

How a leading South East Asian telecom company increased Customer & Employee Satisfaction by reducing AHT by 25%

OVERVIEW

Across Asia, the telecom market is a highly competitive market and price sensitive customers form a high proportion of the market. In such a scenario, retaining customers is the focus of most companies and a telco's contact centre is critical to driving customer satisfaction, retention and cross sell/up sell opportunities.



CHALLENGE

Our client with over **12 million** subscribers, **750+** contact centre agents receives on an average **500,000+** calls each month. To successfully conclude each call, the agent needed to refer to **15+** applications to access CRM, Billing and Support information. Leading to high AHT of **300 seconds**. The extended AHT led to a drop in CSAT and ESAT.

CHALLENGE AT A GLANCE

High AHT - avg. 300 Sec

Stalled headroom growth in NPS

Drop in CSAT, ESAT

15+ applications - CRM, Billing and Support

Complex navigation - many tabs, buttons

Time consuming training & new product/service enablement

Agents spent more time dealing with applications and not on customer engagement



SOLUTION: Grid Infocom Renovates the Contact Centre Processes

Grid Infocom implemented the GIC Adaptive Agent Desktop in flat 12 weeks. The GIC solution was implemented without changing existing processes or the 15+ base solutions or rewriting a single line of code.

The robotic intervention resulted in providing agents right, relevant, contextual customer information for each individual call. This resulted in preempting of the agent-with-customer journey.

RENOVATED CONTACT CENTRE PROCESS BENEFITS

Reduced AHT by 25%

Simplified, hands free interaction

Agent empowerment - Visually appealing, dynamic agent desktop that provides right, relevant, contextual customer information and agent assistance

Transform - One Touch workflows with enhanced, dynamic, adaptive Customer 360 Single Screen

Training & Enablement reduced to half day from many weeks

Agent proficiency curve brought down from 4 weeks to few days

80% tasks handled by desktop automation

Rapid roll out of new services/products

CONCLUSION

The GIC Adaptive Agent Desktop solution increased Customer Satisfaction and Employee Satisfaction scores. The immediate identification of customer and prior knowledge of issues led to customers feeling 'being cared for' and employees feeling more in control of customer interaction.

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AND HOW IT CAN RENOVATE
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