

# Empower associates to meet customer needs more effectively

CASE STUDY

Customer Service

## US telecom and media giant



60%  
reduction in AHT

### Goals

- Enhance the experience of customers subscribing to broadband, television, telephone and wireless phone service.
- Automate basic admin tasks and speed up customer service.
- Make it easy for associates to see and select products.

### Solution

- Unified view of product offerings for associates to easily select products and tariffs across 360 different combinations –all with the click of a button.
- Automated tasks and workflows, enabling associates to quickly place orders, issue refunds, change address, process claims and raise requests.
- Improved process compliance through decision trees and widgets.

### Results

- 60% reduction in AHT for cross sell chats.
- 50% reduction in associate effort for processing a product addition.
- 40% reduction in customer wait time for cross sell chats.