



SUCCESS STORY

SUMMARY

TELECOM | [24]7.AI CUSTOMER ENGAGEMENT & ACQUISITION

Transforming the Digital Customer Experience

This top telecom company is committed to innovation and delivering the best possible customer experience across all its channels. For over 10 years this telecom company has partnered with [24]7.ai to drive its digital transformation, deliver a seamless personalized experience for customers, and increase loyalty while expanding its subscriber base.

Self-Service Increase

400%

VA Questions Answered/Year

3.6M

Sales Growth

+20%

NPS

+11%

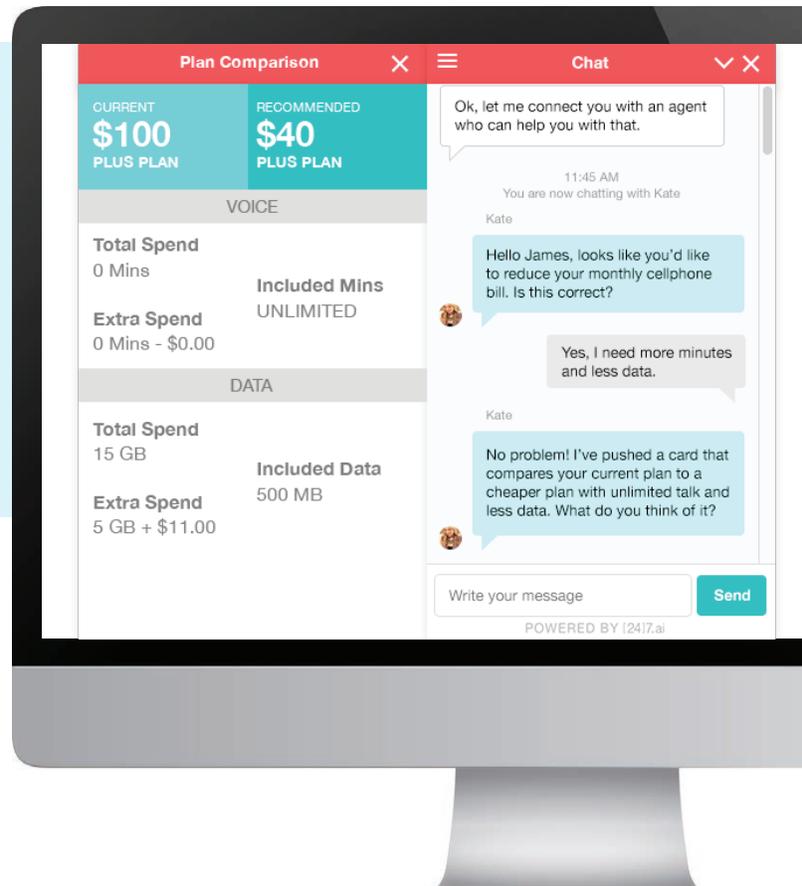
CHALLENGE

Delivering a Game-Changing Customer Experience

This telecom company's goal is to become the #1 telecom provider in the region. To get there, the company recognized it needed to deliver a differentiated experience across all customer-facing channels. The telecom company also needed a partner that aligned with its guiding principle of innovation, understood the telecom landscape, and would develop a clear roadmap to systematically transform how it engages with its customers.

Why this Top Telecom Provider Chose [24]7.ai as its Digital Transformation Partner

- Systematic digital transformation roadmap
- Trusted advisor – [24]7.ai collaborates with the company to ensure the platform is continually evolving
- Single platform that works across digital and IVR channels
- Easy, seamless experience for customers and agents
- Optimized journeys across channels and time
- Future-proof—easily add on emerging channels





SOLUTION

A Digital First Approach

This telecom company's digital strategy is simple: reduce customer effort and enhance the customer experience by driving digital at the heart of every service interaction.

The telecom company had the foresight to start its digital transformation early, choosing [24]7.ai as its partner in 2007. Leading up to this decision [24]7.ai had successfully outperformed on KPIs for both sales and service product solutions: voice agents, chat agents, and [24]7 Chat (an AI-powered chat platform).

The telecom company appreciated that [24]7.ai not only had the technology it desired but was also willing to work with the company to create a bespoke digital transformation strategy. [24]7.ai was strategic in how it implemented each product to ensure outcomes were optimized at every stage of deployment.

A cornerstone of the digital transformation strategy is the intent-driven [24]7 Platform. [24]7.ai operates from the perspective that channel and device are irrelevant. It houses its artificial intelligence, predictive analytics, and machine learning capabilities within this centralized platform instead of in any one product. This means customer data is pulled from the same databases of knowledge, regardless of channel. For this telecom company, this meant it could start with any product and easily add on new channels and journeys as it proceeded through its transformation.

A timeline of how [24]7.ai executed on this strategy is illustrated below.

Path to Digital Transformation

2007-2013	Q1 2014	Q4 2014	Q1 2015	Q2 2015	Q1 2018	Q4 2018 & Beyond
 Deployed [24]7 Voice Agents	 Deployed Mobile App Chat	 Started IVR to chat deflection for consumer service	 Deployed [24]7 Active Share	 Initiated service chat for cancellations, pre-activations and onboarding	 Transition [24]7 Virtual Agent from informational to conversational	 Deploy [24]7 AIVA for IVR
 Deployed [24]7 Digital Chat Agents	 Deployed [24]7 AIVA Digital			 Introduced predictive agent recommendations		 Deploy [24]7 Customer Journey Analytics
	 Deployed [24]7 Chat Initiated service chat for tech support, account enquiries, relocations and financial help					



Let's Chat—Blending the Human and Virtual Agent Experience

The telecom company had two clear objectives when implementing [24]7 Chat and [24]7 AIVA: increase incremental sales and improve service. [24]7.ai started by mapping customer intents and working with the company to identify the best customer journeys to test its applied predictive analytics and machine learning to optimize the platform for each goal.

On the sales side, [24]7 Chat combined with [24]7 AIVA is geared towards maximizing online sales. On the service side, [24]7 Chat provides customers with agent assistance on the web as well as within the company's mobile app. This is backed by [24]7 AIVA, which automates simple queries for customers and also supports agents in the contact center.

By deploying IVR2Chat, an add-on feature of [24]7 Chat, the company became one of the first companies to offer customers the option to avoid the long phone queue and seamlessly transition to a chat agent if they were calling via their smart phone.

Since deploying their virtual agent, the telecom company has experienced a 30 percent drop in phone and email support requests. 41% of online revenue can be attributed to [24]7 Chat with [24]7 Digital Chat Agents generating an average of \$3.5K per month in revenue. IVR2Chat has successfully deflected over 6% of calls from voice to chat.

Making Everything Personal

Deploying [24]7 Personalization, the telecom company is able to enhance its knowledge about its customer base, use data to predict customer behavior in real-time, and tailor messages precisely to its audience. Applying artificial intelligence and predictive analytics to explicitly determine the most likely intent, [24]7.ai helped the company target the right consumers with dynamic creative and personalized experiences across digital ads, website, mobile apps, and chat. [24]7 Personalization has contributed to a 15% lift in digital ad sales and lowered cost per action by 30%.

Visual Conversations

With continued success across all of the telecom company's digital channels the next step was to enhance the voice channel. [24]7 Active Share allows customers who call via their smartphone to view and interact with relevant information that the voice agent pushes to their mobile. [24]7 Active Share currently covers 85% of sales calls and 75% of service calls made to the company. Agents using [24]7 Active Share achieved an NPS 47 percent higher than agents who did not use it. First Contact Resolution (FCR) rates were also 25% higher with [24]7 Active Share than with interactions where it was not used.



Customers expect more from their telcos than ever before, so we've got to put innovation front and centre if we want to enhance those moments that matter to our customers."

– Top Telecom Company,
Head of Brand



RESULTS

Evolving the Digital Customer Experience

[24]7.ai continues to collaborate with this telecom company to transform its digital business and omnichannel consumer experience to make things simple for its customers. During this 10-year partnership the telecom company has increased self-service by 400%, grown sales by over 20%, and increased its NPS by 11%. [24]7 Chat has deflected 20% of call volume and is expected to reach 80%.

By choosing to centralize its digital transformation effort with [24]7.ai the telecom company has ensured a quicker deployment and richer, more informed insights from its multivariate Big Data. It has also helped remove silos across departments and encouraged unprecedented collaboration, all geared towards improving the customer experience—an important change if the telecom company is going to be able to meet customer expectations tomorrow.

Unwavering in its commitment to be first and provide a game-changing experience, [24]7.ai partners with the telecom company to continually look for ways to innovate and enhance its digital customer service offerings.

Looking forward, their virtual agent will be upgraded from an informational chatbot to a conversational chatbot, allowing a two-way exchange with customers and further increasing self-service rates.

Digging deeper into understanding the telecom company's customer base and innovating its customer service channel, [24]7 Customer Journey Analytics will be deployed to build a clear picture of what a true customer journey looks like across all touch points, from in-store to social, ads, and service.

And to expand on the initial voice channel enhancement with [24]7 Active Share, the telecom company will be deploying [24]7 AIVA for IVR, chatbots exclusively tailored for the voice channel that will leverage natural language processing to improve self-service for customers who prefer to call in.

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

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

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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>