



Leading mobile operator improves customer digital self-service with CallVU

CallVU's advanced digital engagement platform gives customers of a major mobile operator access to self-service and the ability to resolve a wide variety of account issues.

Background

The customer is a LatAm based mobile telephone operator. The customer maintains a presence throughout LatAm where it provides mobile wireless Internet and telephone connection services to over 14 million subscribers.

The company provides a full range of telecommunication services, yet this branch has an unusually large portion of pre-paid customers, despite mobile phone use being very widespread in LatAm.

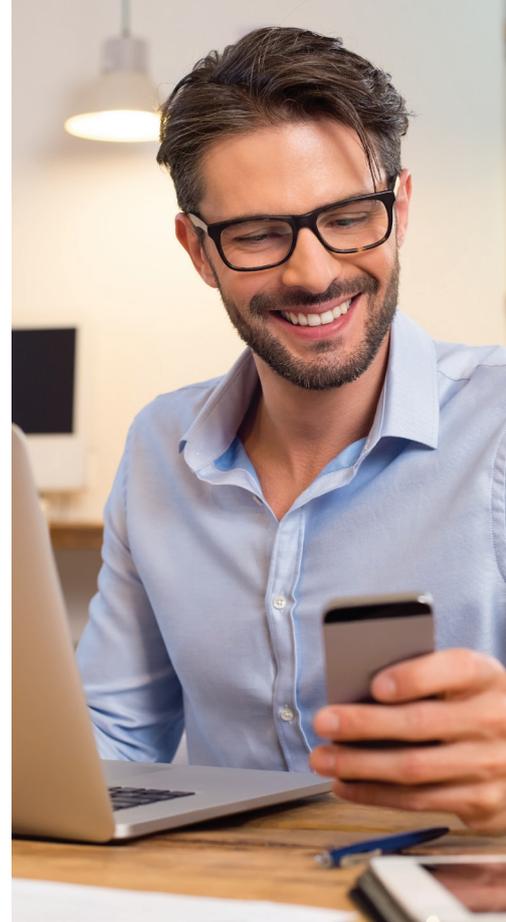
Challenge

Contact center management reported exceptionally high call volumes and by its own account was overburdened. Systematically, all prepaid top-up calls were routed to agents, from which customers would report a low to negative per-call value. The objective for many callers was to obtain simple account information, such as their post-paid monthly balance, questions regarding types of service packages, remaining minutes on prepaid plans etc.

Adding to the challenge, management identified that as a result of pre-paid packages frequently changing, customers were compelled to regularly call in to confirm the status of their account. With the primary objective of minimizing call volumes, the mobile operator set a goal of 10% of pre-paid calls being addressed and resolved by the visual IVR within the first year of operation.

Three primary key performance indicators were defined by the mobile operator:

1. Reduce the number of calls that end up with a contact center agent
2. Shorten call duration - or Average Handling Time
3. Increase retention of pre-paid customers by:
 - Directing customers to points-of-sale
 - Improving top-up campaign conversion
 - Expediting the process to top-up
 - Expediting usage details



30%

Call volume reduction with visual self-service



50%

of visual callers instantly pay their bill



80%

of customers ranked service as Excellent



It was important for management that roll out would be quick and efficient to ensure that the visual IVR would be launched, in time, ahead of the 2017 holiday season.

Solution

After evaluating alternatives technologies, the mobile operator advised that it selected CallVU on the basis of its deep understanding of the call center environment and associated business challenges. CallVU was able to propose the richest offering, both in terms of the flexibility of its bespoke solution and the feasibility of its time frame. The operator assessed CallVU as an enabler of information provisioning, applying a method that reduces dependency on an agent and therefore best disposed to address their most burning business challenges.

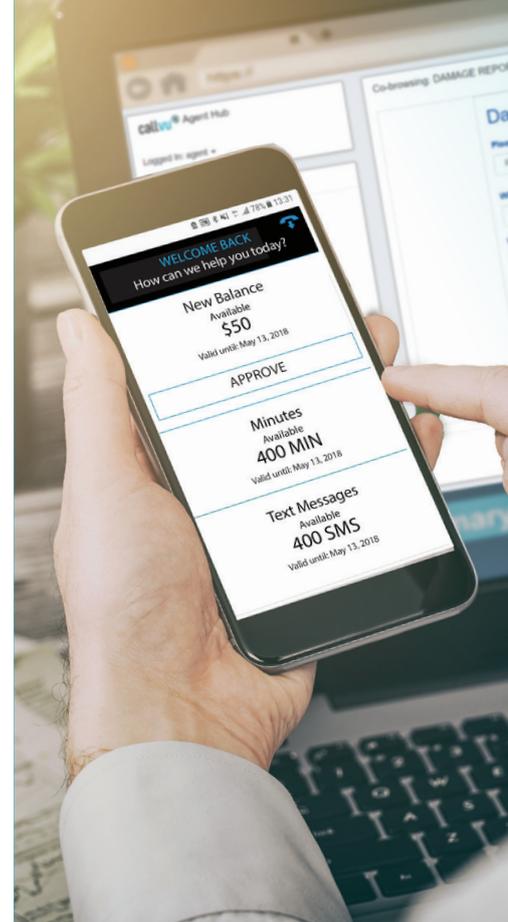
To effectively resolve their operational challenges the operator selected CallVU's Visual IVR and analytics dashboard to implement a range of use-cases that will address the most frequent caller objectives. The initial scope included various pre and post paid information displays and payment options CallVU worked collaboratively with the operator to select the pathways and options that they felt would be most effective in optimizing the Visual IVR system.

“CallVU presented the quickest understanding of our business, they responded with the most relevant use-cases, which were based on our actual operational challenges.”

Mobile Operator, VP of Operations

The process of implementation was fairly straight forward. The operator addressed various core system integration tasks in order to provide CallVU with the designated screen, and respective information, for each customer profile (i.e. both pre & post paid). Integration was made with the existing IVR servers from which multiple service flows were developed.

The process from system design to implementation took only four months and included the creation of a comprehensive 'look and feel' interface which exactly resembled the operator's other digital platforms. For added benefit, implementation also included a near-real-time view of multiple visual call indicators for call center staff and management to monitor. Staff can also view reports on the amount of money paid by clients whilst utilizing the visual IVR processes.



Customer Profile

A mobile operator in LatAm serving over 14 million subscribers nationwide

Business Needs

1. Reduce the number of calls that end up with a contact center agent
2. Shorten call duration - or Average Handling Time
3. Increase retention of pre-paid customers

CallVU Solution

1. App-free Visual IVR
2. Management and Analytics console

Results

Once the visual IVR went live, results came back exceptionally positive across all respective key performance indicators.

- **Reduced Call Volume:**

Through call deflection to self-service, the number of calls agents needed to handle was significantly reduced. This served to improve agent response time and enhance the customer's experience while reducing operational costs.

- **Shortened AHT:**

Showing all available packages on the caller's screen enabled the caller to make quick and accurate selections. This feature greatly optimized the agent's time as they were able to collaborate with the caller far more efficiently.

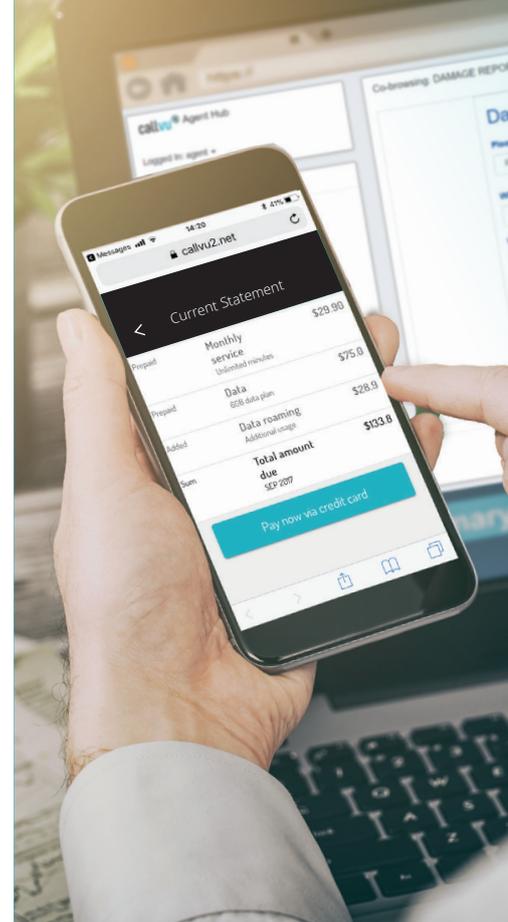
- **Improved Retention:**

The qualitative improvement to the customer experience significantly reduced churn. This was also made evident in post-call survey results which featured high response rate (61%) and a high satisfaction score. In addition, the inherent visibility of the digital engagement platform, enabled the operator to present relevant product promotions, that had a positive impact on up sales and cross sales.

“CallVU went out of their way to satisfy all of our technical questions regarding system setup and product roadmapping.”

Mobile Operator, VP of Operations

The company's VP of Operations attests to an exceptionally positive experience implementing CallVU's visual IVR solution “They presented the quickest understanding of our business, they responded with the most relevant use-cases, which were based on our actual operational challenges and were therefore directly relevant in meeting our needs. CallVU went out of their way to satisfy all of our technical questions regarding system setup and product roadmapping. I think the success of implementation came down to CallVU's straight-forward processes”.



ABOUT CALLVU

CallVU addresses the business need of diverting customers to digital self-service. Taking advantage of CallVU's Digital Engagement Platform, our customers can reduce the pressure put on contact center agents, ensure higher usage of digital content and offer enhanced customer experience.

CallVU's advanced Digital Engagement Platform comprises visual-IVR, collaboration, service BOT, mobile-web and digital forms, blending rich digital and interactive media with the web, voice and social channels.

Founded in 2012 by a highly experienced team of digital service solution providers, CallVU is committed to helping its customers to accelerate digital transformation while improving operational efficiency. With operations in the Silicon Valley, Boston, and Tel Aviv, CallVU's platform is installed in leading financial institutions, telecom service providers, credit card companies, insurers and more. CallVU was selected as “Cool Vendor in CRM and Customer Support, 2016” by Gartner and was named one of the “20 Most Promising Digital Experience Solution Providers in 2017” by CIO Magazine.