

CASE STUDY

GLOBAL TOP 5 TECH COMPANY

\$39m projected ROI via Teneo Conversational IVR





KEY HIGHLIGHTS

\u00e4	Projected ROI	\$39M
62)	Reduction in misrouted calls	30%
(S)	Reduction in AHT	2min

THE COMPANY

As one of the top five technology companies in the world, the USbased multinational provides software, consumer electronics and business services to millions of people internationally.

Working with CGS and Teneo.ai, the company developed a voice-based solution that radically improved the experience of customers calling for support over the phone. The system delivered a significant return on investment and helped to turn around the fortunes of the company's contact centers, which were bucking under the pressure of customer enquiries and the failure of a previously installed system.



The client's decision to select Teneo.ai is a strong proof point that we deliver the best-in-class capabilities."

Per Ottosson CEO of Teneo.ai



THE CHALLENGE

Struggling with a problematic system that consistently routed inbound tech support calls to the wrong agent and failed to understand the intent of customers, one of the world's largest technology organizations faced a significant issue with its automated voice system. Operational costs of the company's contact centers were increasing while customers also became frustrated with long wait times and failures to find resolutions.

The implementation of the company's first solution was supposed to improve CX and reduce costs, yet it did the complete opposite. The system placed a significant drain on resources as efforts to resolve core issues took as long as seven months to address. Considering the organization's internationally acclaimed reputation as a technology leader, the experience that customers were having proved to be unacceptable. As a result, a new technology was sought to wipe the slate clean and deliver upon the standards that the company demanded of its customer service. The company offers mobile and fixed network services for private and business customers as well as innovative digital solutions based on infrastructure and the analysis of mobile data.

THE SOLUTION

For the tech giant, the decision of which new technology to invest it was critical. It could not afford to make the same mistake twice by selecting a product that caused more problems than it solved. The decision to adopt Teneo Conversational IVR from Teneo. ai proved to be the perfect solution to all the tech-giant's problems. Following a rapid 10-week deployment process, the brand new system was pushed live, with improved results instantaneously recorded.

Once the company was routing 100% of its flagship product calls through Teneo Conversational IVR, they saw agent transfer rates drop from 37% to under 10%. It also saved agent call time by referring 55% of callers to the web resources. Leaders in the company's contact center were ecstatic to see these results.





TURNING THE TIDE ON IVR IMPLEMENTATION FAILURE

The company's online store benefitted from the fact that Teneo Conversational IVR could handle customer inquiries related to order status, sales, billing, account management and tech support. Furthermore, the new solution could listen, understand and respond to humans in a way that mimicked natural conversation. And if the system could not provide the right level of support, a human agent was connected immediately.

During each and every interaction, key customer information is collected and stored by Teneo Conversational IVR, meaning live agents are served with a range of data in order to provide the highest level of personalized care possible and reduce call handle times. The technology, however, is sophisticated enough to resolve many customer issues on its own without engaging a live agent in the first place.

Teneo Conversational IVR also uses contextual awareness, which leverages information about the customer's circumstances to better discern his or her needs. This can be achieved by integrating with the company's back-end systems to create personalized and transactional conversations. Teneo Conversational IVR gathers and applies a knowledge base of customer identification, the products they own, their order and payment history, whether they have called before and other contextual information.

Combined with multi-intent understanding, contextual awareness allows Teneo Conversational IVR to use natural language, delivering the best customer experience. The hallmark of successful voice-based system is that it is always learning, and Teneo Conversational IVR has accelerators that speed up deployment and training. It also uses a single AI "brain," allowing the company to reuse interface logic and integrations across several channels—in this case, potentially multiple solutions. The centralized nature of the system promotes consistency throughout the company, and it requires less time and effort to expand the platform to other parts of the enterprise. The platform can also expand globally, as it runs in more than 86 languages, and it is easy for the company to modify, enabling a fast time-to-market for updates to the solution.



THE RESULTS

Following the launch of Teneo Conversational IVR, misrouted calls were immediately reduced from 60 to 30 percent—a figure that continues to shrink as the system is optimized.

The solution also helped the company to improve live agent metrics—average handle time decreased by two minutes per call, reducing operational costs and getting customers to a resolution faster.

Customer friction that comes with multiple transfers was also reduced. Teneo Conversational IVR collected information from customers related to their issues and presented it to the live agents, minimizing the need for customers to repeat themselves. Now, call containment averages around 60%, with the potential to improve standing at 75%-80%. That, combined with an increase in self-service, is driving a projected \$39 million ROI.

The company is taking advantage of Teneo Conversational IVR's scalability to expand it into another proof of concept, a solution that services the company's high-priority commercial customers for one of their flagship products.

Ultimately, the sophisticated interaction delivers what customers come to expect from the global technology company, embodying their state of-the-art identity.

"These metrics are extremely significant and far exceeded my expectations," remarked the company's senior director for contact center technology. Another leader called Teneo Conversational IVR: "a great advancement in our experiences."

Discover Teneo Conversational IVR today

Book your consultation and launch in 60 days.

LET'S TALK!