[24]7.ai

SUCCESS STORY

SUMMARY

TELECOM | NORTH AMERICA | [247] CHAT, IVR2CHAT & AIVA

Transforming the Digital Customer Experience
This leading entertainment provider in America has more than 32 million subscribers. As one of the world's largest pure-play audio entertainment companies, they create and offer commercial-free music, premier sports and live events, news and comedy, talk and entertainment, and Latin programming. Subscribers can personalize content and listen in vehicles, on smartphones and other devices, and online. The company chose [24]7 Chat and [24]7 AIVA to increase and automate self-service interactions and leverage consumer intent to improve the customer experience.

Call Deflection	Increase in Chat Volume	Self–Serve Automation	AIVA Interactions in the First Week
15%	3%	50%	21,000

CHALLENGE

Elevating Service & Lowering Costs through Digital Transformation of the Contact Center

Traditionally, voice has been this entertainment provider's most popular customer service channel, but it's also the most expensive. They needed a way to control costs while also providing a higher level of customer service to its steadily growing customer base. The company set a goal to drive 50% of its contact volume through digital channels to increase efficiency and satisfaction. They also wanted to improve its ability to serve customers when and where they prefer and ensure they were routed to the best agent and channel while maintaining the context of previous interactions.
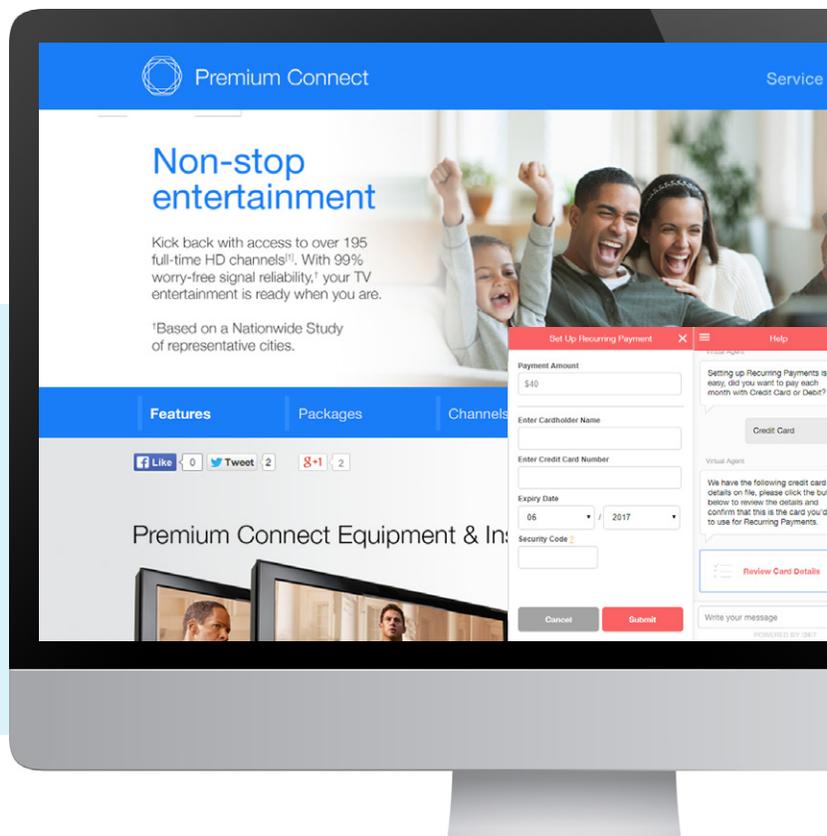
SOLUTION

Less Talk, More Chat

This leading entertainment provider selected [24]7.ai to enhance customer service across all its digital channels. Leveraging predictive analytics [24]7.ai reviewed this entertainment provider existing chat logs to identify its top customer intents (reasons for making contact) such as renewing a membership or making changes to their account (see Fig 1, next page).

Why this Entertainment Provider Chose [24]7.ai As Its Digital Transformation Partner

• Established expertise in automating customer journeys for mission-critical enterprise applications

• Single platform that works across digital and IVR channels

• Data science and design resources for continual optimization and tuning

• Outcome-based pricing for guaranteed success with minimal up-front costs

SOLUTION

Less Talk, More Chat (continued)

Then [24]7.ai prioritized common customer journeys that best presented an opportunity for automating and scaling self-service (see Fig 2). In addition, [24]7's outcome-based pricing model demonstrated that it was invested in the entertainment provider's success. With outcome-based pricing, [24]7.ai reduces the risk and will be paid only when specific Key Performance Indicators (KPIs) are achieved.

The entertainment provider first deployed [24]7 Chat to handle all chat volume. Next the company rolled out the IVR2Chat add-on, which offers customers who call into the IVR via a smartphone the option to connect with a Chat agent rather than staying on hold. The initial results were striking. Prior to roll-out, they assumed most customers were calling from the car and set a 9% acceptance goal. Actual results exceeded the company's expectations with more than 15% of callers accepting the option to chat.

The entertainment provider also deployed [24]7 AIVA, the [24]7.ai AI-powered virtual agent (chatbot), which works across both voice and digital channels. AIVA greets customers instead of a pre-chat form and began handling two common journeys: satellite radio signal refreshes and credential verification. In the first week of deployment the entertainment provider saw more than 21,000 interactions completed by [24]7 AIVA, with 63% of customers needing to "refresh" their signal and 51% requiring "login" help completing the tasks with [24]7 AIVA. For journeys [24]7 AIVA doesn't handle, it adds value by accurately determining the customer's intent and routing them to the correct channel, with context, lowering agent average handle times (AHT) and improving first contact resolution.

Intent	Percent of Chats	Estimated Containment Rate
Account Changes	10.50%	92%
Refresh Signal	4.00%	60%
Cancel Internet Radio	0.40%	90%
Account Credentials	6.20%	70%
Internet Radio Credentials	3.90%	60%
Understanding My Bill	6.40%	25%
Update/Provide Contact Info	5.30%	75%
Locating Radio ID/ESN	2.10%	65%
New Account Activation	6.80%	65%
Transfer Services	6.30%	45%
Add Multiple Radio	4.70%	50%
Renewal Details	4.60%	40%
Promotion-–Promotions	4.00%	40%
Make A Payment	2.90%	75%
Consolidate Accounts	1.80%	50%
Payment Options	0.10%	50%

Figure 1: AIVA Intents Impact and Potential Containment
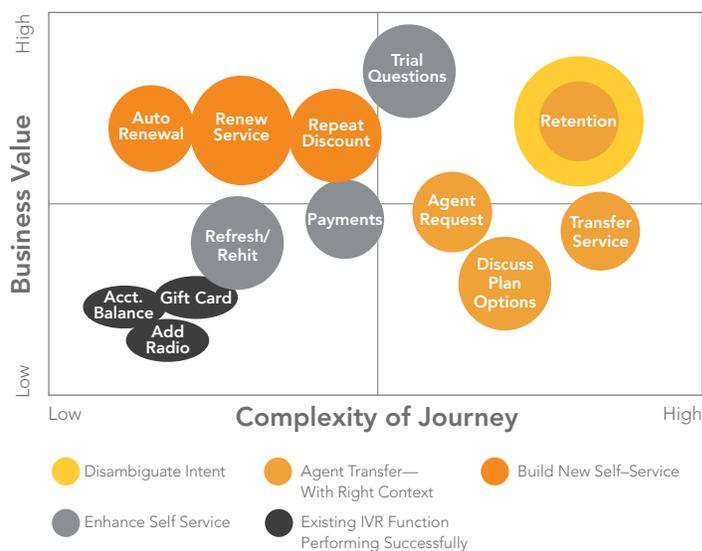
JOURNEY PRIORITIZATION

Figure 2: [24]7.ai analyzed the entertainment provider's top journeys and prioritized based on volume, complexity and business value.

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RESULTS

Looking to the Future

Implementing the [24]7.ai digital solutions has brought this leading entertainment provider closer to its goal of steering 50% of customer journeys to online channels. They plans to deploy [24]7 AIVA on all its other identified journeys (see Fig 1) to elevate service and increase automation. The company will also deploy a visual IVR feature called Vivid Speech to automate payments by phone and reduce customer wait times on the voice channel.

Overall, this leading entertainment provider projects savings of $6M in the first year due to routing improvement based on intent-analysis, journey automation and an improved virtual agent experience with [24]7 AIVA.

[24]7.ai drives consistency and incremental efficiency in both live and automated channels. Partnering with [24]7.ai has enabled this leading entertainment provider to create a clear roadmap to transform its customer service experience, set new KPIs, and shift its customer service strategy towards future-proofing. Understanding intent, improved routing, and increased digital engagement have helped lower its customer service costs while delivering an excellent experience across channels, opening the door to a more engaging future.

> This leading entertainment provider is closer to its goal of steering 50% of customer journeys to online channels.

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