

Using Visualization to Improve CX and Increase Revenue

Implementing technology to digitally enhance voice conversations with customers.

Objectives

One of the leading global Telcos needed to improve revenue results from an established outbound B2B program, without making changes to embedded data and contact strategies.

Solutions

One of our largest global partners developed a comprehensive approach in contacting customers and adjusting their strategy based on market needs.

- They explored how they could make positive changes in the ways they interact with their customers focussing on improving customer experience.
- After consultation with advisors, they identified that there was an opportunity to enhance how they communicate value propositions and improve conversations related to product selection.
- Grypp was deployed in a controlled test and control environment, which allowed advisors to share with customers product information alongside client value statements in real-time, to support their voice conversations.
- Following a successful pilot, Grypp was rolled out to the entire estate.



Outcomes



- **+19%** CONVERSION
from dials
- **+\$4.3M** REVENUE
annually
- **- 6%** AHT
on all interactions
- **+13 %** CUSTOMER
SATISFACTION
measured through NPS



"Out of all the technology and solutions we can offer clients to improve their performance – Grypp is the single biggest performance enhancing solution we can offer. What makes it even more compelling is the lightness of touch. Grypp does not require anything else to be added."

Global BPO Partner

