

Innovative Tri-Pillar Approach Restores Customer Value, Driving 94% Reduction in Usage Rate for Leading Telecom Provider

Industry: Telecom

About The Client

Our client, a leading global telecommunications giant, operates on an unparalleled industry scale, offering an extensive portfolio that includes mobile, broadband, television, and enterprise solutions for a diverse and expansive customer base.

Challenges

Enhancing sales performance while adhering to stringent process compliances and securing the top position in the overall vendor ranking.

[24]7.ai Products

[24]7 Agent Services

Key Solutions

Implementation of a strategic tri-pillar framework

Business Outcomes

- No. 1 Vendor Ranking
- Zero Usage Rate Reduction from 52% to 7.92% in just two months
- Optimized Upselling Effectiveness

In the cut-throat world of business where stellar service and unwavering integrity are paramount, this case study explores a transformative journey. It details our commitment to excellence and our relentless pursuit of improvement through rigorous self-evaluation, uncovering hidden opportunities and forging a path towards vendor excellence. Join us as we reveal the secrets to scaling the peak of service, leaving you with valuable insights for your journey to the top.

Creating a World Where Everyone is Connected

Our client, a titan in the telecommunications industry, is renowned for its unwavering commitment to impeccable customer service and uncompromising adherence to operational excellence. They demand a partner who can deliver innovative solutions and unwavering support. As their trusted partner, our role transcends mere transactions. We are architects of customer experience, meticulously crafting interactions that cultivate lasting customer loyalty, while simultaneously upholding the client's reputation.

Embracing Innovation for Growth: A Strategic Framework for Excellence

In a fiercely competitive landscape where sales excellence and unwavering commitment to service quality and financial responsibility are vital, we dared to dream beyond the status quo. Recognizing the need for an innovative approach, the [24]7 team embarked on a journey to create a comprehensive strategic framework - not just a reactive solution, but a forward-thinking blueprint for enduring success. This framework serves as a potent force, synergistically enhancing sales performance, upholding the highest compliance standards, and generating tangible financial benefits. It is the embodiment of our unwavering pursuit of excellence in every endeavor.

The Blueprint Takes Shape - Constructing the Tri-Pillar Framework

We embarked on a strategic planning journey and developed the unique Tri-Pillar framework.

Pillar 1: Optimizing Sales Closure

We focused on optimizing the entire sales process, ensuring every aspect was performed with the utmost integrity and efficiency.

We implemented:

Strategic Compliance Enhancement: Employed a data-driven audit strategy to identify and address compliance gaps, improving customer interactions and sales performance.

Empowering Operations Team Leaders: Equipped team leaders with enhanced audit process understanding and compliance standards through training programs, ensuring consistent adherence across teams.

Smart Bytes: Digitized NNB guidelines for easier dissemination and acknowledgement, fostering a clearer understanding and stronger commitment to ethical practices among team members.

Pillar 2: Balancing Financial Impact and Customer Satisfaction

We prioritized both minimizing financial risks and maximizing customer satisfaction.

We implemented:

Outlier Management: We addressed compliance issues promptly and effectively, reducing their recurrence and enhancing customer satisfaction.

Continuous Sensitization and Training: We ensured sustained awareness and adherence to ethical practices through regular engagement programs and communication initiatives.

Periodic Calibration Sessions: We addressed emerging understanding gaps in a dynamic sales environment, maintaining consistent and compliant sales processes.

Pillar 3: Augmenting and Sustaining Outperformance

We focused on elevating our position in vendor rankings through robust compliance adherence and driving sales results.

We implemented:

Enhanced Principled Sales Acumen: Targeted training modules ensured a thorough understanding of sales integrity requirements among stakeholders while successfully deploying our 'Pitch & Punch' sales framework.

Compliance Automation: We developed a text analytics model and implemented watermark reports to detect infractions in chats and searches, enabling real-time compliance monitoring.

Implementation and Results - A Transformation Unfolds

We meticulously implemented the Tri-Pillar framework. Cross-functional teams collaborated during an 8-week phase to refine Core Performance Standards, develop action plans, and perform quality checks. This meticulous preparation ensured the framework's effectiveness.

The Triumph - A Harvest of Success

The results are a testament to our efforts:

- **No. 1 Vendor Ranking:** We achieved and sustained the top position among client-vendors, solidifying our status as the leading force in the industry.
- **Zero Usage Rate Reduction:** We achieved a dramatic improvement in zero usage rate, from **52% to 7.92% in just two months**, demonstrating operational agility and our commitment to customer value optimization.
- **Upselling Efficiency:** Our rapid response to the zero-usage report highlights the framework's effectiveness in addressing critical issues.

A Legacy of Excellence - A Commitment to the Future

The Tri-Pillar framework has transformed our operations. Enhanced compliance, operational excellence, and sales performance are now the cornerstones of our success. As we continue our journey, this framework serves as a testament to our unwavering commitment to maintaining the highest standards in the industry. We are dedicated to continuous improvement and ensuring that our success story continues to unfold.

Contact us

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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

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