

WhatsApp: The CX Catalyst - Driving 84% NPS for a Telecom Giant



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.

Business Challenge

Introducing a new customer support channel to engage with Spanish speaking customers.

[24]7.ai Products & Services

[24]7 Agent Services

Solutions

Implementation of WhatsApp as a primary communication channel, facilitating real-time, bilingual support

A Telecommunications Powerhouse

As a telecommunications giant, our client stands among the world's largest providers, renowned for its expansive network infrastructure and diverse service offerings. From mobile and broadband to television and enterprise solutions, our client's comprehensive portfolio serves a vast and diverse customer base. What sets them apart is their unwavering commitment to customer experience. Despite their vast scale, they prioritize exceptional service, innovative technologies, and a customer-centric culture, making them a leader in customer experience within the telecommunications industry.

Revolutionizing Customer Engagement with WhatsApp

With the mission to deliver outstanding service to their diverse clientele, our client confronted a dilemma: the struggle to effectively engage with their Spanish-speaking customers. The burning question echoed: How could they bridge this communication gap seamlessly? Collaborating with the [24]7.ai team, they embarked on a brainstorming journey to uncover solutions.

WhatsApp, the social media giant among Spanish-speaking users, was proposed by [24]7.ai. But why? What hurdles could WhatsApp conquer for our client?

- Language accessibility for Spanish-speaking customers
- Continuous connection for uninterrupted communication, eliminating the hassle of rejoining queues.
- Reusable WhatsApp numbers with end-to-end encryption guaranteeing the safety of customer interactions.
- Enhanced clarity through voice messages and images provides a richer and more effective communication experience.
- Seamless integration into the existing customer service ecosystem, ensuring a smooth and disruption-free incorporation without compromising efficiency.

The path forward was clear: a transformative strategy blending technology adoption and customer-centric policies. The transition from identifying a problem to implementing a solution relied on using WhatsApp, a platform synonymous with accessibility and convenience for our target demographic.

Agile Operations: Transforming Customer Engagement through WhatsApp Integration

Curious about the transformation? Here's how it transpired.

The [24]7 operations team demonstrated remarkable agility and adaptability in seamlessly integrating WhatsApp as the primary customer communication channel. This strategic move transformed customer engagement, offering a more personalized and convenient support experience.

Key Transformation Enablers

Developed a Meticulous Implementation Plan:

We crafted a well-defined 180-day plan to ensure a smooth transition to WhatsApp support.

Business Outcomes

20%

Improvement in FCR, AHT, and AWT

83.83%

Average NPS

2 Min

Average Response Time (ART)

60 Sec

Interaction Resolution Time (IRT)

30 Sec

Consistent Refresh Rate

Implemented Real-Time Bilingual Support:

The system automatically connects to WhatsApp when it detects Spanish, enabling seamless language switching for better customer service.

Empowered Agents with Specialized Training:

We provided intensive language and cultural training to our agents, equipping them to offer empathetic and effective support.

Upgraded with Robust Technical Infrastructure:

We achieved seamless integration with existing customer support systems, enhancing operational efficiency without disruption.

Optimized Processes for Swift Responses:

Our team refined workflows to maintain quick and precise customer responses, elevating service standards.

Implemented a Continuous Monitoring and Feedback Loop:

We implemented a continuous monitoring and feedback loop that used mechanisms for continuous monitoring to drive real-time adjustments and improvements.

Implementation: Embracing Agility and Adaptability

Proactive Planning and Recommendations:

Deployment phases were meticulously planned, incorporating proactive discussions and recommendations.

Swift Response to Feedback:

Initial feedback from the Sprinklr rollout led to swift integration of a WhatsApp icon, interface customization, and improved user familiarity.

Methodical Three-step Implementation Process:

A phased approach ensured a smooth transition to WhatsApp support:

- Initial Pilot: A handpicked team spearheaded WhatsApp support, focusing on personalization and efficiency.
- Gradual Expansion: Success led to a systematic broadening, with ongoing evaluations to refine the approach.
- Full-scale Implementation: WhatsApp was fully integrated into the support model, with comprehensive guidelines.

Best practices were implemented to optimize results, including prioritizing [Single Sign-Ons for convenience](#), efficient communication through [chat link generators](#), [resolving issues at first contact](#), and [clear procedures for escalating to voice calls](#).

Progressive Results: Transformed Customer Engagement

Post-implementation, the impact was clear:

20%

Improvement in FCR, AHT, and AWT

83.33%

Average NPS

2 Min

Average Response Time (ART)

60 Sec

Interaction Resolution Time (IRT)

30 Sec

Consistent Refresh Rate



As a result of these measures, our client was able to transform their customer engagement by providing more personalized, efficient, and multilingual support.

This case study transcends the mere implementation of WhatsApp; it stands as a testament to our unwavering commitment to transformative customer engagement. By bridging a crucial communication gap and redefining the benchmarks of personalized service in the telecommunications landscape, this initiative embodies our adaptability, customer-centricity, and unwavering pursuit of excellence. It has not only revolutionized our current interactions but also laid the foundation for future innovations in customer service.



Contact us

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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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