Customer Self Care: Essential for Operator Digital Business Strategies
Van Phung
CCA (Session 204), Las Vegas, September 9th 2014
Assuring a High Quality Customer Experience Getting Harder

The customer care dilemma

Complexity increase: products and services become more and more complex.

Cost pressure: customer care organizations need to bring down costs.

How to maintain or even reduce the operational cost when ticket handling time increases?

Does my customer service staff have the appropriate skills and how can I increase productivity?

How to increase the utilization of Self Service?

How to optimize my tool landscape while adding newly needed functionalities?

© Nokia 2014
Customers Prefer Self Care

75% Think Self Service is Convenient
67% Prefer Self Service over Human*

91% Would Use Knowledge Base
60% Don’t Contact Call Center after Self Care**

Actual Implementation from a major Latin America CSP
- Up to 30% deflection of call volume to Web Self Service
- Customers can solve 79% of problems via Self Care Portal

* Consumer Survey commissioned by Nuance Enterprise
** Consumer Study by Coleman Parkers

© Nokia 2014
Strong Correlation between first time resolution rate and customer satisfaction

- First contact resolution rate declines from 85.2% to 73.1% between 2009 and 2014
- Customer satisfaction Rate declines from 82.1 to 77.6% between 2011 and 2014

Source: 2013/2014 Global Contact Center Benchmark Report

Customer Care Automation & Insight

- Automated Care to significantly increase first contact resolution rate
Increase Efficiency in Customer Care
Operations Example of a Latin American CSP

**Insight**
- Status and history for a calling customer

**Action**
- Automatic reconfiguration

**Outcome**
- 90% reduction to T2 escalation

---

**Insight - Status and history for a calling customer**

- **MSISDN:** 11223445
- **Status:** active
- **Contract:** postpaid
- **Type:** consumer
- **IMS number:** 510 346 074564247
- **Last bill:** 6s ear
- **Customer since:** 07 Jan 2008
- **Notes:** Janet Doe is a likely detractor
- **Customer segment:** Must retain

---

**Action - Automatic reconfiguration**

- **Basic checks...**
  - Voice mail box...: OK
  - Call forwarding...: 2 ERRORS
  - List of voice mail calls and notifications...: OK
  - Call barring...: OK

---

**Outcome - 90% reduction to T2 escalation**

1. Calls are not forwarded to voice mail when the customer doesn’t answer. Ask if the customer wants to have this turned on.
   - **Action:** Set call forwarding ON when there’s no answer.

2. Customer has no voice mail subscription. Customer needs to have a subscription of the voice mail. Please activate a subscription.
   - **Action:** Activate subscription.

**Note:** It will take 1-3 minutes for the voice mail to become available.