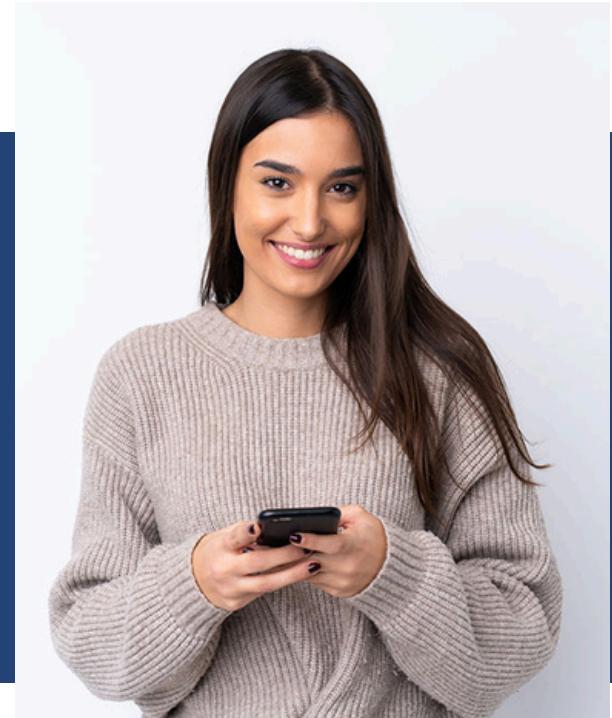


CASE STUDY

How OnviSource empowered a leading US-based wireless service provider, **reducing subscriber attrition and increasing survey rates by 30% to improve customer satisfaction and loyalty.**



SUMMARY

For over a decade, OnviSource has partnered a leading US-based wireless service provider to address various challenges in agent performance and customer service. These challenges included the need for efficient call routing, improved agent performance, detailed customer interaction analysis, and better understanding of customer feedback. OnviSource provided a range of solutions to tackle these issues.

As a result, the provider saw improvements in customer satisfaction, retention rates, business growth, and operational efficiency. This helped them set a high standard for customer experiences in the telecommunications industry.

COMPANY PROFILE

- **4 BPOs**
- **7 Contact Center Sites Globally**
- **Over 4,000 Agents**
- **20M Subscribers**
- **Languages:** English and Spanish
- **More than 240M minutes** analyzed yearly
- **More than 10M survey transactions** yearly

CHALLENGES IN THE CUSTOMER SERVICE JOURNEY



Before-Service

- **Routing Subscribers:** Efficiently directing subscriber calls to the appropriate service center without delays.



During-Service

- **Agent Performance:** Enhancing agent performance and issue resolution while understanding customer sentiments and behavior.
- **Customer Interaction Analytics:** Analyzing customer interactions to gain insights and identify areas for improvement.



After-Service Challenges

- **Customer Feedback Analysis:** Analyzing customer surveys and feedback to understand satisfaction levels and identify areas for improvement.

MAIN OBJECTIVES & SOLUTIONS

To improve:

- Churn Prevention and Extension of Customer Lifetime Value
- Automation of QA and Interaction Analysis
- Reduction in Repeat Calls and FCR Improvements

To support:

- Revenue Protection
- OPEX Reduction
- Profit Increase

solutions to address **before service challenges**

INTELLIGENT CALL ROUTING

Network-level Intelligent Call Routing (ICR) **connected subscribers quickly** to the appropriate service center based on the nature of the query and performance data **and minimized hold times** to improve the customer experience.

solutions to address **during service challenges**

ANALYTICS FOR CUSTOMER EXPERIENCE AND AGENT PERFORMANCE IMPROVEMENT

By leveraging **sentiment analysis**, we enabled proactive issue resolution and personalized customer interactions. **Trend and behavioral analysis** provided insights into customer engagement, enabling targeted churn prevention. **Cancellation prevention, campaign analysis, and customer interaction analytics** identified at-risk customers and optimized marketing. Assessing customer lifetime value, agent performance, and productivity metrics improved retention strategies using **Churn Score and Customer Retention Analysis (CRA)**. CX and **promotions analytics** enhanced customer behavior insights, while **automated quality assurance** reduced costs. Improved First Call Resolution (FCR) decreased repeat calls and lowered overall call volumes.

Ultimately, these insights and analytics played a key role in increasing revenue, optimizing CLV growth, and strengthening customer loyalty for T-Mobile.

solutions to address **after service challenges**

CUSTOMER SURVEYS AND ANALYTICS

The intelligently automated **customer survey analysis** was fully integrated with the service provider's multiple telephony platforms and played a key role in enhancing services by launching surveys and analyzing feedback based on CSAT scoring and customer suggestions, **increasing survey response rates from 14% to over 44%**. An **interactive voice response (IVR) survey module** captured real-time customer feedback, while **survey text and voicemail analytics** provided actionable insights. Relational and correlational analytics enabled a side-by-side analysis of surveys and interactions, uncovering trends to drive service improvements.

THE RESULTS

We recently participated in the wireless service provider's product research initiative focused on **automated translation** for call centers, providing prototype demonstrations to enhance service delivery.



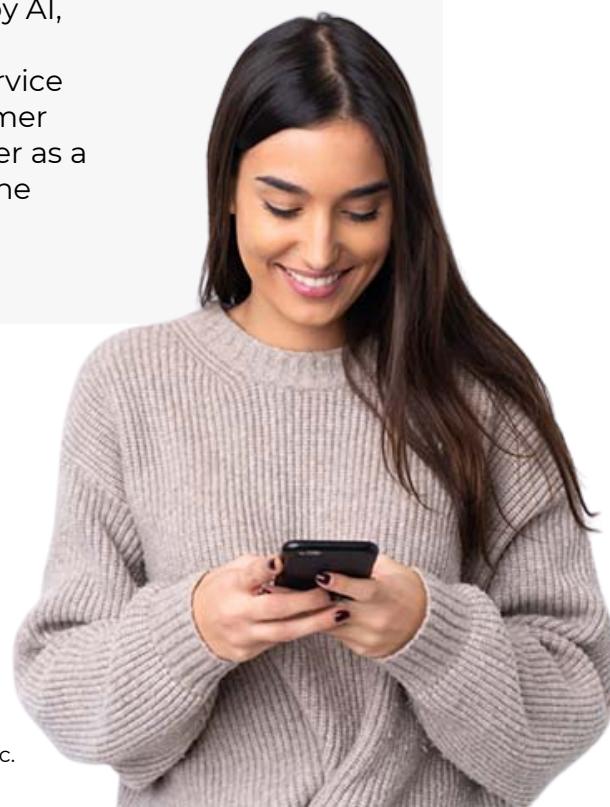
IMPACTS AND RESULTS

Our AI-powered SaaS solutions had a significant impact on the provider's customer service journey management:

- **Enhanced Customer Satisfaction:** Addressing customer needs promptly and effectively improved overall customer satisfaction, reduced churn rates, and increased loyalty.
- **Improved Retention and Growth:** Enhanced customer experience led to higher subscriber retention and organic growth through positive word-of-mouth referrals. Customer Retention Analytics (CRA) helped analyze cancellation calls and identify effective resolutions.
- **Optimized Operational Efficiency:** Automation and AI-powered analytics optimized agent performance and issue resolution, leading to streamlined operations, increased productivity, and cost savings.

CONCLUSION

By using intelligent automation SaaS solutions powered by AI, analytics, and automation, the wireless service provider successfully navigated challenges across the customer service journey. This transformation significantly improved customer satisfaction, retention, and growth, positioning the provider as a leader in providing exceptional customer experiences in the telecommunications industry.



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