



CASE STUDY

SWISSCOM

Switzerland's largest domestic telecommunication and TV provider achieves major growth with Teneo Conversational IVR



teneo.ai

KEY HIGHLIGHTS



Transactional Net Promoter score (NPS) increase

+18p



Calls per year supported by Teneo Conversational IVR

+9M



Solution in German, Italian, French and English

4

THE COMPANY

Swisscom is one of the most innovative and sustainable telecommunication organizations based in Switzerland. Its entire network has operated with 100% renewable energy from water, wind and sun for over ten years. As of Q1 2022, the company employed over 19,000 people across Europe and had generated sales of CHF 2,768 million.

In collaboration with Teneo.ai, Swisscom has built and developed a range of voice-based solutions, services and products to expand the company's reach across the DACH region.

Solutions have been developed to drive digital engagement, increase sales, reduce costs and improve customer satisfaction. The Teneo-built solution, Teneo Conversational IVR, is at the forefront of Swisscom's contact center and is the first point of contact a customer has with the business across four languages.

THE CHALLENGE

In 2020, Swisscom received over 10 million customer requests per year. The volume of calls to the company's contact center placed a significant amount of stress and required major resources to manage and maintain customer satisfaction.

Long wait times and unresolved issues were impacting Swisscom customers, which was having a negative influence on customer satisfaction rates and customer churn. Furthermore, as enterprise level telecommunication businesses have demonstrated, customer service is one of the most important selling points to attract new customers. Swisscom wanted to make a clear statement that it was a leader in this area, however, it did not have a clear path to achieving this goal.

Switzerland is a multilingual country with a heavy international presence. Therefore, any solution needed to be delivered in four languages: English, French, Italian and German. To handle the vast number of customer requests that are carried out over multiple channels, Swisscom looked for omnichannel and integrated solutions.

With contact center operations struggling to handle increasing volumes of customer requests, Swisscom was facing a challenge to deliver the levels of customer satisfaction it wanted.

As an industry innovator, Swisscom was determined to lead the way and reshape customer interactions within the sector with a strong focus on CX.



Swisscom represents an outstanding use case for the telecoms industry and one that should be paid attention to. The results he has achieved so far, especially considering the many challenges associated with AI projects, are worth learning more about."

Per Ottosson,
CEO of Teneo.ai

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A LEADING PRODUCT FOR A LEADING TELECOMMUNICATIONS BUSINESS

“Our customer enquiry hotline will be considerably more productive thanks to human spoken interaction with our systems. Our voice-controlled hotline system improves the customer experience by assigning enquires quickly and accurately, maximizing the valuable resources of our hotline agents.”

Christoph Aeschlimann,
CEO of Swisscom

To deliver conversational solutions 24/7 that were easy to deploy, integrable with other components and adaptable to Switzerland's multilingual environment, Swisscom decided to work with Teneo.ai.

The industry-leading SaaS product offered the functionality, ability to scale, language integrations and collaborative tools that the business required to pursue its ambitions.

Over the past two years, Swisscom has rapidly expanded and scaled Teneo Conversational IVR, a solution built on Teneo, in order to create brand new products and services while constantly increasing the complexity of its solutions.

This has created one of the best customer experiences within the telecommunication industry, as the combination of machine and human support provides Swisscom customers with an outstanding level of engagement over the phone.

The services guarantee natural and continuous conversation that go beyond straightforward Q&As, but efficiently resolve simple customer requests through easy self-service, while ensuring the availability of expert staff who can focus on solving complex problems.

BUILT BY DEVELOPERS FOR DEVELOPERS

When choosing the best-of-breed solutions, Swisscom unequivocally found what it was looking for in Teneo. Among the features that most stood out was Teneo's multi-language support, which addressed one of the challenges the Swiss company was facing. Swisscom deployed the solution easily, with little or no data due to Teneo's Lexical Resources (TLRs).

These unique resources give Swisscom a large number of predefined language objects and phrases, making it easy to take the first steps to deploying the solution. Furthermore, Swisscom was able to integrate its solution with other components thanks to the open accessibility of Teneo and the simplicity of connecting other technologies via API integrations and scripting capabilities. For Swisscom, this was a critical part of the decision to adopt Teneo as the platform to build Teneo Conversational IVR.

The organization required a product that could seamlessly integrate and be built to work with its pre-existing systems. This was important, because Swisscom wanted its customers to be able to find technical resolutions with ease, without ever having to even speak to a human. For example, if a customer's WIFI was disconnected, the Swisscom team wanted the solution to be so capable, that it was able to communicate with the internal system and resolve the issue independently. Swisscom's aim within the core PLATO team of developers supporting business units was to develop, coach and handover each specific new use case to their business unit within six months, easily achievable due to Teneo's unique usability.

AN INDUSTRY-LEADING SOLUTION

For the telecommunications sector and for businesses that run contact center operations, Swisscom represents an outstanding example of how to successfully strategize and implement Teneo Conversational IVR to achieve core business goals. An increase of 18 NPS points represents an outstanding achievement for the Swisscom team and customer satisfaction metrics continue to improve across the organization.

Swisscom continues to invest in its technology solutions and continues to launch new products and services to grow its business and serve its customers with the highest level of care possible.

Discover Teneo Conversational IVR today

Book your consultation and launch in 60 days.

LET'S TALK!

teneo.ai