

CASE STUDY

Telecom customer experience

We helped a telco improve their customer experience

SERVICE DELIVERY

- What is the target customer experience?
- Where are we losing efficiencies and how can we correct this?
- Is there a way to meet both objectives simultaneously?



SATOV APPROACH

- Provided a new perspective on productivity
- Quantified the upside of improvements
- Compared operations against best practices
- Developed and executed the implementation plan



WE HELPED THE CLIENT

- Improve morale and productivity
- Reduce operating costs
- Improve customer experience

Does this sound interesting? Email us to get more details.

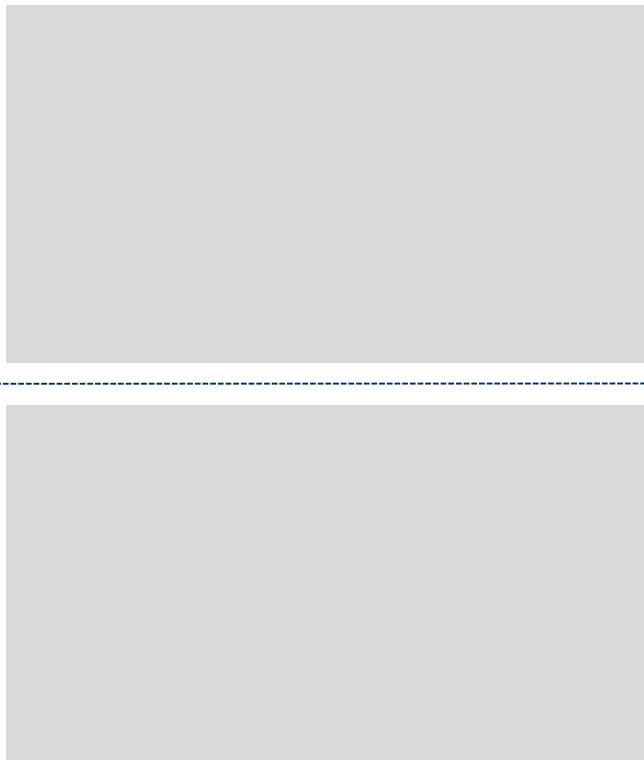
We focused on opportunities to improve both efficiency and customer experience

Customer experience (CEX)

High



Low



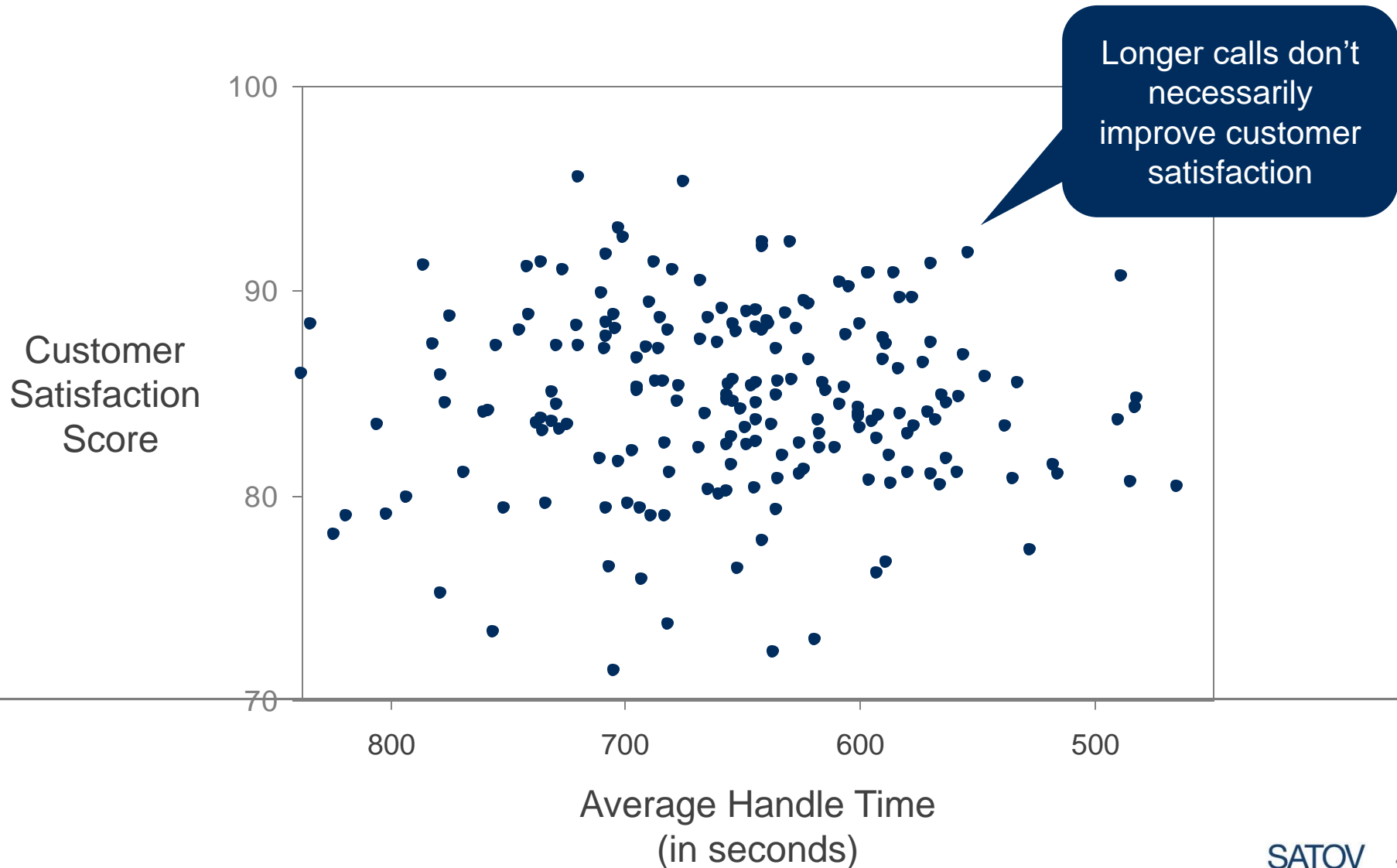
- Customer choice of contact method
- Minimal wait times
- Personalized service
- Efficient and effective call resolution
- Accurate forecasting

Low

→ High

Efficiency

We questioned commonly held beliefs



We identified **actionable improvements** to help with implementation

Performance management

- Balanced objective metrics
- Targeted coaching in development areas
- Recognition of top performers
- Clear dashboard of performance

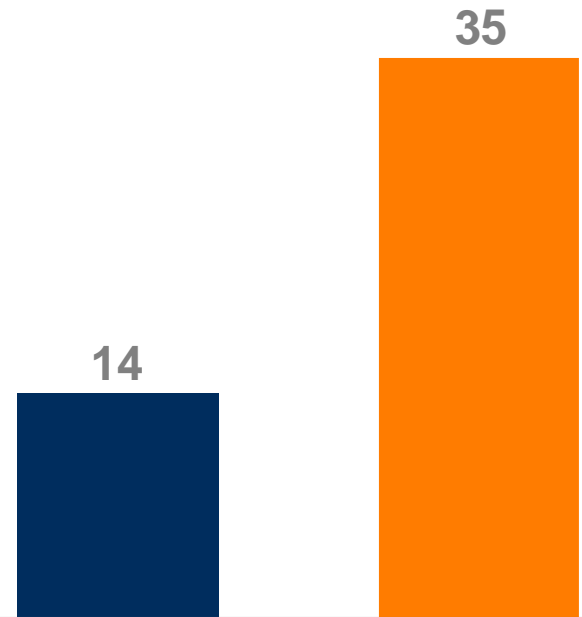
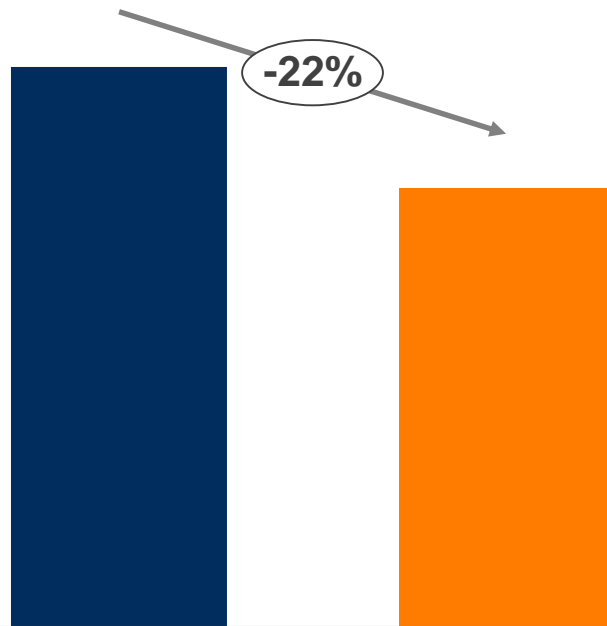
Operating model

- Flexible staffing model
- Streamlined organizational structure
- Improved forecasting and long-term planning
- Queue structure focused on customer needs

We reduced costs and enabled industry-leading customer experience

Annual cost per subscriber

Customer satisfaction (NPS)



Base year

Projected

Industry average

Client NPS