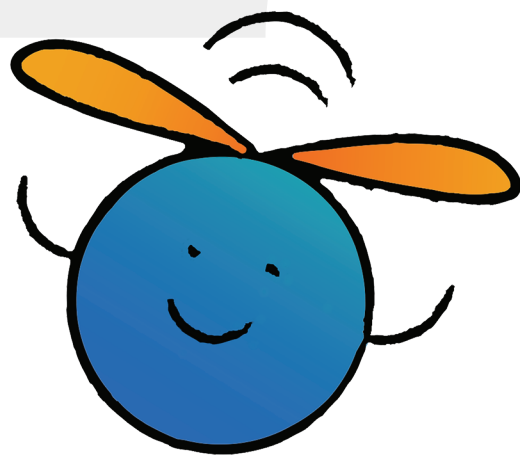


Taking the static out of telecom's customer experience

Telecoms are leveraging automation for enhanced customer experiences. Here are three innovative ways they're using AI-powered automation to foster loyalty and increase revenue.



Connecting customers with better self-service



Empowering contact center agents



Ensuring operational efficiency

Connecting customers with better self-service

No one likes waiting on hold for answers. That's why self-service can be such great alternative. With AI-powered automation, telecom customers can complete a lot of the most common service requests themselves. Customers get the support they need faster, and telecoms get happier customers at a lower cost.



60%

Percentage of US consumers who prefer automated self-service for simple customer service tasks

Source: Fool.com

73%

Customers that say valuing their time is the most important thing a company can do to provide good online service

Source: Forrester

Sample use cases

Customer order enquiry response | Payment and billing enquiry | Service delivery moves, adds, and changes

Empowering contact center agents

The agents working in a telecom contact center have to be ready for anything—from taking orders to addressing complaints to fielding questions about billing and network status. It takes a lot of know-how—and a lot of swiveling between systems—to resolve issues. And that's where automation can help. It can consolidate information from multiple systems and guide agents through complex service scenarios. And that can help turn good contact center agents into great ones.

89%

Of full-time workers are more satisfied with their job due to automation

Source: Salesforce

25%

reduction in agent attrition and requests to speak with a manager, driven by generative AI

Source: McKinsey



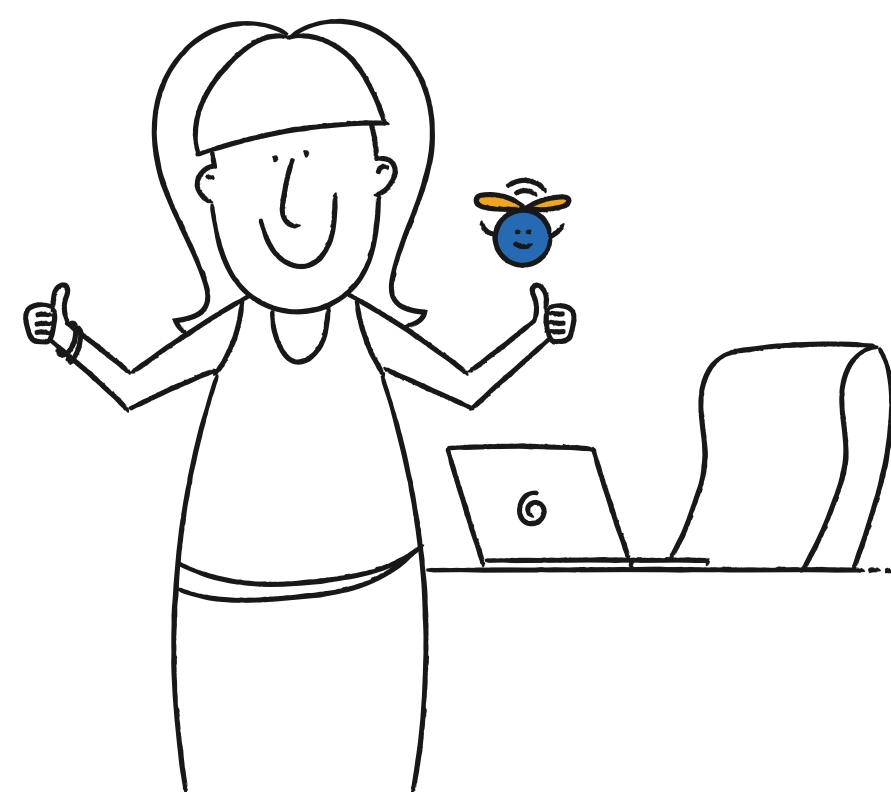
Sample use cases

Customer interaction summarization | Bill summarization | Order entry assistant

Ensuring operational efficiency

Believe it or not, customers know when a telecom's internal processes don't flow smoothly and seamlessly. How? It affects the quality of service. They know when there's a delay. And they know when it's hard to get the answers they need.

But automation can streamline the flow of processes and data, so different departments can work better together to meet customer needs. And that can help boost retention rates and raise NPS scores, not to mention profitability.



20%

Higher customer satisfaction, sales conversion rates, and employee engagement resulting from successful personalization initiatives

Source: McKinsey.com

Sample use cases

Predictive churn | Predictive networks maintenance | CX quality of service monitoring

Want the full story?

Download our e-book,
Customer experience in Telecom:
Powering a better customer experience
with AI and automation

Available here →

