

Mobile Self-Care Solution Empowers Subscribers & Generates 25Million+ Revenue for a Leading 3G Operator



The challenge

A leading 3G telecommunications operator with over 150m subscribers had the challenge of spiralling customer care costs with its expanding subscriber base, handling about 45 million calls per day. This exponentially increased not only its customer care costs but its “waiting time” for a subscriber on the IVR.

This undesirable scenario necessitated the innovation of the solution which allows subscribers to eliminate the informational queries accounting for 70%+ of the total customer care calls.

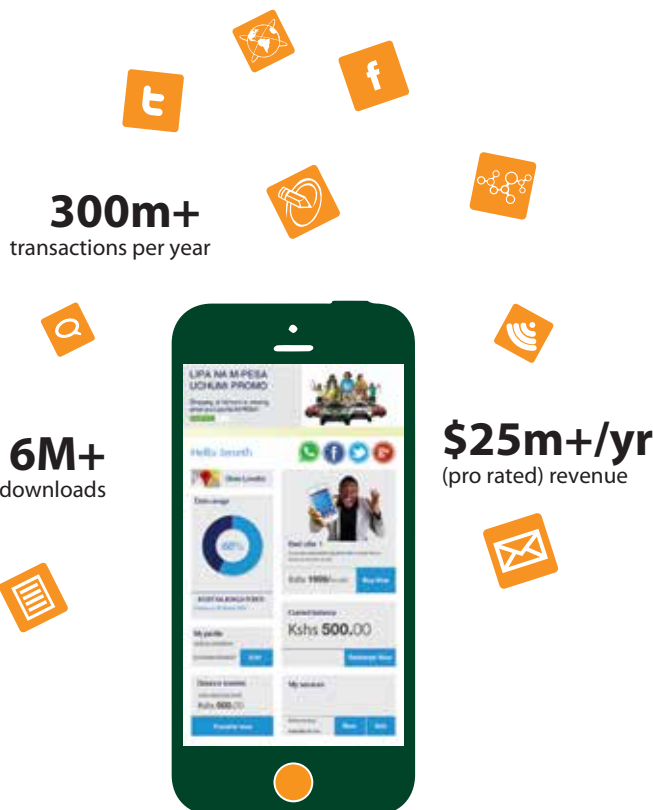
In summary, the challenges hitherto faced by the operator were:

- Increased operational costs arising from ballooning call volumes which led to mounting overhead costs arising from the large number of customer care agents needed to handle customer care transactions.
- Long waiting periods to resolve subscribers’ requests / complaints.

The solution snapshot

From a workshop conducted at the operator’s premises, the following observations were made:

- 3000 calls originating in one region were reduced to just 100.
- After subscribers knew about the mobile self-care application, over \$25m+ revenue and 300m+ transactions were realised.



The solution

With the Self-Care feature for both feature phones and smartphones, ISON helped the operator to reduce customer calls by more than 30%. The solution helps in :

1. AUTO USER IDENTIFICATION & VALIDATION

The app auto identifies the consumer (prepaid/postpaid) rather asking him/her to create login & password. In addition, integration of self care app with Business Support Systems (BSS) and Operations Support Systems (OSS) allows customers to validate their credentials and enables /disables services without resorting to calling customer care. In addition, single-click download, low loading times and app personalization makes it accessible and usable.

2. FAST ACCESS TO USERS DESIRED INFORMATION

The self-care app allows users to view balances and validity, bill details and due dates, service usage, current and new tariff plans etc.

3. PROACTIVE AND PERSONALIZED INTERACTION WITH USERS

The users can chat with customer staff or post a query or complaint as well as subscribing to usage alerts, based on their own thresholds.

The solution is innovative in the following ways:

1. CALL DEFLECTION

With this feature the system can deflect a call made by the subscriber to the IVR and while waiting for the call to be answered, the subscriber is given the option of using the self-care app by installing the app through app installation link sent to him/her. Once installed, the app gets popped up on the phone screen to be used.

2. SMART POP UP

The customer care agent can send bill/recharge, call/data charges details and settings instruction videos directly to subscriber's phone screen (while on call with the customer) resulting in faster complaint resolution. This is helping the operator in increasing the awareness of the app and promotes its usage. Also, rich media content /messages can be advertised directly on subscriber's screen through this feature.

3. APP ADOPTION PLUS

A big hindrance to adoption of app is by asking subscriber to signup for the service. The app caters to all segments (feature phone and smartphone) & auto authenticates the subscriber at the network level and shares information related to one's balance left, data usage etc., right after launching the app. Also, any financial transaction like money transfer etc. are secured & protected using the PIN mechanism.



The benefits

- Reduced cost to serve upto 30% by deflecting customer care calls and first call resolution at subscriber's end. Thus, resulting in reduced call traffic and reduced call to customer care agents.
- Subscriber empowerment for managing their account, data usage, VAS/Apps etc.
- Easy discovery of services with a user friendly, intuitive interface resulted in enhanced revenues by creating opportunities for up-selling.
- Improved customer satisfaction and increased loyalty as the customer controlled
- Real-time subscriber insights for customer care calls.
- Minimizes the subscribers' time spent for account related and/or product related information on IVR and/or with customer support representative . application supports multiple languages.