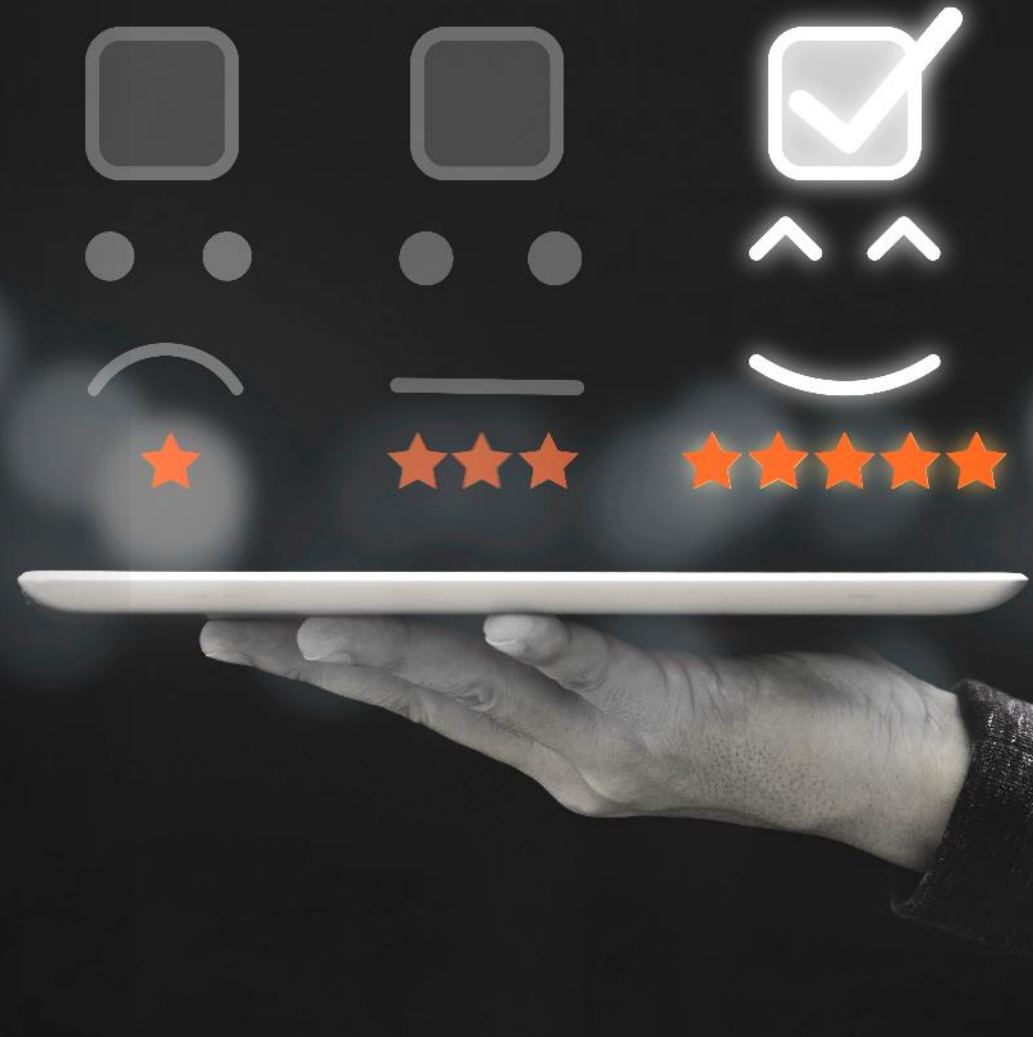


The CX Hot Six for Telecoms

A guide to customer experience technology that delivers on business KPIs

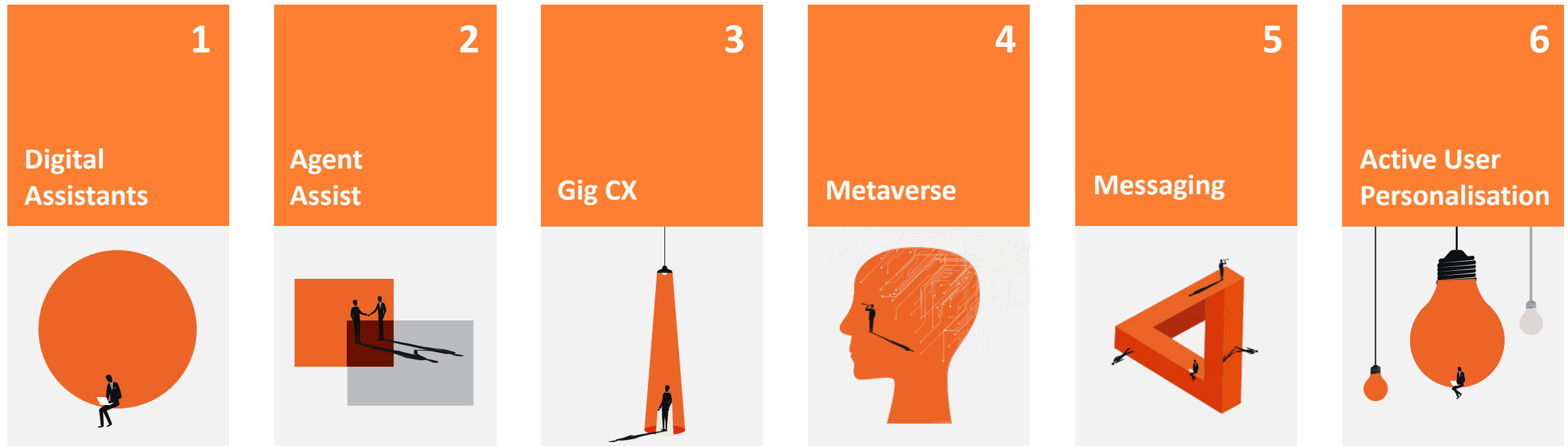


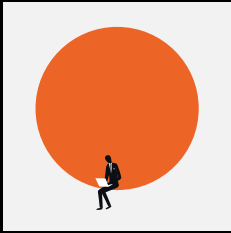
How technology can help retain the telco customer

Of all the telco challenges of recent years – cybersecurity, sustainability, the network, etc - one isn't going away: the challenge of retaining the switch-happy customer.

And so, in a bid to deliver an experience that gives customers no reason to abandon their current providers, telecoms are scrambling to adopt capabilities that will delight users, ensure loyalty, and reduce churn for instance

Here we provide six case studies on the hottest (and most effective) CX technology for telcos right now





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.

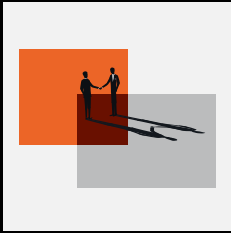
Firstsource solution

- 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](#)



CX Hot Six #2: Agent Assist

Multimedia
news brand



10%
increase in
retention rate



Client objectives

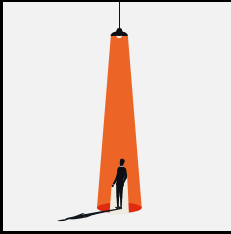
- Retain more subscribers with optimised cost.
- Capture real time sentiments of the customer to provide world-class customer experience.
- Empower the agent population with tools and technologies to serve better.

Firstsource solution

- Agent-assist solution to provide associates with real-time advice.
- Automation of after-call activities.
- Automated decisioning with personalized guidance.
- Simplification of agent navigation with various application.

Business outcomes

- 10% increase in retention rate.
- 15 reduction in average handling time (AHT).
- 5% increase in customer experience.
- Reduction in time to proficiency.



CX Hot Six #3: Gig CX

Consumer tech
and media giant



250,000
AI/ML and SI/ML
data points collected



Client objectives

- Gather ethnographic and image data to train artificial intelligence and synthetic intelligence machine learning algorithms (AI/ML and SI/ML) for consumer technology products.

Challenges

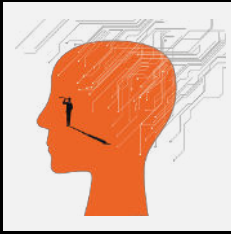
- Detailed client quotas for data diversity by country, age, ethnicity, including requirements to include for indigenous tribes and populations.
- Tight timescales of three to six weeks per project.

Firstsource solution

- Gig model to collect images, videos, speech samples, text images and technology interfaces across six continents according to client diversity specifications.
- Use of multiple gig platforms depending on the requirements of each project.
- Robust process for metadata tagging and quality control.

Business outcomes

- 250,000 data points collected over 12 separate projects.
- Achievement of stringent client quality targets.



CX Hot Six #4: Metaverse

In-house HR Onboarding



60%
higher engagement



Client objectives

- Provide an immersive experience to new hires during their onboarding.
- Reduce early attrition of new hires.
- Align with our 'Digital First Digital Now' approach.

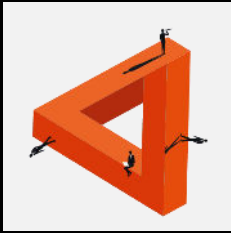
Firstsource solution

Immersive technology that includes:

- A self-paced learning assisted by a virtual buddy.
- Gamification through quizzes, collectible tokens, and a leader board.
- Ice breaker session to create a collaborative atmosphere.
- Provision for the new joiner to re-visit the content if required.

Business outcomes

- 60% increase in engagement scores.
- 90-120 minute reduction in facilitator time needed per batch.
- Improved consistency of onboarding experience.



CX Hot Six #5: Messaging

Global
subscription
media company



30%
of IVR calls diverted



Client objectives

- Deflect customers from voice channel to more appropriate channels.
- Reduce long wait times.
- Enhance customer experience.

Firstsource solution

- Analysis of inbound calls on the client's IVR.
- Identification of customers who could be transitioned from voice to SMS or Facebook Messenger (FBM), instead of being put on hold.
- Deployment of customer authentication process for secure communication with customer service team.

Business outcomes

- 30% of calls on IVR successfully diverted to SMS or Facebook Messenger.
- 200% increase in customer channel efficiency.
- 85% customer satisfaction.



CX Hot Six #6: Active User Personalisation

Digital streaming
and broadcasting
provider



3X
improvement in
customer retention



Client objectives

- Improve engagement and usage among new users.
- Increase app take-up.
- Reduce cancellations.

Firstsource partner solution

Active user personalization creates seamless customer journeys that:

- Deliver fewer ads to brand new users and premium subscribers.
- Guide new users to multi-episode content.
- Provide offers or downgrade options to users with low engagement.
- Anticipate intent to cancel and promote new content coming.

Business outcomes

- 3X improvement in retention of new customers.

Helping customers **stay ahead** of the curve through transformational technologies and capabilities

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other industries.

Our 'Digital First, Digital Now' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage.

With an established presence in the US, the UK, India, Mexico and the Philippines, we act as a trusted growth partner for over 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

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