

How do you make a better phone service without upgrading a thing?

## Telecommunications Company



### Company Information

Telecommunications

**\$13B+**

(USD) 2017 revenue

**25,400+**

employees

**20**

countries

**New Delhi, IN**

Company Headquarters

### Challenges

Serving millions of wireless subscribers throughout South Asia and Africa, the telecommunications company was needing to:

- ✓ Enhance customer experience
- ✓ Optimize customer care operations
- ✓ Increase reporting transparency to enhance business decision-making

### Solution

The company deployed Sprinklr Social Media & Messaging Suite, Care, and Marketing to manage social and email care for:

- ✓ 2,700 customer care agents
- ✓ Six different locations
- ✓ 32 separate instances

Features: Rules Engine, Workflow Engine

### Business Value

**21x** decrease in response time, from 420 to 20 minutes

**135-minute** drop in wait time

**40%** optimization in advisor time

Increased transparency in reporting enabling better decision-making

