach our people to couple the selling aspect of an interaction with a service query."

For example, during a service interaction, chat agents introduce other streaming products or wireless devices that might interest the customer. Chat agents are carefully coached to know when and how to make these recommendations while resolving customer requests. And as Das says, the training program is always evolving.

Increased Trust Leads to Key Role in Managing Social Media

The [24]7.ai Dallas team supports our client's social media presence, a channel that now generates best-in-class Net Promoter Score.

Today, [24]7.ai manages 100 percent of the client's social media service response across all lines of business, with nearly 400 agents responding to comments on social media channels. They triage customer issues to determine urgency, then respond directly or escalate.

The company's confidence in [24]7.ai led it to outsource social media for its Office of the President, the first time it has ever entrusted this high-profile work to a vendor; [24]7.ai is the only vendor to have been awarded the contract. [24]7.ai agents determine which issues need to be escalated and ensure those issues are brought to the attention of C-suite executives or ombudsmen.

Colombia Center Tests New Products and Services

The [24]7.ai facility in Bogotá is a key contact center serving the US market, thanks to its proximity to the United States and a similar culture, which enables agents in Colombia to better relate to the US consumer experience and thus guide them through both support and sales opportunities.

But this contact center has another important role: Testing support for new products and services. For example, the company has begun to deploy support on Apple Business Chat, a process managed in Colombia. It's just one of several pilots that began there.

Contact Centers Respond Quickly to COVID-19

The COVID-19 pandemic disrupted most contact centers, many of which are located in countries without universal Internet access. So when contact centers began closing and people sheltered in place, some BPO vendors suddenly struggled to support their clients.

[24]7.ai had been preparing for this possibility. Once the telecom company gave approval for the team in India to work from home offices, the [24]7.ai contact center was up and running remotely within 72 hours. Other vendors took two weeks or more to get there.

[24]7.ai also made other changes to its processes to ensure it could maintain service-level agreements and keep agent attrition low. Preserving consistency in VOC scores and sales was vital even with employees working remotely, so we tweaked training procedures to focus on productive behaviors in a home environment. We also changed our recruiting criteria, emphasizing a fast Internet connection and the self-directed personality necessary for working from home.

As a result, while some of our client's other BPO vendors struggled with 40 percent agent attrition rates, we kept ours under 11 percent—a reasonable goal for normal business conditions, but during a pandemic it was seen by the telecom company as a stellar accomplishment.

Looking Forward

Since 2013, [24]7.ai has primarily provided our client with chat agents to support its many lines of business. The success of this program has led the telecom company to explore other opportunities with [24]7.ai, including voice agents and chatbot technology. Both companies expect to significantly ramp up the relationship in the coming years.

QUICK STATS

Agent attrition rate was kept under 11%

Contact us

www.247.ai

info@247.ai

United States +1-855-692-9247

Canada +1-866-273-1195

United Kingdom +44 0 207 836 9203

Australia +61 2 90025780

About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: www.247.ai