

Telecom Giant Leverages Trusted BPO Partner [24]7.ai for Social Media Support

Our team is rewarded for its deep expertise in customer experience

COMPANY

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

[24]7.ai SERVICES

[24]7 Agent Services for social media engagement

CX ENVIRONMENT

- BPO contract for 13 lines of business with 1,800+ agents
- 400 agents dedicated to managing 100% of the company's social media service responses
- Contact centers located in the US and Colombia provide dedicated service in English and Spanish

CHALLENGES AND GOALS

- Fragmented, unstructured, and inconsistent responses in social media
- Decentralized customer service on Facebook and Twitter posed risk—one bad post could blow up exponentially

RESULTS

- [24]7.ai team centralized and operationalized the company's social media presence
- [24]7.ai agents are empowered to completely resolve customer issues as outlined in business policies, avoiding additional escalation
- [24]7.ai team trusted to take full responsibility for responses on behalf of the Office of the President
- Consistently high NPS

Strong Relationship Leads to Expanded Role for [24]7.ai

For one global telecommunications company, social media has become an important channel to connect with customers and provide support and service. As the demand for direct communication with customers through Facebook and Twitter grew unwieldy, this enterprise sought the assistance of [24]7.ai, a long-time trusted partner for business process outsourcing (BPO).

The two companies initiated their strong relationship in 2013. Since then, the [24]7.ai contact center team has grown to 1,800+ agents, all providing voice and digital customer support. The telecom company was confident it had the right partner as it strengthened its customer service through social media.

Challenge—Fragmented Social Media Response

Social media is a great way to attract and keep customers, especially in a highly competitive industry. It's also a popular way for people to speak up about things they care about, like when they are having issues with their service providers. This company was intent on resolving customer issues right where the customers were—in this case, on Facebook and Twitter.

Initially, the company's own efforts to provide customer service on Facebook and Twitter were unstructured and fragmented across product lines. Its teams were spread across multiple sites with employees working under different leadership, which created inconsistency in the company's response.

But inconsistencies weren't the only problem: Social media interactions pose risk in how public they can be. A misguided or inappropriate post could blow up to millions of followers. Carefully managed procedures and training would mitigate potential glitches—just as in any other customer service operation.

The Goal—Operationalize Customer Service on Social Platforms

In 2015, our telecom client approached us to help develop its strategy for operationalizing customer service on social media. After all, expertise in great customer service should be applicable across channels, right? [24]7.ai had a proven track record in superior customer support for this client through its other service channels.

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“One misstep on social media can have disastrous consequences, so our client’s trust in our approach is a testament to their confidence.

The willingness to consider a fresh perspective has been fortunate for both of us. The result is a tremendous partnership.”

AYUSH MISRA, *Vice President and Practice Lead, [24]7.ai*

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[24]7.ai Team Starts Small and Executes Quickly

We began with a team of 20 dedicated agents to demonstrate our agents’ capabilities and how quickly we could operationalize the social media strategy.

The small [24]7.ai team drew lessons from the telecom’s experience—combined with the team’s own expertise in delivering superb customer satisfaction—and began creating working models and best practices.

One of the early learnings had to do with triaging. Not all social media posts and mentions require immediate attention. So the first step was to filter for actionable versus nonactionable mentions. Through a combination of experience, algorithms, sentiment analysis, and artificial intelligence, the [24]7.ai team established rules for determining which posts required action.

The team then created rules to determine which of the actionable mentions required a support or service resolution—a Tier One response—and which can be handled more casually.

Full Speed Ahead

The success of this program was evident almost immediately. Within six months, the [24]7.ai team had proven its capabilities, tripled in size, and outgrown its original space. The team opened a new contact center in the US fully dedicated to supporting the telecom’s customer service on social media.

Today, close to 400 people work in this contact center, all of them focused on social media. The program is one of the largest of its kind, with [24]7.ai agents handling 100 percent of this telecom giant’s social media customer service.

The social media customer service program is continuously validating the Net Promoter Scores (NPS) in the framework of resolution cycle. In fact, NPS for this channel began to exceed scores for voice and chat service, which are considered a benchmark for the telecom company’s customer service.

Expansion to Office of the President

The company’s confidence in the professionalism of [24]7.ai agents led it to expand the contract to include its Office of the President. This is the first time the telecom giant has outsourced this high-profile work—handling social media for its Office of the President—to a vendor. [24]7.ai is the only vendor awarded this responsibility.

As part of the social media response, [24]7.ai agents now determine which issues need to be escalated. Critical concerns are immediately brought to the attention of C-suite executives or ombudsmen.



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Customer retention rates increase when businesses learn from what they're hearing on social media.
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Looking Forward: From Cost Center to Profit Center

With the help of [24]7.ai, the telecom company is looking to convert its social media customer service from a cost center to a revenue center. Engaging customers and prospects on social media at a moment when they're thinking about phones and other telecom products creates an opportunity to influence purchase decisions.

Even public criticism about its products is an opportunity. People whose concerns are handled with grace and empathy often become more loyal, and thus more likely to purchase. It may be that alternative product offerings would be better suited to address a customer's needs/desires, so the personal outreach is a golden opportunity to increase customer satisfaction.

How to increase the sales propensity of the social media channel is an ongoing discussion. Together we are developing procedures and systems for tracking a social media engagement to an actual point of sale. The telecom company is actively pursuing this strategy as it continues to deepen its relationship with [24]7.ai.

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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