

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

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 Course5 who played a critical role in evangelizing and operationalizing the output of the projects.

The general principles and framework behind this optimization initiative was **Course5'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 Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.