



A leading telecom company with over 32 million customers chose [24]7 Chat, [24]7 AIVA and [24]7 Digital Chat Agents to increase digital adoption and improve the customer service experience by serving customers how and where they want.

SUCCESS STORY

Their Goals

Improve customer experience and improve channel orchestration—serving their customers on the right channel for the right journey based on their preferences with the ultimate goal of driving 50% of defined journeys to digital channels.

Business Impact

Overall, the company has projected savings of \$6M in the first year from routing improvement based on intent-prediction, journey automation, and a better virtual agent experience with [24]7.ai.

\$6M

Projected first year savings

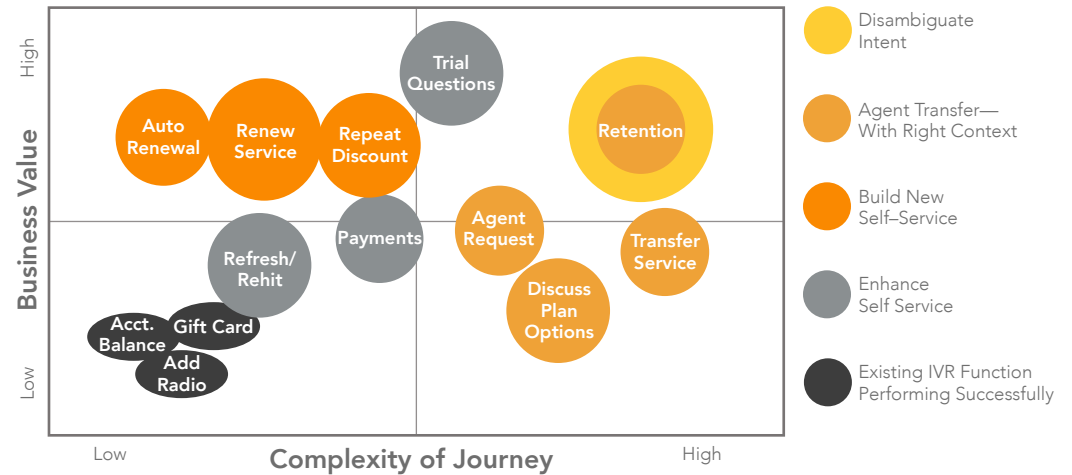
50%

Self-serve adoption*

15%

Call deflection

JOURNEY PRIORITIZATION



*Of the journeys automated by [24]7.ai, 50% achieved FCR through self-service