



SUCCESS STORY

SUMMARY

TELECOM | NORTH AMERICA | [24]7 CHAT & AIVA

Driving Digital Adoption With Superior Service

This leading telecom provider is an American direct-broadcast satellite service provider with more than 13 million subscribers. They offers the highest quality programming with the most choices at the best value, and leads the pay-TV industry in state-of-the-art equipment and technology. They chose [24]7 AIVA and [24]7 Chat to deliver exceptional self-service customer experiences, while routing customers to live agents as needed.

Projected Savings

~\$6M

Increase in Chat Volume

26%

Chat Completion Rate

95%

CHALLENGE

All Calls, All the Time

Traditionally, almost all of this leading telecom provider's customers have used the highest-cost channel, voice, for even simple requests like paying bills or setting up remotes. Their goal is to be the number one leader in customer satisfaction for its industry, so it needed to find a way to control costs without compromising customer service. The company set out to reduce call volume by automating the most common customer journeys, and making them available through both digital and voice self-service. For customers who need to escalate to an agent, they wanted to ensure that calls would be routed accurately to a chat or voice agent, with the full context of the previous interactions, thus reducing the average handle time (AHT).

SOLUTION

Prioritize and Automate

This leading telecom provider partnered with [24]7.ai to drive its digital transformation strategy. Leveraging the predictive analytics capability of [24]7 Chat they set out to increase monthly chat volume, and drive incremental sales by 10 percent in first year. they also chose [24]7 AIVA to deliver an intuitive, personalized self-service experience that would attract customers to its digital channels. With [24]7 AIVA, the telecom provider aims to automate its top 10 customer journeys (see fig 1) and have 10 percent of subscribers choose self-service within the first year. Overall, the company hopes to achieve CSAT of 85 percent or higher.

First, [24]7.ai analyzed more than 100,000 of the telecom provider's chat logs to identify the top customer journeys that should be automated for self-service, maintained as assisted service, or designed to be a mixture of both (see fig 2, next page).

JOURNEY PRIORITIZATION

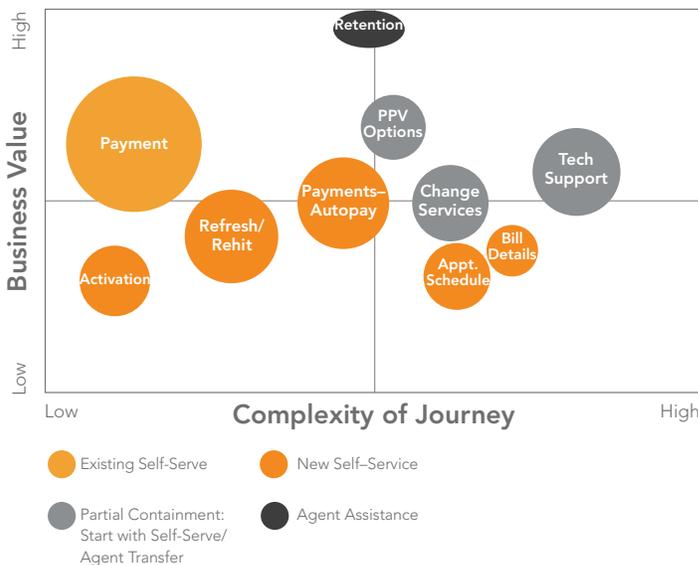


Figure 1: [24]7 helped this leading telecom provider identify top journey categories and ideal channel treatment based on volume, business value and complexity



LET'S CHAT

The telecom provider deployed [24]7 Chat to enhance their customers digital experience. By making the chat option more prominent, and making the pre-chat form easier to complete, the company aimed to significantly increase adoption. Because [24]7 Chat loads faster than the previous chat solution, and automatically reserves an agent when a customer requests a chat, consumers don't have to wait. For visitors to the "new subscriber" page, a chat window proactively pops-up.

Consumers can use this to register, which increases chat usage right out the gate and helps establish it as the support channel of choice for new customers. Since implementing [24]7 Chat, weekly chat volume increased by 26 percent, reducing customer service costs by driving more contacts away from the highest cost channel—voice. Additionally, the quick response of the chat agents has led to a chat completion rate of 95%. Indicating customers are remaining within the chat window once a chat is initiated to have their query resolved instead of abandoning an initiated chat before the agent engages.

WEIGHING IN: FIGHT BOT

To test the immediate impact of self-service the telecom provider deployed [24]7 AIVA in the lead-up to two high-value pay per view (PPV) fights that were generating a lot of customer interest and excitement—Mayweather vs. McGregor and Canelo vs. Golovkin. For customers looking at the event on the telecom provider's website, [24]7 AIVA (in this situation nicknamed the "Fight-Bot") proactively popped up to answer questions and even facilitate orders. With the initial roll-out, 40 percent of customers who interacted with the "Fight-Bot" went on to place their order with its help.

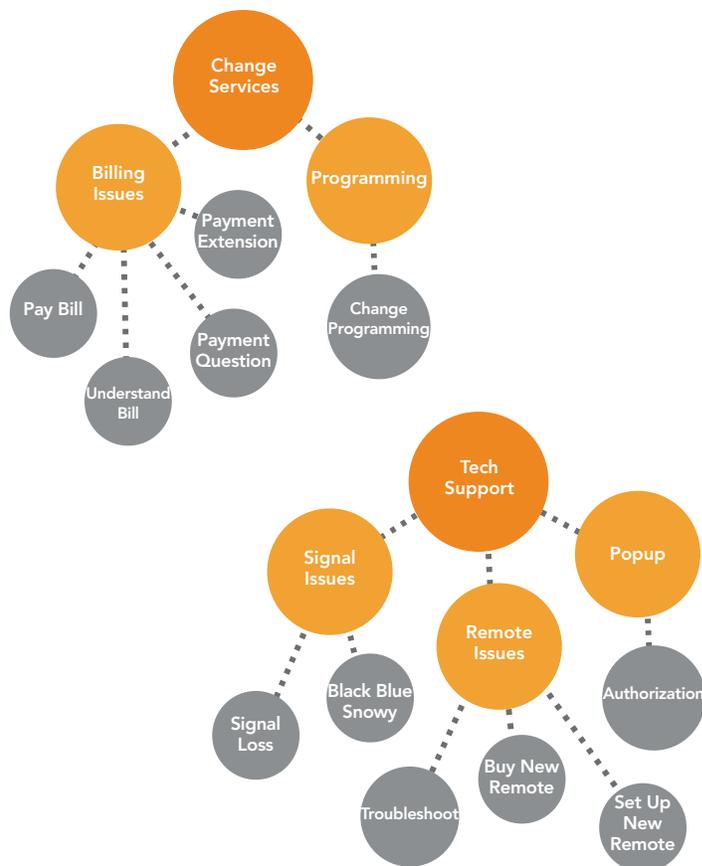
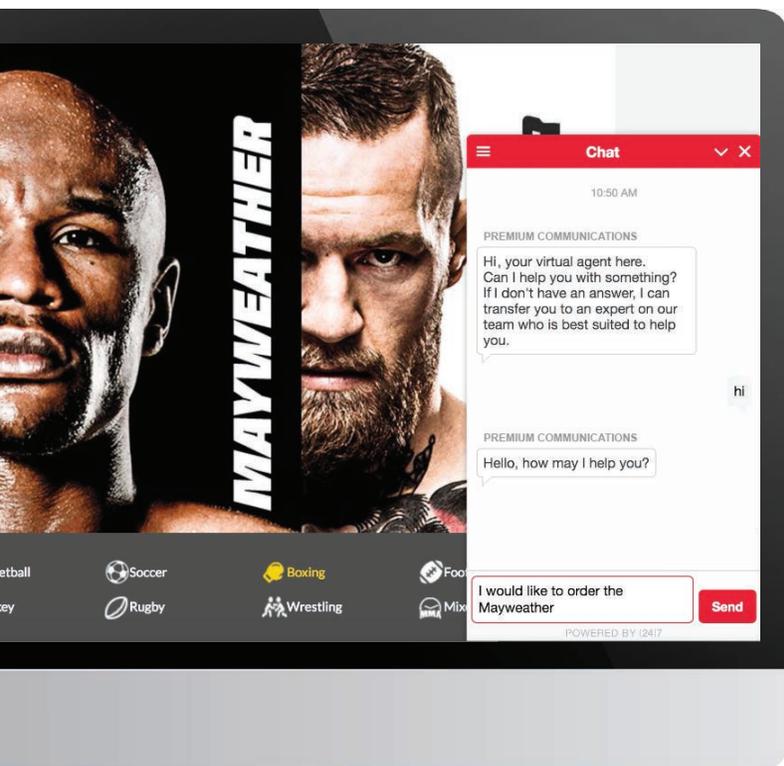


Figure 2: Each journey is comprised of multiple sub-journeys. The telecom provider selected the top Tech Support and Change Services sub-journeys as candidates for full self-service or partial automation with intent-based routing to agents with the right context.



Why this telecom provider Chose [24]7.ai As Its Digital Transformation Partner

- Single solution that works across digital VA and live chat
- Easy, seamless experience for customers and agents
- Better understanding of customer needs
- Optimized journeys across channels and time
- Future-proof—easily add on emerging channels
- Start anywhere, go everywhere platform—choose your intents
- Guaranteed success with outcome-based pricing



RESULTS

Lower Volumes, Lower Costs

Besides providing a satisfying self-service experience with [24]7, the telecom provider projects savings of \$6 million in the first year from routing improvements based on predicted intent and journey automation.

This leading telecom provider is well on its way to digital transformation and its initial success is a strong indicator that the company will reach its goals once [24]7 AIVA is deployed across all of their top 10 customer journeys. They plans to make [24]7 AIVA the first point of contact on all digital channels, eliminating pre-chat forms and speeding up handling times by routing customers to the correct agent. They also plans to employ [24]7 Chat's predictive models to assist chat agents by identifying the best offers for each customer, and providing help at the right moment to increase incremental sales. By doing this, this telecom provider expects to increase sales by 10 percent.

To guarantee results, [24]7.ai offers outcome-based pricing—meaning the telecom provider only pays for successful outcomes, which removes risk and demonstrates that [24]7.ai is invested in their short and long-term success.



We are committed to giving our customers the best possible experience no matter how they interact with us. We listen to our customers, and have taken an innovative, forward-thinking approach to giving them the experience they want. Using [24]7 AIVA and [24]7 Chat we're able to provide customers with rich, satisfying interactions whether they're calling on the phone or using chat, and we'll continue to make that experience even better over time."

Executive Vice President of Operations

Let [24]7.ai help your organization achieve extraordinary results. Contact us today.

 www.247.ai

 queries@247.ai

 +1 1.650.385.2247

About [24]7.ai

[24]7.ai is redefining customer acquisition and engagement by making consumer intent the cornerstone of digital transformation. With intent-driven engagement, companies anticipate and act on consumer intent across any channel, collapsing the time to deliver successful outcomes in the moments that matter most.

For more information visit: <http://www.247.ai>