CASE STUDY

Customer Experience Analytics in the Telecom Sector: Why it Matters?

Business Challenge

Today, telecommunications service providers across the globe are facing very low customer satisfaction levels and high attrition rates. The magnitude of these challenges have increased as the use of multiple communication channels has become a standard business practice. Owing to the proliferation of technology, customers today are accustomed to switching between channels and expect a personal and consistent level of service throughout their journey. Customers can use human touchpoints, such as kiosks, online customer support services, or use self-service touchpoints such as interactive voice response (IVR), and applications. This expectation requires your organization to adopt a more holistic, customer-centric approach to meet their demands and streamline business processes.

The client, a well-established telecom service provider based out of the United States, faced several such predicaments due to their inability to track and monitor customer journeys. The company owns several brands and supports its customers with more than 30 contact centers and 30,000 agents worldwide. The client faced many challenges, starting with very low first call resolution (FCR), very high transfer rates, low digital channel containment, and very low IVR containment, which caused high dissatisfaction and attrition rate. These low key performance indicators were a direct result of the lack of visibility to the complete customer journey, encompassing all touchpoints.

The client was looking at leveraging customer experience analytics to understand the comprehensive multichannel journey of its customers. Through this engagement they also wanted to find answers to the following questions related to customer experience journey:

- How many channels are your customers using?
- How many customers contacted you through a single channel?
- How many customer journeys are there in a month?

The client chose to leverage Quantzig's customer experience analytics solutions to address these challenges and bring about considerable changes by effectively tracking customer experience metrics. We adopted a comprehensive approach to helping the client improve the customer engagement process across multiple touchpoints.

Solutions Offered and Value Delivered

Quantzig's customer experience analytics experts adopted a holistic approach that revolved around the application of progressive customer experience analytics to the client's considerable database of transactional, behavioral, product, and demographic data. This helped the client to proactively address customer concerns and reduce customer churn by analyzing customer journeys and identifying reasons for customer churn.

Our customer experience analytics experts also created an interactive dashboard to ensure that the client's sales and marketing teams have easy access to the insights generated from customer journeys. The client now has a better understanding of its diverse customer segments. In addition, the devised customer experience management framework helped them improve customer targeting by offering deeper insights into the impact of their offerings. This has enabled the creation of a new customer experience strategy that aims at customizing their marketing initiatives to suit the needs of their customers. As a result, market penetration and presence have expanded and the client predicts a better return on investment from their marketing campaigns.

Get in touch with our customer experience analytics experts now!

The insights obtained from this customer experience analytics engagement also enabled the client to:

- Understand customers through real-time analytics
- Increase average revenue per user (ARPU)
- Enhance customer service and manage customer expectations to keep consumption high and cost of support low

Benefits of Customer Experience Analytics

How can customer experience analytics help businesses?

- Empowers businesses to visualize customer journeys
- Eliminates obstacles in the customer's journey
- Connects the dots to easily identify recurring patterns, business trends, and challenges
- Enables businesses to track the effectiveness of their marketing initiatives