



Applying CSX Best Practices and AI Driven Business Intelligence in a Highly Competitive Market
A Leading Telecommunications company responds to diminishing market share using RevealCX

ABOUT THE COMPANY

Founded in the 1800’s, with multiple locations across the globe, one of the oldest companies and largest telecoms in the world was struggling to grow market share.

They had grown to provide fixed line and mobile telephony, internet, digital television, IT services, and IPTV to over 172M customers throughout the globe.

They had 21,000+ employees managing multiple lines of business, both commercial and consumer, across 10 markets located throughout North America, Asia and Europe.

	Telecom Industry
	15 Contact Centers
	21,000 Employees
	172M Subscribers

ABOUT US

Nexcom is a SaaS company with a compelling purpose of helping companies of all shapes and sizes deliver consistent, high-standard service experiences to their customers. We design and deliver big data-driven, AI-powered software platforms that enable companies to automate routine tasks, monitor agent and system performance, and become more timeefficient.

We help improve productivity, gain more operational knowledge, make informed decisions, and ultimately deliver better service.

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“We could see the surface of the issues, but couldn’t see the deep dive...”

- Anonymous, Leading Telecom Company



THE CHALLENGE

Shrinking market share driven by low customer satisfaction

They were in an extremely competitive market with challengers in all revenue segments. For example, in the wireless segment, 4-5 national wireless providers, many regional providers, resellers, cable companies and voice & text apps. In the broadband segment, they competed with large cable companies for high-speed internet and voice services and with wireless broadband providers and small telecoms for long distance and local services.

Sales and customer satisfaction had been declining over previous years and were significantly down. The drop in CSAT was also having an impact on retention. The problem was they did not have any insight into sales performance and their quality scores resulting from their Quality Assurance process showed that the problem was not at the agent level.

They could not identify what was driving negative customer interactions and the cost of operations was growing.

THE WORKSHOP

A low touch high impact joint workshop with the Nexcom team revealed the following:

➤ **Data Granularity**

Monitoring interactions between agents and customers, didn’t deliver the level of depth needed. It provided sample data, subject to “sample bias”, and ignored factors that were outside the agent’s control, i.e., the origin of the call. Additionally, a large part of their data came from BPO vendors and was unreliable.

➤ **Sales Blindspot**

Although a key part of their process, they didn’t have the resources (tech or human) to monitor the efficacy of sales efforts.

➤ **Reporting / Analytics**

Often the answer to executive inquiries was, “I don’t know”. The lack of granularity impacted their ability to support executive strategy as well as at the operational level, training and development for customer service and sales.

They decided to run a pilot of the RevealCX and RevealCX Boost solutions.

THE SOLUTION

RevealCX + RevealCX^{BOOST}

Being a global organization in multiple countries and doing business in multiple languages, they had many different software applications deployed at their contact centers. It was mutually decided to deploy RevealCX in phases with the site feeling the most pain being the pilot.

A key tenant of the RevealCX solution is the ability to create organization specific forms that provide insight into causal factor errors at the process level. The teams developed an initial set of forms which enabled them to capture this data for actionable insight and reporting. These forms incorporated the sales process into Quality Monitoring and determined that less than 10% of their agents were adhering to their sales process.

The calibration was digitized allowing for more frequent and widespread calibrations. This increased the accuracy of the data coming from the BPOs. Once the RevealCX platform was deployed and enough data had been gathered, the teams deployed the AI module, RevealCX Boost. This eliminated previous sample bias by providing insight into the entirety of their interactions.

THE RESULTS

