

DIGITAL CUSTOMER CARE OPERATIONS FOR A TELCO MAJOR

CASE STUDY.

Omnichannel Care Services with end-to-end operations helped the enterprise to shut down the voice support and shift entirely towards digital channels

ABOUT THE CUSTOMER

One of the largest telecommunications service providers in Philippines with over 90 million mobile subscribers.

BUSINESS SCENARIO

- Growing customer support operations cost
- Dropping EBITDA margin
- Significant growth in mobile usage and social networking sites

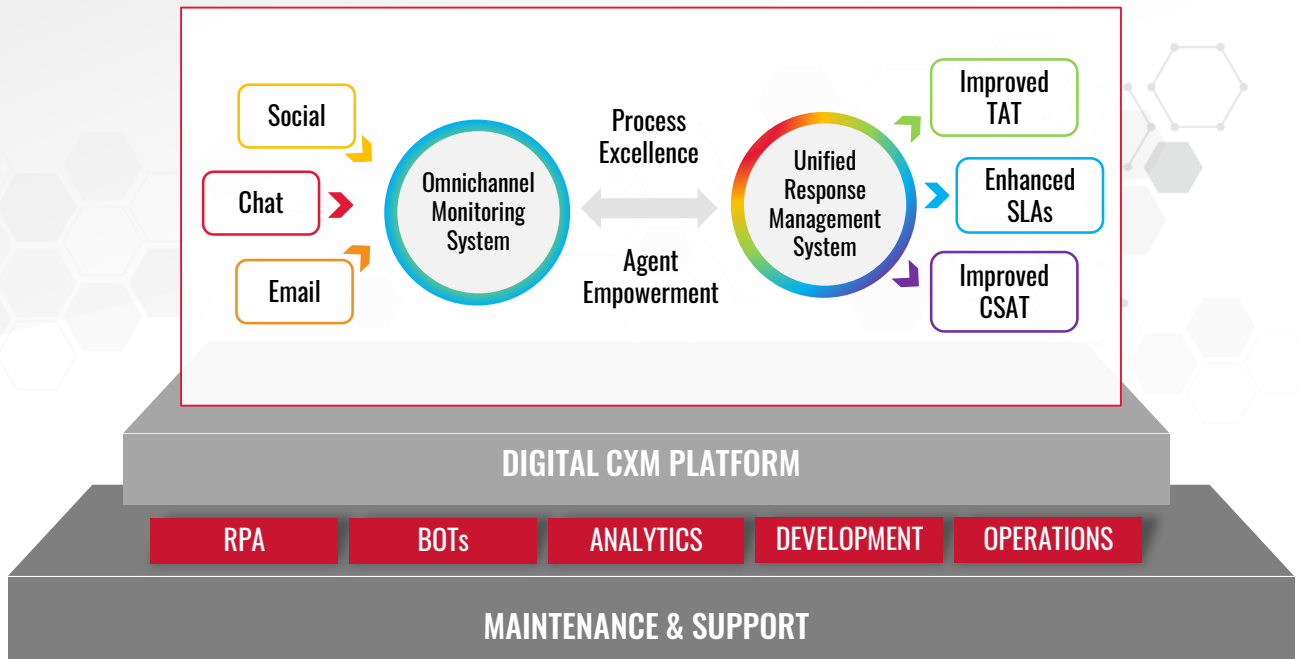
BUSINESS CHALLENGES

1. Social presence not apt to cater to customer interactions
2. Overall support cost optimization
3. Multi-language operational model
4. Increased deflection from voice to social channels

OUR SOLUTION APPROACH

- Initiated with priority lines of business (LOBs) to extend social media support and gradually shifted all LOBs within two years
- Transitioned seamlessly from only voice support to multi-channel support
- Deployed scale-able and integrate-able solution to handle increased number of customer interactions across digital customer channels

DIGITAL CXM-LED CUSTOMER CARE OPERATIONS IMPLEMENTED



IMPLEMENTATION HIGHLIGHTS

- Benefits delivered for over four years
- Even with 40% increase in customer base, reduced call volume by 80%, by managing Digital channels more efficiently for deflection
- Over 500 social customer care agents operating 24x7
- Continuous monitoring and improvement of processes and agent performance
- Leveraging AI-powered BOTs, both customer facing and back-end process optimization

BUSINESS BENEFITS DELIVERED

- Over 500K support transactions monthly across social, email and chat
- Monitoring over 9 million conversations monthly
- Maintaining improved efficiency in TAT at ~100% SLA through optimized processes and teams
- Seamless transition of moving from voice to digital care operations (social, email and chat)

TECH MAHINDRA EDGE

- Tech Mahindra Digital CXM platform, the most cost-effective solution
- Location advantage with local resources and expertise

Connect with us to know more Digital Cx-OPS offerings and solutions



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