



Digital customer service for a Telco major

Multi - channel customer service delivered , bringing down voice support costs by moving interactions to Digital channels

About the Customer:

Large wireless giant in Philippines with over 40Mn subscribers

Business Scenario

- Soaring costs – lowered profit margins
- Dropping EBITDA margin
- Regional opportunity - Active participants in social media

Business Challenges

- Social presence not apt to cater to customer activity levels
- Need to optimize overall support costs
- Complex 2-product, multi language operational model

Solution Approach

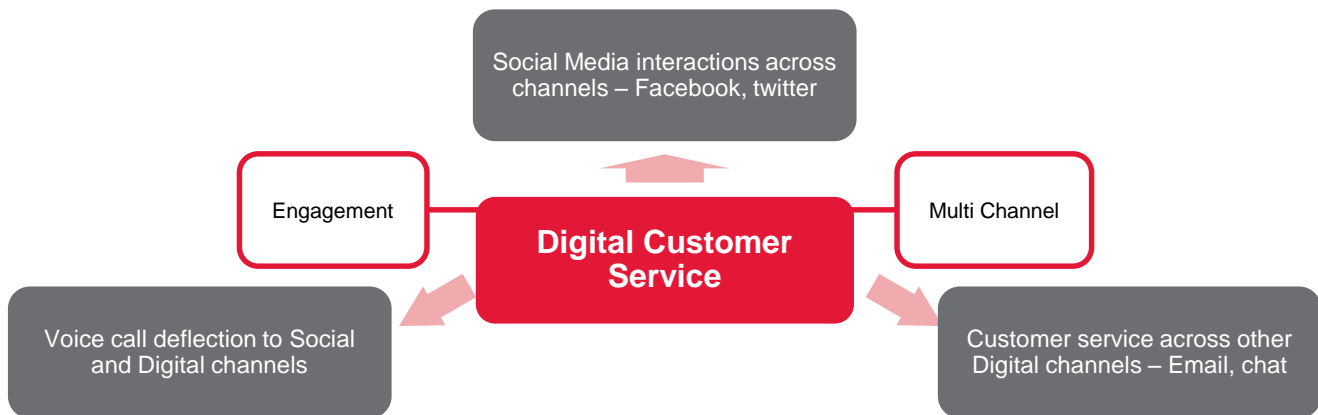
- Identified right product lines to extend social media support
- Transitioned seamlessly from only voice support to multi-channel support
- Configured a host of efficiency improving mechanisms

Business Benefits

- 24K support transactions monthly on official Social Media channels (Facebook, Twitter)
- Maintain high efficiency TAT at ~100% SLA through an optimized team
- Even with 20% increase in customer base, reduced call volume, by managing Digital channels for deflection



Social Media led Digital customer service



Implementation Highlights:

- Benefits delivered for over 2 and half years
- Even with 20% increase in customer base, reduced call volume by 10%, by managing Digital channels for deflection
- 20+ people Digital and Voice command center

Tech Mahindra Edge

- Managed and delivered multi channel services enhancing customer experience.
- Provided social media services around the existing application of the client

ABOUT TECH MAHINDRA

Tech Mahindra is a specialist in digital transformation, consulting and business re-engineering solutions. We are a USD 3.7 billion company with 103,000+ professionals across 51 countries. We provide services to 750+ global customers including Fortune 500 companies. Our innovative platforms and reusable assets connect across a number of technologies to deliver tangible business value to all our stakeholders. Tech Mahindra is also amongst the Fab 50 companies in Asia as per the Forbes 2014 List.

We are part of the USD 16.9 billion Mahindra Group that employs more than 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

For more information about Tech Mahindra, connect with us at:
www.techmahindra.com | connect@techmahindra.com

Connected World.
Connected Solutions.