CX hot six #1: digital assistants

US telecom and media giant

$4M cost savings

Client objectives

- Improve customer experience on enquiries, such as line number porting, that require access to specialist IT applications.
- Save money and free up Tier 2 associate time.

Challenges

- Tier 1 associates need to wait for a Tier 2 associate to be available, brief them on what needs to be done, and then wait for them to carry out the task.
- All this takes time, while the customer is waiting.

Firstsource solution

- Deployment of digital assistants (bots) to automate tasks on specialist applications, such as removing services from customers' accounts as their request.
- Intermediate layer using platform APIs to reduce the number of software licences needed.
- Change management best practices to engage multiple stakeholders from the client organisation.

Business outcomes

- $4M annual cost savings as fewer calls need support from Tier 2 associates.
- Tier 2 associates freed up for more complex activities.
- 40% lower handling time on impacted calls.
- Initial bot success rate of 95%.
- Digital assistant scope scaled to all divisions.

Link to full case study

firstsource