

LEADING TELCO SLASHES COSTS BY 27% AND EFFICIENTLY MANAGES VOLUME PEAKS THROUGH MOVATE'S FLUID CONTACT CENTER MODEL



About the Client

The client is an Fortune 50 North American multinational telecom company. This case study explores how they successfully partnered with Movate to address their customer service challenges and achieve remarkable outcomes.

The Client Challenge

In the highly competitive telecom industry, customer service is pivotal in maintaining customer satisfaction and loyalty. As a market leader, the client recognizes the constant need to enhance customer service delivery, streamline processes, and optimize operational costs.



...The Client Challenge (contd.)

During the initial discovery process, Movate identified several key challenges that hindered their customer service excellence:

Increasing Cost to Serve: Fully optimized rate structures and efficiencies with existing BPO partners with minimal headroom to improve quality.

Unplanned Call Surges: A way of life in the telecom space where unplanned events in and outside the network can result in a huge influx of calls over short periods of time resulting in poor customer experience and agent burnout alike.

Low Digital Channel Adoption: Relatively low adoption of digital support channels, resulting in a heavy reliance on traditional voice-based customer support channels.

Underleveraged Virtual Assistant: Ecosystem built with a combination of COTS automation solutions and virtual assistants resulting in slower than anticipated adoption and lower than expected ROI.

Legacy Routing Architectures: Limited ability to understand true intent behind contacts and intelligently route beyond traditional call queue based segregation.

Movate Solution

Fluid Contact Center Powered by Innovative Gig and Gen AI Solutions

Our engagement began in 2018, as we began ideating with the client on what it would mean to leverage a network of gig experts with deep understanding of the telecom domain to help elevate the quality and provide a more authentic and empathetic level of support. The heartbeat of the solution included an AI-enabled intent identification engine to understand true intent and offer digital channel for supporting the right types of interactions without affecting the quality of service delivered.

Over time, we have evolved from a trusted partner to trusted advisor and collaborate closely with various groups within the client organization to drive strategic synergies across multiple channels and increase digital and gig support adoption in a fully outcome-based "per resolved contact" model.

We have enabled them to transform from a 'fixed to fluid' model of their contact center operations by leveraging the disruptive combination of the gig workforce model and AI technology. The shackles within which traditional contact centres operate and limitations BPO leaders have grown accustomed to working with, were completely reimaged to create the future of support.

The key components of our fluid model-based solution included:

AI-powered intent identification

Our core solution included deploying our patented Gen AI-powered intent identification engine in front of the customer's IVR to identify true caller intent and route to the channel most likely to resolve the issue with the highest degree

of customer satisfaction and the lowest cost, two components that don't typically co-exist. Contacts deflected to digital channels that met the right intent were routed to our peer-to-peer gig expert network for resolution.



Gig experts network

With over 1000 OnDemand gig experts, centralized operations and community management structures combined with our reputation engine, our gig experts are able to ensure a higher level of quality than traditional BPO agents with being able to scale up to 50X of our daily volumes when required. We also developed a crowd expert persona aligned with their brand and values, thus bringing consistent professionalism and domain expertise to customer interactions.

Gig transformation hub

We set up a gig transformation hub across all intents and channel to monitor interactions that continued to flow into the BPO teams. The gig transformation hub is responsible for continuous evaluation of intent types, training required, system access, interdependencies and building the right content and intent level ecosystem to drive more volumes from the BPO to the gig expert network.

Digital adoption team

We set up a dedicated team to support the client in optimizing their front-end and agent-assist automation experience using a combination of their in-house tools, Movate Athena for generative AI and Movate Edison for digital CX transformation solutions. The team tested the digital tools and ironed out kinks before mass rollout and focused on constantly elevating customer experience and removing points of friction across the customer journey.

Pay-for-performance

With our 100% pay-per-resolution model, the client had to pay only for resolved contacts and could change a significant portion of their fixed contact center costs into variable costs. Over time, they reduced their reliance on BPO agents, thus reducing costs significantly.

Business Benefits

Movate's gig + generative AI approach for fluid contact center led to several remarkable outcomes for the telecom leader:

90% CSAT - Customer satisfaction scores soared to an impressive 90% for cases handled by gig experts, reflecting the quality of interactions and issue resolution.

25% Shift to Digital - The client managed to shift 25% of all IVR contacts to digital support channels where messaging option was provided, showcasing increased adoption of modern interaction methods.

30% More Virtual Assistant Usage - The optimization efforts led to a 30% increase in the adoption rate of the generative AI virtual assistant, indicating improved customer acceptance and engagement.

52X Scalability - A remarkable 52x volume spike was effectively managed during an outage, showcasing the scalability and agility of the gig expert network.

27% TCO Reduction - Through a pay-per-resolution pricing model, the client achieved a substantial 27% reduction in their total cost of service, demonstrating the tangible cost benefits of the engagement.

...Business Benefits (contd.)

95% Resolution Rates – We successfully manage 900,000 customer contacts annually with an impressive 95% resolution rate, demonstrating the efficacy of the new approach.

<2 Min. Average Response Time - The average response time for customer interactions dropped significantly to under 2 minutes with flexible capacity, ensuring timely and efficient support.

<2% Attrition of Gig Experts - The gig expert network experienced less than 2% attrition, highlighting a high level of satisfaction and engagement among these specialized professionals.

About Movate

Movate, formerly CSS Corp, is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and relentless focus on driving client outcomes. It helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its diverse talent of over 12,700 full-time Movators across 20 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages. Movate has emerged as one of the most awarded and analyst-accredited companies in its revenue range.

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