

SUCCESS STORY | TELECOM

# North America's leading telecom service provider reduces operational cost by enhancing IVR & Chat

*Improving CX by allowing customers to connect through preferred communication channels*



## About the client

One of the leading telecom service providers in North America, serving over 3 million customers in various segments.

## Requirement

On average, the client receives over 50,000 calls per day from its customers. Considering the Cost Per Call (CPC) associated with voice, the client decided to enhance their IVR to deflect calls to other low-cost self-service channels – chat.

## Solution

Servion assisted the client to implement a new feature in their IVR system, which provides their customers with an option to wait for the next available agent or

immediately connect to the chat service. The goal was to connect the customers with the agents as fast as possible or direct them to an alternative, cost-effective channel - chat.

Servion's IVR solution included:

- **Customer intent prediction** based on information gathered through questions in the IVR. Validating customer identity, if possible.

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- **Determine the wait times** for the call queue and chat queue. If the wait time in the call queue is more than 10 minutes and the chat queue is less than 10 minutes, the IVR provides the customer with two options:
  - Option 1: Initiate options for chat and deflect the call

- Option 2: Wait for the next available agent
- If the customer opts for option 2, the IVR prompts the customer again with the option to move to chat, after waiting on the call for a pre-defined threshold.

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- **AI-powered** IVR waits for the customer to enter the mobile number, confirms if the customer has received the SMS with the link to chat and then disconnects. The call is automatically disconnected if the customer does not confirm receiving the SMS within 1

## Business outcomes

Servion's IVR solution was based on the clients' survey, which indicated that more than 50% of their customers

preferred chat over voice call support. Servion re-designed the IVR solution and integrated it with chat to enable customers to get faster resolution via their preferred channel. Servion's deployment brought about several benefits for the client, including:

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- **Over 3 million cost-saving** per year by deflecting calls to a low-cost self-service channel
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- The client was able to **redirect 10% of the calls** towards chat, significantly reducing the cost per call
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- Easy to use for customers and provides **faster resolution**
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- **Reduced waiting time** improves customer experience

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