

Bridging the Gap: How [24]7.ai Achieved Chat Support Resolve Rate Parity for a Leading Telecom Provider



Company Overview

Our client, a leading American multinational telecommunication provider, 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

A significant performance gap existed between the Mobility Tech Support (MTS) voice and chat support channels. The chat channel's resolve rate lagged behind the voice channel by over 10%. The goal was to elevate the chat channel's resolve rate to match or even surpass that of the voice channel.

[24]7.ai Products and Services

CX Services – Chat Agents

Solutions

- We have developed a standardized comparison framework that aligns metrics and KPIs across voice and chat channels.
- The client focused on access rights, and [24]7.ai focused on upskilling agents through targeted training programs.



A Telecommunications Powerhouse

As a leading American telecommunications provider, our client is renowned for its extensive network infrastructure and diverse service offerings. They prioritize exceptional service, innovative technologies, and a customer-centric culture, making them a leader in customer experience within the telecommunications industry.

Background

Our agents support the client's customers with Mobility Tech Support (MTS). The MTS team is the backbone of customer support for complex technical issues, assisting with billing inquiries, plan modifications, device troubleshooting etc. Their role is crucial in ensuring customer satisfaction and upholding the client's reputation for excellent service.

The Solution

Understanding the Root Cause

Our analysis revealed that the performance gap stemmed from a combination of factors: limited agent access rights hindering issue resolution, the recent platform transition causing disruptions, and knowledge gaps among agents requiring targeted training.

Solution Implementation

To address these challenges, we devised a comprehensive solution:

Level Playing Field

We established a standardized comparison framework, aligning metrics and KPIs across voice and chat channels. This ensured a fair evaluation of performance, accounting for initial disparities in agent capabilities and access rights.

Empowerment Framework

Collaborating closely with the client, we secured necessary access rights for agents, enabling them to resolve complex issues independently. Backend enhancements were implemented to streamline workflows and minimize escalations.

Two-Pronged Approach

We combined the strengths of both the client and [24]7.ai. The client focused on providing access rights and system enhancements, while [24]7.ai concentrated on upskilling agents through targeted training programs, with ongoing support from our L&D, Quality, and Operations teams. Additionally, Tier 2 support from the client bolstered the expertise of our TLs and SMEs.

We secured necessary permissions, implemented backend optimizations, and conducted comprehensive training to enhance agent capabilities and knowledge. Real-time performance tracking facilitated immediate feedback and support for continuous improvement.

The Results

Within five months, we achieved remarkable results:



Chat resolve rate improved by over 1000 basis points

matching the voice channel's performance.



Transfer rates decreased from 6% to 1%

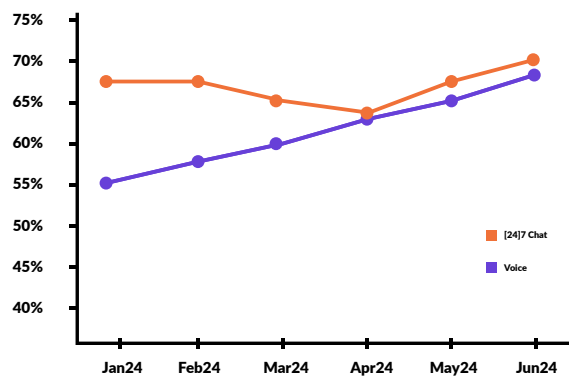
highlighting improved agent issue resolution.



Combined resolve rate reached 69%

demonstrating the effectiveness of our initiatives.

Chat vs Voice Resolve Trend



[24]7.ai's expertise and data-driven approach transformed the client's tech support performance. By addressing the root causes and implementing targeted solutions, we delivered measurable results exceeding expectations. This case study showcases [24]7.ai's commitment to empowering clients and driving operational excellence in the telecommunications space.



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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