CASE STUDY | TELECOM

A leading telecom provider transforms its contact center with better insights

Challenge

The client is a leading telecom service provider in Qatar. With a number of acquisitions, the contact center received on an average 23,000 to 25,000 calls per day but it had limited number of agents to handle the calls. The contact center faced the following limitations:

• Increased operation cost

• Caller interaction history and traversal details of callers were unable to the agents servicing the calls

• Prepaid callers had to undergo two cycles of self-service before being connected to an agent

Solution

• Servion designed and deployed a ServInsights, a flagship product that provides better insights for enhancing customer experience

• ServInsights is a dynamic business intelligence reporting system that leverages all enterprise data to not just reveal who the customer is, but also give a detailed view of his journey within the contact center.

• Mobile connector application

Results

• The client replaced the multiple self-service application systems with one dynamic self-service

application and introduced new collaboration tools like mobile connector, resulting in smoother transaction and increased efficiency

- Real-time statistics were provided. The unified view from multiple locations and platforms in one single dashboard enabled business heads easily achieve a global-to-local visibility of their business operations

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