

Shift to Apple Business Chat Cuts Handle Times & Repetition

Letting customers use their favorite chat platform improves performance and CX



CHALLENGE

An innovative mobile telecom brand was looking to replace its live chat with Apple Business Chat messaging, at scale. The company had built a highly differentiated brand, backed by a customer-centered culture, and it wanted to continue to enhance engagement with its highly mobile, technology savvy customers—while also improving its business results.

Replacing traditional chat with asynchronous messaging via Apple Business Chat was just one additional way the company could differentiate its customers' mobile customer service and support journey.



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SOLUTION

The client partnered with Concentrix to support its digital transformation strategy and migration from traditional web chat to messaging, aiming to significantly improve digital engagement, as well as reduce operational costs.

In 2019, Concentrix deployed our XP Messaging solution to help launch the client's Apple Business Chat messaging channel. Concentrix felt confident that XP Messaging would reduce handle times and repeat contact rates, helping the client form more lasting connections with its mobile-first customers.

XP Messaging allows customers to start, resume, and end a conversation at their own pace, on the channel of their choice. For this client, Apple Business Chat allows customers to get answers to questions, resolve issues, and complete transactions on their Apple devices, such as iPhones, iPads, Macs and Apple Watches, and to begin conversations from Maps, Search and Siri.

Customer adoption was immediate, so Concentrix worked with the client to scale operations to over one thousand agents in the first year. The teams consistently exceeded targets for response times and customer satisfaction. In addition, Concentrix teams were able to work with the client to optimize messaging engagement, lowering average handle time by 30% and reducing repeat contact rates by 25%, compared to traditional chat.

OUTCOMES

30%

Lower Average Handle Time vs
traditional chat

25%

Reduction in repeat contact rate
vs traditional chat

+1 800-747-0583 | www.concentrix.com

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