



CASE STUDY

TELEFÓNICA GERMANY

Teneo Conversational IVR supports
industry-leading contact center
customer experience



teneo.ai

KEY HIGHLIGHTS



Increase in IVR resolution rate

6%



Monthly calls handled

+900K



Monthly text requests handled

+200K



Generic use cases created

+400



Personalized use cases created

+20

THE COMPANY

Telefónica Deutschland is one of the leading integrated telecommunications providers in Germany, with about 46 million mobile telephone lines and 2.3 million broadband lines.

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 CHALLENGE

In 2017-2018, Telefónica Germany was accused of delivering an extremely low level of customer service via its contact centers. The issue was reported in the national press, with the problem described as a 'catastrophe' in the media.

Customers were unable to connect to customer services over the phone in order to resolve key issues and there was a distinctive lack of solution-based information available via other channels such as email, text and social media. The company had also implemented a system whereby customers were forced to take a specific online route to find support, which had a detrimental impact on the company being able to get feedback and improve customer engagement.

Organizations operating in the telecommunications industry risk a high level of customer churn if CX standards are not maintained.

Due to the failure to provide an acceptable level of customer care, this was a problem that impacted Telefónica Germany.

Furthermore, owing to the complexity of developing solutions, the company's efforts to implement a successful strategy had not delivered the desired results. Instead, the solution compounded the customer support issues and added frustration for Telefónica's customers.

This is a common occurrence for organizations that fail to adopt the correct technology and do not follow the correct strategy for implementation.

However, following the adoption of Teneo.ai and Teneo Conversational IVR a new strategy was created and headed by a dedicated internal team, a transformational impact was made.

A TRANSFORMATIONAL VISION FOR TELEFONICA AND THE TELECOMMUNICATIONS INDUSTRY

// A project like this doesn't just come to life from nothing. There needs to be a vision from product marketing and to senior management because you need to get buy in from multiple stakeholders. Innovation is not free, so you need to invest in technology and in your team in order to execute on your vision and plan for the future."

Daryl Ward

Head of Technology - Mass Market - Cust. Service, Telefónica Germany

In response to the customer experience crisis, Telefónica embarked on a new path with the launch of a project that was intended to transform the fortunes of the company. A universal and centralized solution was envisioned to radically improve customer engagement and support with an omnichannel solution.

Telefónica's fully operational solution operates across all channels to realize a consistent omnichannel experience, increase customer satisfaction and create the potential of personalized sales opportunities.

The project was first planned in 2018, with four key pillars established in order to create and guide the building process.

With the support of Teneo.ai and its SaaS product, Teneo Conversational IVR, Telefónica Germany owns one of the most complex solutions seen within the telecommunications industry.

This has been achieved as a result of long-term strategic planning and the depth of features and functions made available through Teneo.ai.

So, how was this achieved? And what were the key pillars that helped to deliver success?

// We wanted to learn the language of customers, not for customers to have to learn the language of machines.”

Daryl Ward

Head of Technology
- Mass Market - Cust.
Service, Telefónica
Germany

Natural Language Understanding

In order for Telefónica to provide its solutions with the capability to understand the language of customers, a partnership with Microsoft was created in order to provide the necessary level of sophistication when building the solution. Following a foundational level of development, Teneo.ai started working with Telefónica to greatly expand and scale its solution on Teneo. The platform allowed a greater level of NLU to be added to the solution.

Real-Time Answers

It was vital for the solution to be available 24/7 and to be able to provide customers with support when they needed it most, not when it was most convenient for Telefónica during opening hours.

This was the only way to ensure customers could access help at all hours. Thanks to the cloud-based model Teneo Conversational IVR operates upon and the 99.99% SLA uptime, customers were never left waiting for a response from Telefónica.

Personalized Experiences

The omnichannel solution needed to be able to offer personalized support based on the personal data and information provided by customers.

A basic Q&A would not be enough to help and support a customer seeking direct help with their individual problem, therefore, it was critical that Teneo Conversational IVR had the capability to authenticate individual customers and access their personal account.

Coupled with the ability to gather additional data and information relating to specific issues, would then be able to offer a truly personal experience to every customer. Thanks to the data gathering and analysis capabilities built into Teneo Conversational IVR, Telefónica was able to generate key insights on every customer that interacted with its automated system and take action with a continuously optimized strategy.

Omnichannel Interaction

Telefónica wanted to go beyond the status quo, even surpassing what was traditionally expected of a voice-based solution. As a result, a connected customer experience was mapped so a customer's journey could be handled across multiple channels.

If a customer began their request with the solution via the website and the text function, it was vital that the customer would be able to pick up the conversation from where they left it in another area, such as email or a phone call. is able to store records of individual conversations and pick them back up as soon as a customer contacts a business for a second, third or fourth time.

DELIVERING THE NEXT GENERATION OF CUSTOMER EXPERIENCE

Telefónica has continuously developed and launched new capabilities to improve its CX through partnering with industry-leading businesses, such as Teneo.ai, to help achieve its long-term vision.

Teneo Conversational IVR is hosted on Teneo and handles almost one million voice-based requests per month while supporting 200,000 customer requests with SMS and WhatsApp responses. Telefónica has now delivered upon its full vision first set out in 2018.

Telefónica Germany, having suffered from negative news coverage due to its poor customer experience in 2018, now leads the way in the telecommunications sector in Europe. In the short time that the solution has been live, the organization has already recorded a 6% increase in its IVR resolution rate with expectations of an even greater rise as optimization and greater data insights are gathered.

As an industry-leader, Telefónica Germany now represents one of the most successful examples of successful implementation and deployment in Europe as contact Center operations have seen a reduction in costs, customer satisfaction is higher than ever, and efficiencies continue to be made.

Not only does this provide a significantly greater advantage in helping to retain customers for a greater lifecycle, it also supports the acquisition of new customers and the sale of new products.

"We approach the topic from the idea that technology must serve people and not the other way around. The human is the supreme ethical authority."

Valentina Daiber
Chief Officer, Legal and
Corporate Affairs,
Telefónica Germany

Discover Teneo Conversational IVR today

Book your consultation and launch in 60 days.

LET'S TALK!

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