

Telecom Leader Achieves 96% SLA Resolution with Dedicated Support Model for Tier 2 Tech Support

Company Overview

Our client, a leading Australian telecommunications giant, serves over 10 million customers daily with mobile, telephony, internet, satellite, entertainment, and business solutions. Their customer-centric approach prioritizes personalized experiences, fostering strong emotional connections across all channels.

Highlights

Through strategic realignment and a relentless focus on performance, [24]7.ai transformed Tier 2 tech support for our esteemed telecom client.

[24]7.ai Services

CX Services - Tier 2 Tech Support Agents

Solutions

- TEX Model and Dedicated Management

Leading Telecommunications Giant: Crafting Customer-Centric Excellence in Australia

Our client, a leading telecommunications giant in Australia, caters to more than 10 million customers daily, providing a comprehensive range of services such as mobile, telephony, internet, satellite, entertainment, and business network solutions. In the realm of fierce competition, our client distinguishes itself by adhering to a customer-centric philosophy. Delighting the customer lies at the heart of their approach, and they consistently deliver products and services designed to enchant and inspire their customers. Recognizing the significance of listening and responding across all channels—be it physical, digital, or traditional—they prioritize building and strengthening emotional ties to their brand through personalization and unwavering customer centricity.

The Challenge: Fragmented Support, Declining Performance

The client's Tier 2 tech support, responsible for resolving escalated customer cases related to network speed, connectivity issues, and product activations. With operations spread across five partner sites in India and the Philippines, inefficiencies arose in Tier 2 tech support case management and resolution. The cases resolved within Service Level Agreement of 80% was a challenge with 5 smaller teams and hence the need for streamlined operations and exceptional customer support led to the consolidation of operations into two sites, including [24]7.ai in Bangalore, India.

The Solution: TEX Model and Dedicated Management

In 2020, [24]7.ai embarked on a journey to become a preferred partner for Tier 2 tech support. Leveraging the TEX model, we implemented a community of experts and a dedicated community manager to oversee operations. However, it became apparent that additional measures were required to meet performance targets and exceed client expectations.

To address this, a dedicated manager was assigned solely to manage Tier 2 operations, leading to a significant increase in case closures per day (CPD). By exclusively focusing on performance management, which is a critical part of our Accelerating Consistent Excellence (ACE) framework supporting success and driving better outcomes, and ensuring swift resolution of cases, we aimed to enhance customer satisfaction and solidify our position as a top-tier vendor,

With a dedicated manager in place, administrative tasks were streamlined, allowing community managers to focus solely on their teams' performance. This strategic realignment enabled us to handle escalated cases efficiently, resulting in improved case closure rates and heightened customer satisfaction..

Business Outcomes



Top preferred vendors for Tier 2 tech support

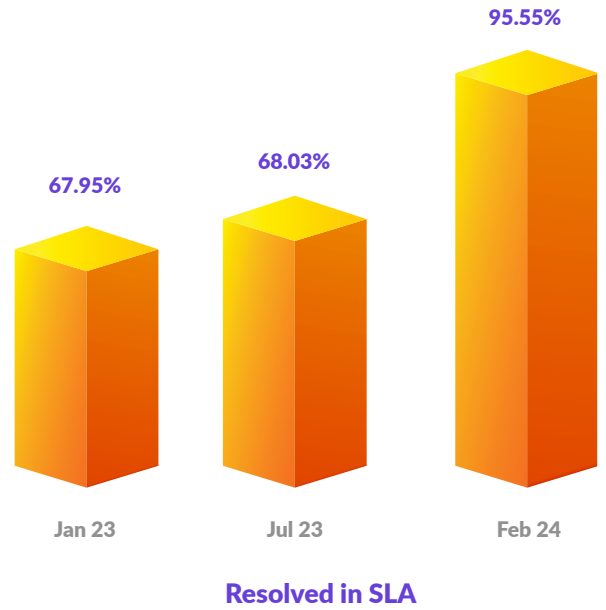


96%
SLA Resolution

The Result: Rising Performance and Preferred Partner Status

The implementation of a dedicated manager and the reorganization of Tier 2 operations yielded remarkable results. [24]7.ai emerged as one of the client's top preferred vendors for Tier 2 tech support, underscoring our commitment to delivering exceptional customer experiences. With 100 case management resources in Bangalore, we continue to exceed performance metrics and drive customer satisfaction.

Through strategic realignment and a relentless focus on performance, [24]7.ai transformed Tier 2 tech support for our esteemed telecom client. By prioritizing customer satisfaction and operational efficiency, there was a vast improvement in resolving the SLAs, from 68% to 96%. We not only met but exceeded client expectations, earning recognition as a preferred partner in their journey towards unparalleled customer experiences.



Contact us

To know more visit: www.247.ai
Reach out to us at: info@247.ai

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About [24]7.ai

[24]7.ai is a global leader of Customer Experience (CX) solutions and services and a trusted partner to the world's leading brands for over two decades. Always at the forefront of CX innovation, [24]7.ai transforms Customer and Employee experiences through its world-class AI-powered Contact Center products. Leveraging deep operational expertise and advanced AI capabilities, [24]7.ai bridges the CX gap, enabling businesses to deliver consistent, proactive, and hyper-personalized experiences to every customer, every time.

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