



24% Customer Churn Reduction for a Leading Telecom Conglomerate, Made Possible by CSS Edison[™] Smart Routing Solution



CHALLENGE

With a huge customer base, the most challenging aspect for the client was managing and routing support requests in an efficient way that minimized customer effort and maximized resolution quality. While the client had a robust support ecosystem in place that gave them a good understanding of their customer's pain points and needs with well-defined personas, lack of real-time agent personas and the sheer magnitude of calls taxed their call flow and routing mechanisms and overloaded them - resulting in inefficiencies that gave rise to increased AHT (Average Handling Time), low CSAT and high customer churn.

As a result, the customer experience was a hit or a miss and nothing home to talk about. The client needed to infuse intelligence into operations, overhaul the system to increase resolutions, manage routing and escalations, and drive CX (Customer Experience).



ABOUT THE CLIENT

The client is a global multinational telecommunications conglomerate with a global subscriber base of more than 150 million customers. They provide a range of services spread around cable television, landlines, mobile phones, broadband, IPTV, digital media, Internet, Telematics.



SOLUTION

CSS Corp assessed the existing client ecosystem and brought forth its CSS Edison™ platform for the job with the following scope of work -

- 1 Implement a persona-based **Smart Routing Solution**, an AI-powered engine that maps agent and customer personas to enable call routing from multiple channels to the best available agent in real-time
- 2 Drive channel-less experiences over customers' preferred engagement channel with a customer engagement hub thus realizing faster resolution and outcomes
- 3 A dedicated team of trained, best-in-class CX professionals in Utah to take care of support requests/ services for various client products

CSS Corp configured the **Smart Routing Solution** and the **Customer Engagement Hub** that helped the client manage its customer base of more than 150 million subscribers through channel-less support and efficient case routing.

Though the client had well-defined customer personas at its disposal, they didn't have a mechanism to identify the right agents to resolve the call. CSS Corp's Smart Routing solution filled in the gap by creating agent personas and mapping them to customer personas.

Defining personas helps to understand customer intent, segmentation from the customer's side and maps it to the right agent who has the best skill, expertise, and ratings to resolve the call across channels. Typical customer personas could include attributes such as expected outcomes, service score, customer intent, past interactions. Agent personas could include soft skills, tech skills, agent KPIs, personality.

The solution created agent personas by mapping 4 main categories and 40 subcategories to identify strengths and areas of improvement. DNN (Deep Neural Network) models were created to identify intent based on historical call patterns. Persona-based routing systems generate higher customer satisfaction, faster closures and seamless experiences due to its real-time capability to automatically divert calls to the best available agents.

What makes Smart Routing different?

When the goal is to deliver customer experience, timely action alone won't cut it, it needs actionable intelligence. Intelligence derived from conversations and channel-less interactions.

Smart Routing aims to do just that. The Smart Routing engine, powered by Machine Learning takes into account factors such as customer data, CRM, agent data, real-time conditions. Simultaneously, it takes agent related data as well and arrives at a real-time matrix to funnel the call to the best, available agent in seconds. The process gets better with time and ensures customers get the best experience possible.



The below diagrammatic representation shows how Smart Routing works.

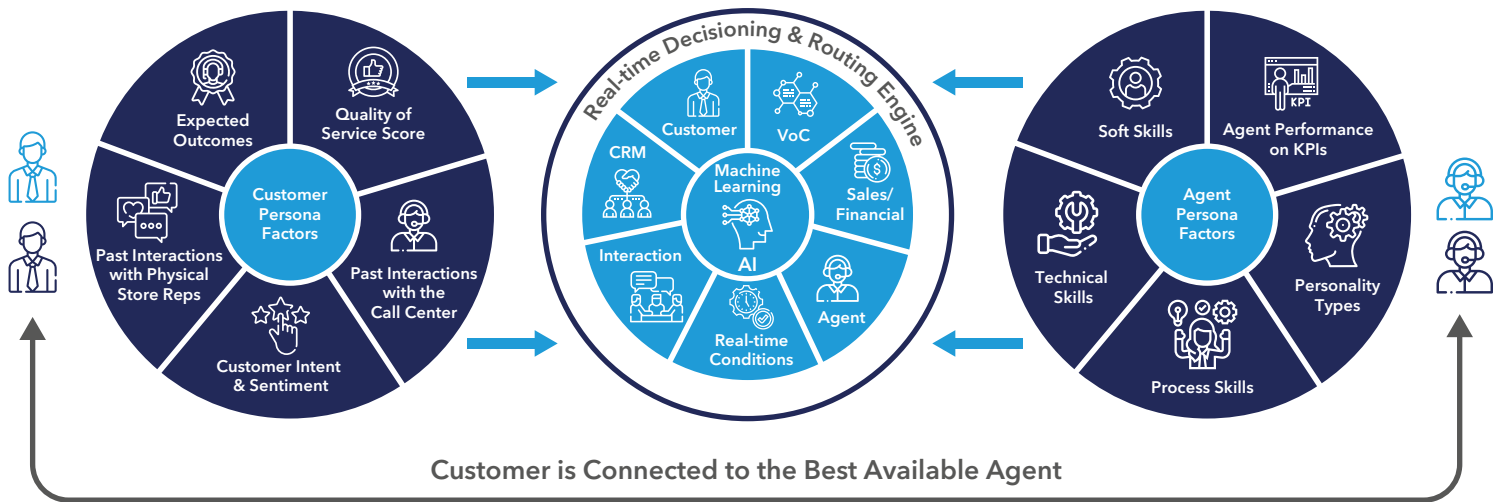


Figure 1: CSS Corp's Smart Routing Algorithm

Over time, the system learns on its own and aligns itself to creating efficient transactions. Smart Routing is modular and does not affect any other process and can be safely integrated atop any existing solution.

BUSINESS OUTCOMES

» 100% Automation in Case Allocation

Currently, 100% of client's support requests are automatically routed and allocated to the most suitable agent without any manual intervention.

» Improved Resolution Quality

With efficient call routing, the client has seen a sharp reduction of 28% in AHT of cases, while the CSAT scores have improved by 13%.

» 24% Customer Churn Reduction

Most importantly, hassle-free support and fast resolutions have improved customer loyalty and the client has achieved a dip of 24% in customer churn within a quarter.

» 18% Improvement in Agent Productivity

Agent persona based case routing ensures that the work is aligned to agents' personality and behavioral traits, thus driving agent experience and enabling them to work more efficiently.

For more information, [contact info@csscorp.com](mailto:info@csscorp.com) | www.csscorp.com