

Large telecom provider in Western European region targeting both consumer and commercial (SMBs and Large Enterprises) segments

CLIENT

Large telecom provider in Western European region with approx. 5.3 million subscribers (65% consumers and 35% commercial)

INDUSTRY

Telecommunication



BUSINESS IMPACT

- Improved customer satisfaction and promoter scores
- Reduced call centre operating costs
- Improved adoption of self-servicing tools, specifically for the existing customer base

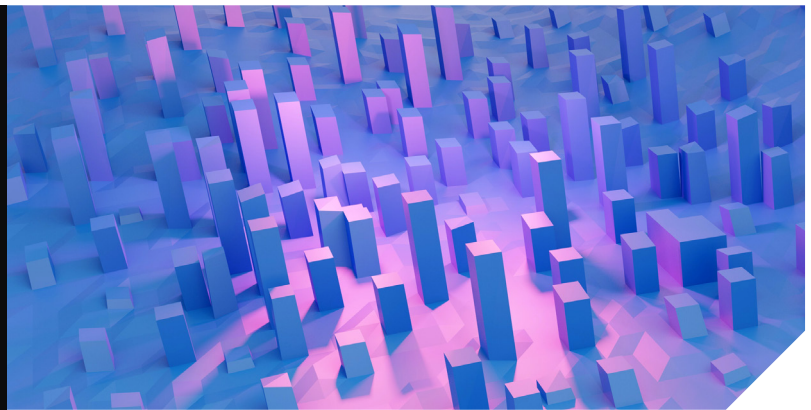


BUSINESS CHALLENGE

For 3 years in a row, the client had recorded consistent decline in customer satisfaction measures:

- CSAT declined from 85% to 73%
- NPS declined from 9 to 6
- Churn rate increased from 25% to 39% for the consumer segment and 18% to 23% for the commercial segment
- Plus - there was higher dependency on the IVR/Call Center channel despite investing significantly in digital channels to enable customer self-service

OUR APPROACH



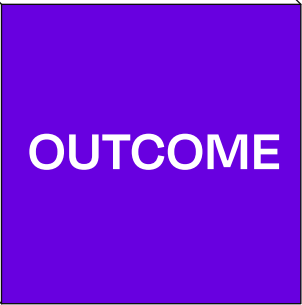
We initiated the engagement with a **3-week discovery workshop** wherein we met key stakeholders from Sales, Marketing (Acquisition & CRM), Channel, Product, Offers, Call Center, Vendor Mgmt., and Store and Media Agencies. Post discovery session, we delivered a comprehensive current state assessment report along with Quick Wins, Short to Long Term Roadmap, and a measurable POC definition.

Collaboratively, we executed a **POC on identifying the reasons behind declining satisfaction measures and the increasing operational cost** by mining transactional records, web chat scripts, call center disposition, social media conversations, and online & offline survey data using NLP techniques in SPARK ML library.

As an outcome of the POC phase, we built a **tactical roadmap comprising of multiple projects executed as per AGILE SCRUM methodology**. Each project was executed as a 6 weeks sprint wherein 25% of the work-force was based out of client premises under the leadership of a DCX Champ from C5i who played a critical role in evangelizing and operationalizing the output of the projects.

The general principles and framework behind this optimization initiative was **C5i's DCX Solution**, which:

- is platform agnostic
- beautifully leverages existing technology infrastructure (on-premise/on-cloud) of the client
- allows the client to achieve operational efficiencies, improvement in satisfaction measures, and enablement of self-service digital channels for customer care



OUTCOME

We have recorded the following improvement in satisfaction and operational measures:

- CSAT score increased at an organization level
- Number of calls to the call-center with reduced month-on-month cost
- Improved revenue
- Number of returning visitors on the website increased
- Usage of self-service tools on the website showed a significant lift among existing subscribers for the top 3 digital savvy segments (Young Start-outs, iFamilies, and Trendy Techies)

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

