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Leading US Satellite TV Provider Saves $34.4 Million by Resolving 60% of Customer Queries Through Self-Serve

Industry: Media

About The Client

US Satellite Television Provider – with a huge subscriber base all over the United States, offering a wide variety of programming, including local channels, national networks, premium channels, and pay-per-view events

Challenges

Lack of automation and high dependency on voice calls to resolve customer queries, leading to increased costs and customer churn

Objectives

- Digitize customer interactions through a Virtual Assistant
- Enable self-serve for customers to resolve issues at the chat level
- Achieve cost savings through digital deflection and reduce the number of calls that require agent assistance
- Improve overall Customer Experience (CX)

[24]7.ai Products

[24]7 Engagement Cloud with [24]7 Answers, [24]7 Conversations, and [24]7 Assist

Key Solutions

- 40 entry points for chat initiation
- Self-serve digital bots to complete workflows and resolve queries
- Async messaging through GBM and AMB
- Centralized Agent console for chat assistance and easy access to customer account information

Prioritizing Customer Support With a Digital-first Approach

Our client, a leading satellite TV provider, has been at the forefront of innovation since its launch, offering customers the best-in-class video experience. They offer a wide variety of programming packages to meet the needs of their diverse customer base. Their commitment to exceptional customer service spans across digital and voice channels, addressing inquiries—from device setup and activation to subscription and billing, and sound and display quality concerns, and beyond.

However, due to the challenges posed by surging call volumes, their vision shifted towards digital transformation – to streamline customer journeys through self-serve solutions. Their primary objective was to seamlessly shift the numerous inquiries from voice calls to digital channels by implementing a Virtual Assistant (VA). To achieve this, they formed a strategic partnership with [24]7.ai in 2021, aimed at reducing customer churn and elevating customer satisfaction.

From Setup to Streaming – The Self-serve Transformation

The client chose the [24]7 Engagement Cloud platform, with [24]7 Answers and [24] Conversations, to build their chatbots, and to automate and streamline user journeys effectively.

In the first thirty days the Virtual Assistant was trained with 80 intents, to handle customer queries efficiently. Over a 90-day period, the chatbot was deployed on multiple pages of the client's website, creating a whopping 40 entry points for customers to initiate an interaction. This improved their chat accessibility and ensured that escalations were seamlessly routed to the right agent group. The Virtual Assistant was trained with 2100+ key intents, leading to improved end-to-end customer journeys.

As a result, customers were able to resolve issues such as completing device setup and activation, remote-control setup, multimedia guidance, and other service-related queries – all through intuitive self-serve.

Customers using Android and iOS devices were provided with an additional entry point to initiate chat (GBM and AMB respectively), enabling asynchronous conversations. This enhancement met customers at their preferred touchpoints, improving customer satisfaction. Additionally, contact center performance insights provided by [24]7.ai enabled the client to gain valuable information into key performance indicators (KPIs), for superior decision making.

93.5%	$34.4 Million	63%	4.2 Million
Increase in Containment Rate	Cost Savings	Increase in CSAT	Contacts Deflected to Digital Channels

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Tuning In to Customer Satisfaction by Empowering Agents With a Unified Console

With the introduction of Virtual Assistants, basic tasks and repetitive inquiries were handled smartly by the bot itself, and only complex interactions were routed to the appropriate agents. Additionally, since the chatbots transferred the full conversation history to a live agent, they were able to drive more informed conversations.

[24]7 Assist, our Agent console, was used by their customer support team to provide contextual assistance to customers:

• The Salesforce integration with [24]7 Assist, centralized all account information and conversation transcripts in one place, reducing the need for agents to switch between application. This resulted in improved Average Handling Time (AHT) and significantly boosted agent productivity.

• Another significant enhancement was the option for customers to authenticate themselves while interacting with the Virtual Assistant. Once verified, their authentication status would be automatically transferred to [24]7 Assist console, allowing agents to provide quicker and improved customer support.

• Additionally, the implementation of specialized queues for video sign-in, stream cancellation and loyalty, ensured that customers were directed to appropriate agents who were well-equipped to handle specific concerns.

With this collaboration, the satellite TV giant achieved a remarkable digital transformation of their customer support operations. By implementing a virtual assistant and optimizing their digital channels, 4.2 million interactions were deflected into digital channels, which resulted in $34.4 million in cost savings for the client. With a striking 93% increase in containment rates and a substantial 63% surge in CSAT from their benchmarks, this transformation established their commitment to customer satisfaction and operational efficiency.

The [24]7 Engagement Cloud Advantage:

The client leveraged the simple and flexible nature of [24]7 Engagement Cloud combined with its self-serve ability to customize, preview, and publish both straightforward FAQ-type content and sophisticated conversations involving multiple intents, as needed. This enabled them to quickly adapt to and be relevant evolving customer needs, leading to effective and intuitive conversations.

100% of the client's agents were migrated to our Agent console, [24]7 Assist

Contact us

To know more visit: www.247.ai
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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.