

Resolve Automates Customer Care for Three UK

Customer



Industry

Mobile telecommunications company focused on mobile broadband Internet services in the UK

Challenge

- Customer contact center needed to quickly adapt to changing customer care requirements
- Organization sought a flexible solution that could be easily understood and implemented
- Company established a goal of fewer escalations to Level 2/3

Solution

- 500 potential diagnostic outcomes automated into a single pane of glass application for customer care
- Customer care response time reduced up to 20 minutes to less than two minutes
- Resolve Software System for Accelerated Incident Resolution implemented in contact center within seven months

More than 8 million customers in the UK rely on the customer care agents of Three UK to address their wireless concerns. With each call taking anywhere from 10 to 20 minutes, the telecommunications leader actively sought a way to expedite resolution for its customers. After surveying the market to identify a technology partner to support its goals, Three UK selected Resolve Software System for Accelerated Incident Resolution. Within seven months, both call times and diagnostic times were reduced to less than two minutes.

Challenge

Reduce Escalations to Level 2 and 3 Agents

With many different technology platforms driving Three UK's customer care center, finding a solution to automate key tasks across the network, while also empowering customer care agents with a clear and concise interface to better serve clients, presented IT leaders with a clear challenge. Yet company executives knew they could potentially save thousands of hours in labor time and millions of dollars in support-related costs with the right technology in place. They determined that they needed a diverse solution in which agents could input customer data and track and manage all pertinent information in one place — as opposed to fumbling through a complex, tangled web of systems.

From billing to provisioning, planned works to coverage and more, the list of processes to contend with across the Three UK customer care operation is expansive and intricate. It became a top priority for the company to put a system in place that would span all platforms and automate all services — including Voice, Data and SMS. Additionally, Three UK sought to automate, expedite and simplify existing processes, with the goal of dramatically decreasing the number of escalations to level 2 and 3 customer care agents. And with a reduction in escalations, agents would be able to spend less time on the phones, leading to increased production within the call center along with stronger revenue, and of course, much happier customers.

Exponential Growth Adds to the Challenge

Three UK's exponential growth in recent years has placed new demands on customer care to field more calls and address the varying needs of an expanding user population. With millions of phone calls coming into the contact center each month, nearly 50 percent of them were left unresolved on the first call, despite 10 to 20 minutes on the phone. Wanting to provide better support, Three UK executives were motivated to take action. The first step taken was to identify the magnitude of the challenge confronting them — a challenge that ultimately came down to not only a heavy dose of automation, but also the need to address flexibility. The software they chose had to support their full scope of requirements, yet they were hesitant to approach the issue through customization, which would cause delays and increase complexity in terms of development, training and the potential for down time.

Automation Is Not One Size Fits All

As the Three UK team examined the solutions available, they quickly excluded the vast majority of self-proclaimed automation software companies. They found that other vendors offering automation have well-intended products, but they are one size fits all solutions — designed to fit an already existing platform and lacking the flexibility that is vital when executing automations. With continued growth on the forefront for Three UK, along with an evolving marketplace, scalability of the software was also critical. Having no time to waste, and with the full scope of the challenge identified, Three UK executives determined it was time to source the right software solution to help Three UK make the best choice for their company and, most importantly, for their customers.

Solution

Resolve Software System for Accelerated Incident Resolution

Resolve was able to condense multiple programs into a more practical and manageable solution for Three UK's customer care agents. Using Resolve, the company would have the capability to feed all the various platforms into a single central control center, thereby gaining a snapshot of everything that was happening across the network. With Resolve, escalations are reduced and lower level customer care agents are guided by a software that does all the heavy lifting for them, providing relevant, updated content when necessary to diagnose problems and resolve customer issues at a rapid pace. Resolve's flexibility allows for more customizations than traditional automation software and requires only a short training period before agents are able to implement new automations.

Result

Dramatic Time and Cost Savings with Resolve

Immediately, Three UK started experiencing success with the implementation Resolve. Today, with a streamlined control center and enabled agents, the company has achieved all of its customer care goals. Resolve allows customer care agents to focus on their customers' needs as opposed to hunting for information across the different systems. And now, with more focus on the customer, the company has been able to cut down diagnostic times from up to 20 minutes to less than two minutes. Within seven months, Three UK had 500 customer care agents trained and is utilizing Resolve on a daily basis. One agent can now field ten, two-minute calls in the same amount of time that a single agent could field one, 20-minute call. For Three UK, Resolve offered a scalable solution to the once seemingly uphill challenge that it faced within its customer care center.

About Resolve

Resolve sets the standards for how automation can be utilized by Network Ops and IT Ops organizations to dramatically improve the ability to respond and solve issues in real time. It allows organizations to realize cost savings of up to 200% within months of deployment, with or without process initiatives in place. For more information, visit www.resolvesys.com.

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