Case Study

The Smart
Omnichannel Experience

Intro

With 2.43 million customers and 2,594 employees, this large Israeli mobile provider needed to modernize its customer service fast to adapt to market pressures—starting with making its services available wherever and whenever customers needed them. Given that WhatsApp is the most popular communications app in Israel, with a penetration rate of 116%, they required WhatsApp API integration as a core component, yet hoped to remain open to as many technologies as possible while keeping both the agent and customer experiences as simple as possible.

Key customer quote
"Revolutionized the way we engage with people. By adopting digital channels, customers can reach us whenever they need help. It was of the utmost importance for us to be present wherever our customers are."

The need

Most customer service inquiries were handled by phone, placing great strain on agents and extending hold times, negatively impacting customer satisfaction.

Meanwhile, agent time was not being used efficiently or productively. Many calls coming in were for repetitive inquiries which could have been resolved through a self-service solution. Meanwhile, agents with greater skills were being tied up with relatively simple requests, while inexperienced agents were placing too many support requests, costing the company money.

Immediate goals were to provide effective virtual support. This included a range of digital options to maximize the available resources—among them creating a self-serve help area on the company's website, integrated bot, and service through multiple channels including WhatsApp.

About the customer

The customer for this solution is a large regional mobile provider with close to 600 agents handling about 60 inquiries per 8-hour shift. Due to the single-channel interaction and lack of self-serve options on the site for frequent inquiries, hold times for trivial inquiries clogged phone lines and created negativity even before the call was answered.

Customer needs

► Increase call center metrics such as FCR, and NPS

► API integration to reach customers through WhatsApp and social media pages, business email, SMS, chat, interactive navigator, and other self-service systems Eliminate agent errors and both agent and customer frustration with redundant processes

► A unified, easy-to-navigate interface that would allow agents to communicate optimally with customers regardless of their preferred channel

The soultion:

The Omnichannel Presence Experience
Omnichannel presence goes far beyond chatbots to turbocharge customer-service best practices with the power of AI. Companies can shorten hold times through an omnichannel presence, eliminate dropped calls, and mine their existing knowledge base, CRM, and ERP to offer a hyper-personalized experience through the customer's favorite channel.

Implementation scope

► Integrate and implement new digital service channels

► Shorten hold times and add automation and self-serve options for improved NPS

► Reduce unnecessary tech dispatches

► Shorten agent training

► Increase self-serve options

► Provide flexible contact options to continue phone calls through SMS and other platforms (with a single agent)

► Identify customer needs and use AI to route them to the best available agent

Main business objectives

► Increase loyalty with a streamlined, modern, hyper-personalized experience tailored for the customer

► Boost loyalty and NPS through flexible communication alternatives in line with the customer's preferences

► Increase caller satisfaction with shorter hold times and clear, consistent communication across channels

- Increase perceived availability through 24/7 self-service and intelligent automation options

- Strengthen brand presence through unified interfaces and responses across all channels, including app, site, social media, and more

Solution highlights

- Agent productivity and capacity have more than doubled

- Interactive navigator on website and app provide easy, fast self-serve digital resolution

- Streamlined interactive interface makes call handling simpler for agents through all channels

- Frees up agents to handle more complex inquiries

- Improves agent morale significantly, decreasing turnover

- Improves customer mood and patience thanks to reduced hold times

- Reduces average call duration and cost per call

Project highlights

- 90% of chat inquiries are now resolved through online self-service.

- 96% of first-call requests are resolved through digital channels.

- Significant reduction in tech call dispatches

- 20% increase in agent call volume per shift

- Maximizing call center efficiency to handle over 200,000 sales and service calls per month

Key takeaways

The omnichannel experience has given this company a simplified, automated way to respond to inquiries at the speed of AI. Whether sending product information, scheduling appointments, or responding to commonly asked questions, automation helps ensure that agents' time is used for the inquiries that need it—while self-serve options put answers at customers' fingertips any time, day or night. Thanks to this fully integrated digital solution, agents can handle far more inquiries, and the company is saving money on unnecessary service calls—all through a single point of contact to respond quickly and consistently to all queries, earning the company an A+ grade when it comes to customer experience.

The next-generation Augmented Experience Center is all about ensuring that your customer comes away feeling heard. Amdocs helps you deliver a hyper-personalized, effortless experience, anticipating what customers need and delivering relevant content at the right time, across all communication channels. Our rich partner ecosystem lets us tailor an ideal solution suite to meet your customers' needs while cutting costs and gaining insight and business intelligence. Everyone wins.