

Sending a Message about Digital Transformation

Telecommunications company delivers record CSAT with business messaging



CHALLENGE

A leading converged media and telecommunications company serving consumers in several European countries was seeking to better engage their highly mobile, tech savvy customers both at home and on the go.

But how could they create a better customer experience for over 25 million homes and businesses as well as over 6 million mobile customers? This innovative global brand was more than up to the challenge and set an aggressive goal to move more than 50% of their traditional voice and chat customer interactions to business messaging. They realized they couldn't do it alone and needed a similarly bold technology and services partner to make it happen.



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SOLUTION

The client partnered with Concentrix to support its aggressive digital customer engagement strategy focused on moving from legacy calls and chat to meeting customers on their preferred devices and social media platforms of choice.

In 2018, Concentrix Digital Services worked hand in hand with the client to successfully executed the move, expertly identifying and leveraging the best use of SMS, Web, Facebook Messenger and WhatsApp for the client's target use cases.

The move to messaging exceeded the client's efficiency and cost saving targets and netted double the productivity of voice. The teams delivered an incredible 92% CSAT – a record for any customer channel the client had ever launched to date.

Today, more than 50% of customer inquiries are served via business messaging.

OUTCOMES

92%

CSAT Score an all time record
for all customer channels

2X

The productivity with messaging
compared to voice

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