



## Case Study

# The Digital Completion Experience

## Intro



This large U.S. mobile network was suffering from low conversion rates, wasted agent time, and a convoluted onboarding process that discouraged potential customers. Digital completion enabled the company to turn this trend around, providing a simple, transparent, and streamlined experience that transformed leads into paying customers, often within a single call.

### Key customer quote

"Our customers are happier with their buying journey... experiencing the instant, intuitive, mobile experiences that they are used to."

## The need



Because of the range and complexity of this mobile network's products and services, customers lacked transparency into devices and pricing. That meant a massive number of unnecessary information-gathering calls—with relatively few of these leading to a signed contract.

Potential customers, in turn, were frustrated when they had to start the process all over again each time they reached out. Agents provided inconsistent and conflicting information, further discouraging and confusing customers—which translated into a very high post-call cancellation rate.

Immediate goals were to halt these negative trends: increase sales rates, bump up ARPU, and reduce cancellations. A secondary goal was streamlining the onboarding experience to build satisfaction and loyalty for the long term.

## About the customer



The customer for this solution was a large U.S. mobile provider coping with the challenges of trying to differentiate in a crowded market. They were attempting to strategically expand their product and service offerings, but managing the complexity was proving quite challenging for agents, who were fielding over 200,000 telesales and service calls per month.

## Customer needs

- ▶ Streamline process completion, incorporating clear product/service offering, contract signing, and compliant payment
- ▶ Reduce post-call cancellations and customer remorse
- ▶ Incorporate automation for workflows and visual checkout processes for total two-way clarity
- ▶ Eliminate agent errors and both agent and customer frustration with redundant processes

## The solution:

### **The Digital Completion Experience**

Digital completion reimagines the sales process through the lens of modern customer service experiences. Driven by a simple, intuitive interface, the digital completion experience replaces cumbersome, manual, siloed-processes with a modern, streamlined system that puts customers first.

### **Implementation scope**

- ▶ Agents provide a clear offer, including images of devices, meeting customer needs in real time and increasing upsell opportunities
- ▶ Customers receive a visual summary for total clarity and transparency
- ▶ Secure, compliant payment process in real time, while agent speaks to customer, significantly reducing abandonment
- ▶ Verbal contract or purchase summary ensures total understanding and virtually eliminates post-call cancellation

## Main business objectives

- ▶ Provide end-to-end completion, from inquiry call to signed and paid contract
- ▶ Optimize agent time and eliminate repeat calls
- ▶ Increase sales and eliminate cancellation
- ▶ Empower agents to drive revenue and boost ARPU
- ▶ Strengthen brand identity and improve customer loyalty
- ▶ Differentiate within a crowded market
- ▶ Minimize agent training and downtime to implement the solution

## Solution highlights



- ▶ **Fast implementation within existing call-center** operations thanks to simple API integration
- ▶ **Minimal agent training** on new systems thanks to intuitive visual interface
- ▶ **Agent time is saved with visual T&C**, freeing agents to proactively suggest higher-value solutions to meet customer needs
- ▶ **Fully mobile experience allows customers to interact with the company** on their preferred devices with no special app to install
- ▶ **Minimized risk of manual error and unified**, rather than siloed, information through a streamlined end-to-end process
- ▶ **Change of details** calls are easily resolved with fraud potential minimized.
- ▶ **Visual bill review allows agents to quickly** resolve issues and proactively offer better deals to meet customer needs.

## Project highlights



- ▶ Full project rollout within 2 weeks
- ▶ 22% increase in net sales rate
- ▶ 33% decrease in post-call cancellations
- ▶ 15% increase in NPS
- ▶ Maximizing call center efficiency to handle over 200,000 sales and service calls per month
- ▶ Major boost in first call resolution (FCR)
- ▶ Significantly minimized the number of calls required to make a sale
- ▶ Maximized average revenue per user (ARPU) through sales of new devices and data plans

## Key takeaways



Thanks to the Digital Completion Experience, this telco is now able to leverage no-code workflows to collect customer eSignatures, documents, and payments, and authenticate ID all in real time, straight from the customer's smartphone. Within weeks, the call center was transformed into a revenue-building powerhouse, with measurable improvement on a number of KPIs: shorter sales and servicing cycles, higher NPS, and significantly higher completion rates.

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