

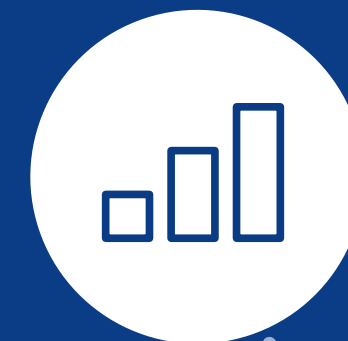
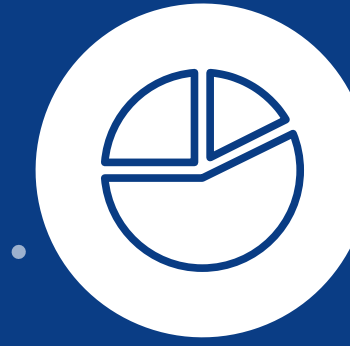


infobip

Revenue Boosting Telco CX Strategies

100+ telco CX statistics to increase
ARPU, NPS, and retention

We surveyed telco customers worldwide to get
actionable insights on their communication preferences.



What's inside

Telecoms play an important role in our daily lives, with us relying on them for connection, entertainment, and information. They create connections between people and things, and in this technology-driven world they've been at the forefront of digital transformation that has reshaped the way we communicate.

Think of it, on an average people have had their mobile phone number for nine years and almost half (48%) have never changed their numbers. The longest time people aged between 18-34 have had a phone number is 7.1 years, whereas their longest romantic relationship is six years!

It's obvious customers are loyal to their phone numbers but when it comes to the operator, according to our telco survey almost half (40%) have been with their main provider for only 1-5 years. Indicating that

customers have an attachment to their mobile phone numbers but not the provider, and with them being able to switch providers and retain the same number – the need for good telco CX is imperative.

So, why this difference in loyalty between the mobile phone number and operator?

Well, we all have a story to tell on telco customer experience. Unsurprisingly, customer loyalty and associated churn are a big issue for most providers.

And it's mostly because customers find little meaningful differentiation between their main telco providers. There are always the important technical and pricing differences but the main reason for switching is customer experience, with 53% of customers stating so.

This emotional disconnect between providers and the customer starts before a contract is even signed. Customers are forced to navigate between complex product information at the very start of the journey and during renewals, and if anything goes wrong it can be hard work to resolve issues on time.

Your customers habits have changed drastically and with an accelerated adoption of digital channels comes the need for always-on communication. They want to be kept in the loop, you to be available always for support and a personalized service across the entire customer journey.

Keeping this in mind we surveyed telco customers worldwide, to provide data-driven insight to create a meaningful differentiation with customer experience – resulting in everlasting connections.

48%
of customers have never changed their mobile numbers

40%
have been with their telecom provider for only 1-5 years

53%
of customers switch operators due to bad CX

Source: Infobip's Me, myself and I phone research

Telco Customer Survey Methodology: Infobip's market intelligence team in collaboration with Kantar surveyed 3,004 telco customers in 15 countries (Argentina, Brazil, Canada, Colombia, France, Germany, India, Indonesia, Mexico, Philippines, Portugal, South Africa, Spain, UK and US) between 18-65 years of age.

Deep dive into this eBook to find out how you can meet your KPIs including NPS, ARPU and CSAT with an elevated CX

CX challenges: the current state of loyalty and reasons of churn 3

- **45%** of people use services from one telco provider and 42% from two, but stay with them for couple of years
- **53%** of switches take place because of poor customer service

The need for omnichannel communications 8

- What customers want
- Why you need a digitally transformed contact center
- Why personalization is the key to promotions

Call centers are still being used but the most requested are: Chat apps (21%), Mobile (19%) and Web (19%) chats proving there is no-one-channel-that-fits-all.

- **60%** of the population are now more and more using digital channels for contacting their telco
- **62%** people still prefer receiving promotional messages via email but chat apps (21%) and social media (20%) are becoming popular
- Telecom promotional messages are being perceived as too generic and not being personalized for customer needs

Channels to scale the telco CX 21

- **51%** of all contacts are being made via call center, but digital channels achieve better satisfaction score and resolution time compared to the traditional channels like SMS and email.

Elevating the telco CX with chatbots 26

- **9 out of 10** customers are willing to interact with a telco chatbot for support
- **48%** customers have switched services because their problem or request wasn't resolved in a timely manner

The right telecom solution for a differentiated CX 29

- Improving support availability across multiple channels with better reply and resolve times are crucial areas where Infobip services can help

CX challenges: the current state of loyalty and reasons of churn

The experiences that telcos create for customers determine their loyalty. Yes, as a telco provider you offer phone upgrades, free subscriptions to streaming services, unlimited data, talk time, but these are all perks –not experiences. Experiences are the interactions customers have in your store, support channels, with agents and chatbots.

With these experiences comes an opportunity to build meaningful connections with customers and prevent churn with new subscribers.

Also omnichannel communication solutions have become an integral part of the customer experience puzzle. However, to make the most of these solutions it is important for telcos to understand their customers' behavior and brand perception.

Factors that drive the telco CX

Personalization: Data driven interactions leading to personalized offers that convert.

Proactivity: Using customer data to send informed

messages at the right time, and on the right channel.

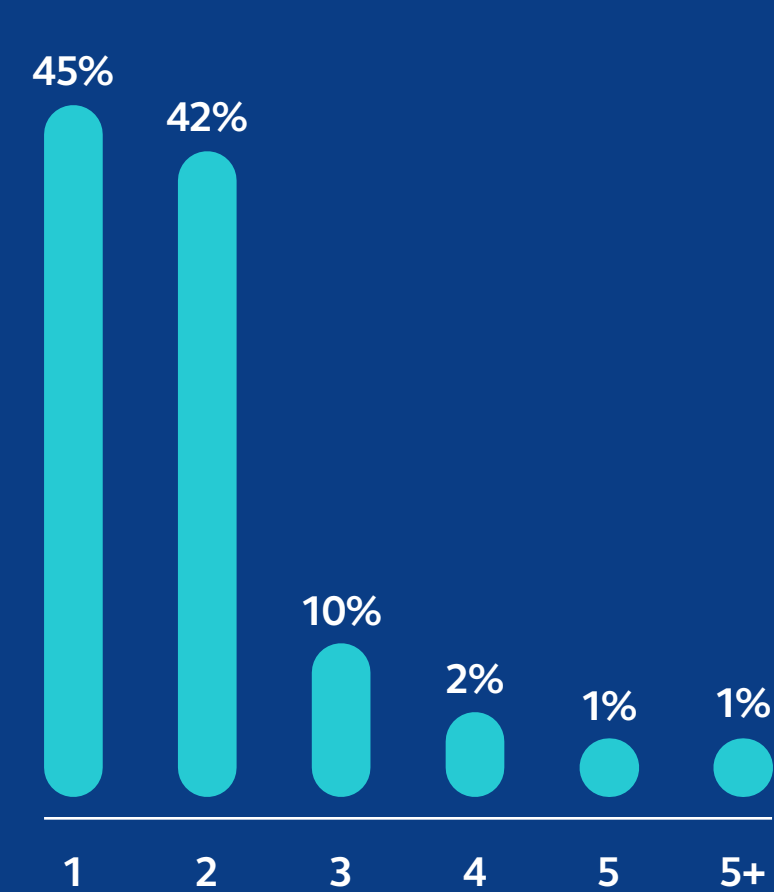
Consistency: Omnichannel enables consistent messaging across all channels.

Value: Increase cross-selling and upselling by successfully answering queries and helping customers at every touchpoint.

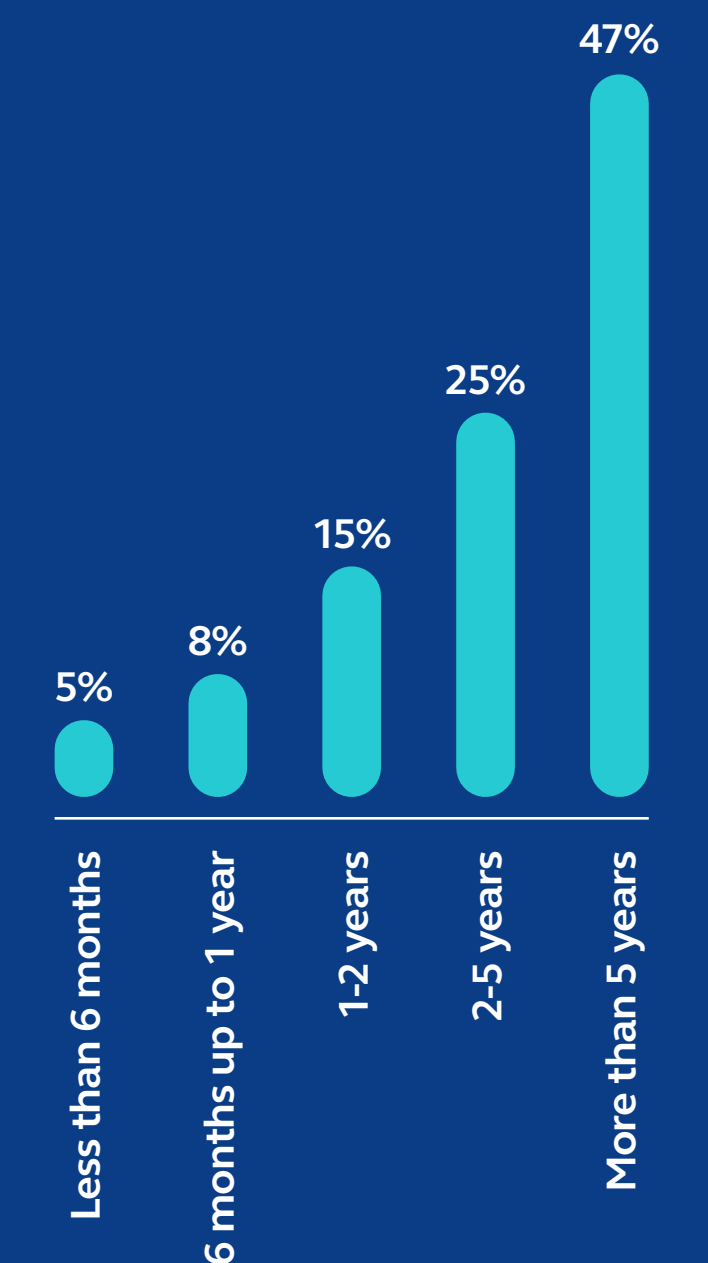
Empathy: Being there for your customers with always-on service, on every channel without them having to repeat themselves. Making them feel understood and valued.

Customers usually juggle between providers

Number of telco providers subscribed to

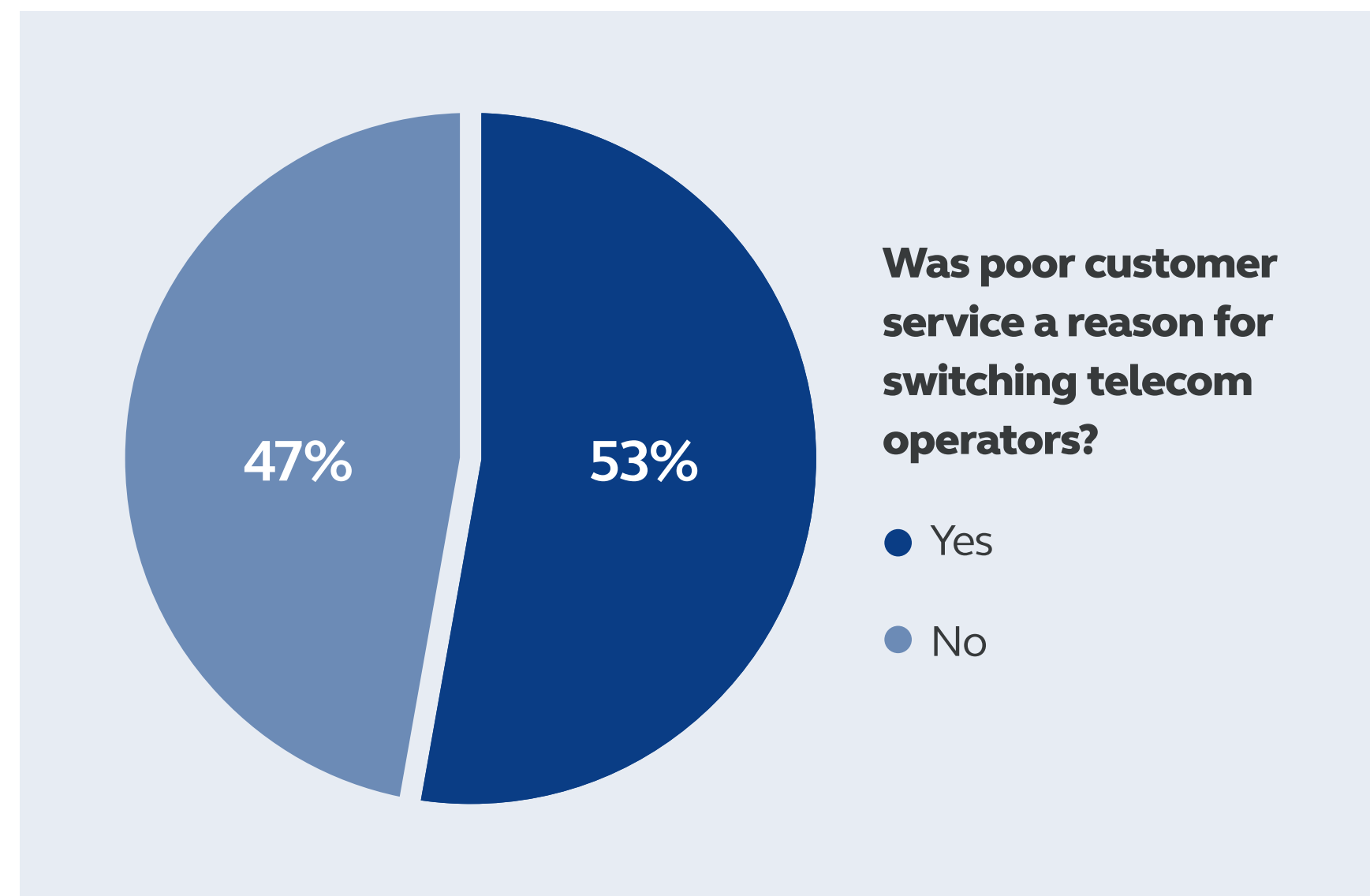
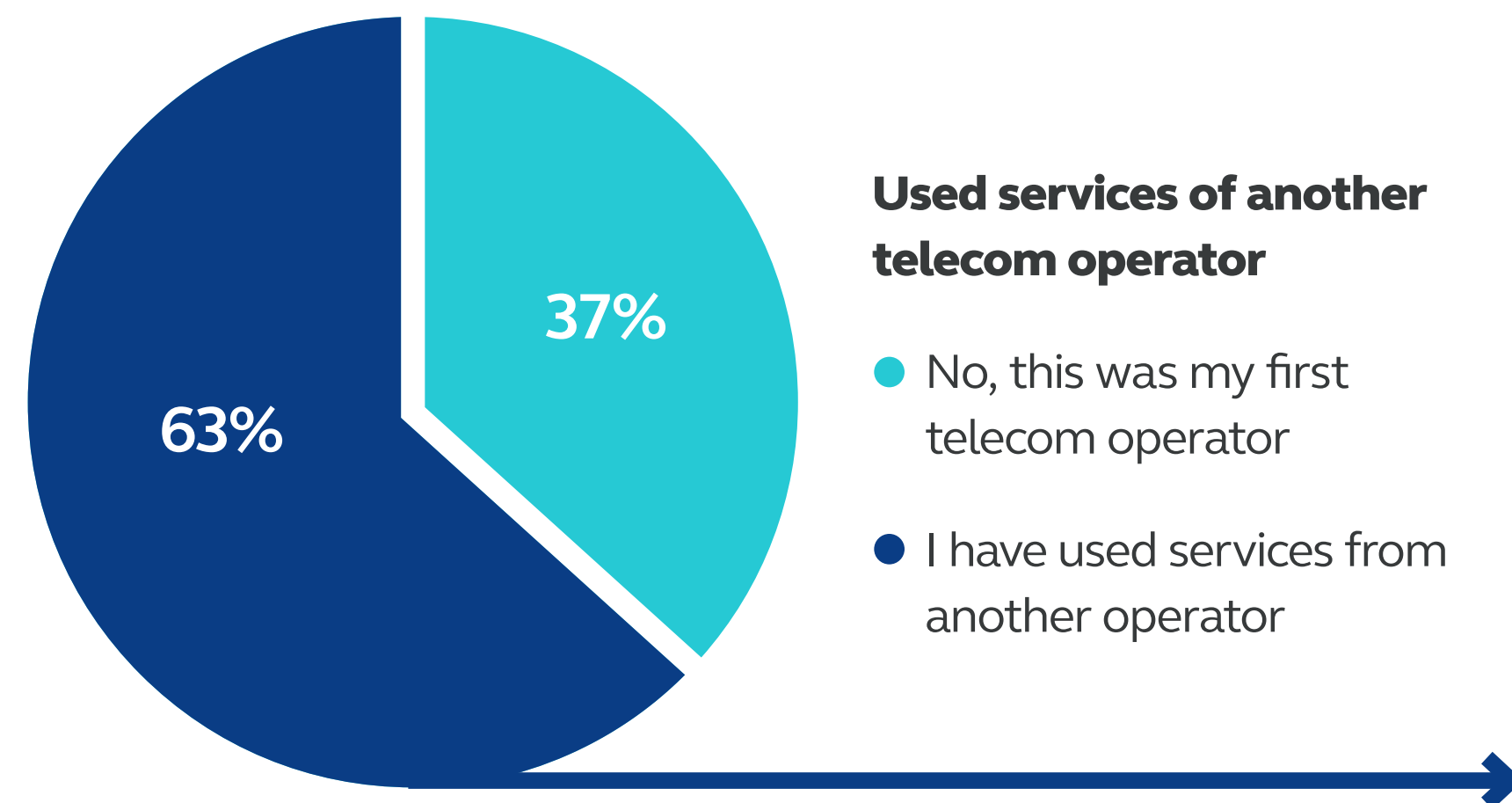


Duration of main telco operator service usage



Customer stickiness seems high with 45% of customers having one provider, however, it is important to prevent any potential causes of customer churn, especially considering at least 40% of customers stay with their telco provider anywhere between one to five years. And one of the main reasons for churn is – bad customer service.

53% of customers switch telco due to poor customer service



Key takeaway

63% of customers switched their main telco operator. Customers aged 30-39 are more likely to switch telecom providers due to poor customer service (**58%**).

To be more customer centric, telecoms must communicate via multiple channels in a unified manner.

Churn by age groups

And when broken down by age the highest churn due to poor customer service is between the 30-39 age group followed by 18-29-year-olds. **So, if you're looking to increase your customer lifetime value and decrease churn – customer service must be a priority.** With an average of 50%, poor customer service was one of the main reasons for churn across all age groups. And to encourage loyalty, being available on their preferred digital channels would be a step forward.

Customer churn due to poor customer service



According to [our customer engagement research](#), different age groups express clear but distinctly different preferences on how they want brands to communicate, and what they don't want. The 18-29 age group, for example, are more flexible with their preferences and are open to both changing their behavior, and embracing new digital channels, based on their immediate needs. Since the pandemic for example, there's been a 35% increase in choosing social media as their preferred channel for business communications, along with a 28% increase for texts and a 9% increase in those who prefer to receive messages over WhatsApp

and other chat apps.

The 30-39-year-olds too are open to changing how they communicate and are happiest having more direct interactions with brands via in-app messaging or text, demonstrating their preference for mobile-first communications. They are increasingly seeking more conversational relationships too, with the pandemic prompting a 49% increase in millennials preferring chat apps for communications from businesses.

Indicating that the key to good customer service is being available on all channels.

When asked the reason for poor customer service the main reasons were:

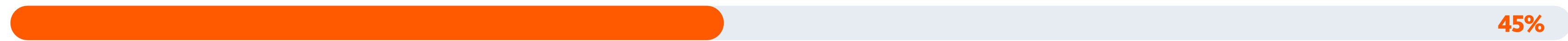
- long waiting time for issue resolution (48%)
- better/personalized offers from the competitors (48%)
- repeatedly reporting the same issue (45%)
- long customer support waiting time (36%)
- switching between agents in CS (35%)

Reasons to switch telco operators

It took too long to resolve my issue



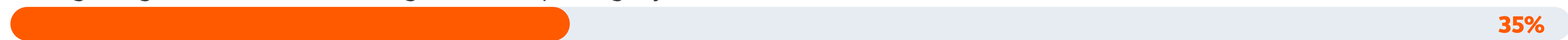
I had to contact the provider multiple times over the same issue



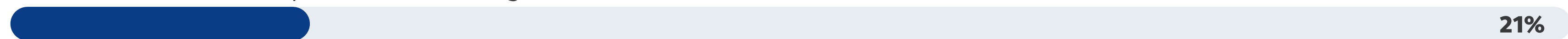
Waiting time (waiting on hold) while contacting customer support of previous provider was too long



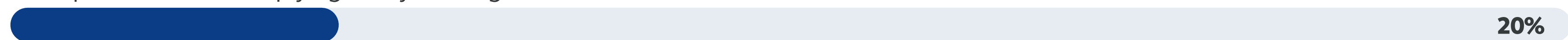
I was getting transferred between agents and repeating my issue



Limited communication options for contacting the telecom



The operator was not replying to my messages



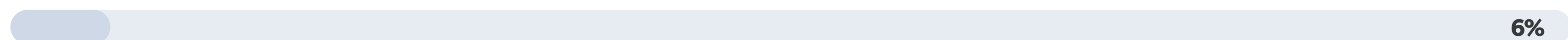
I wasn't provided proactive status updates as issues were being resolved



No 24/7 customer support



Other

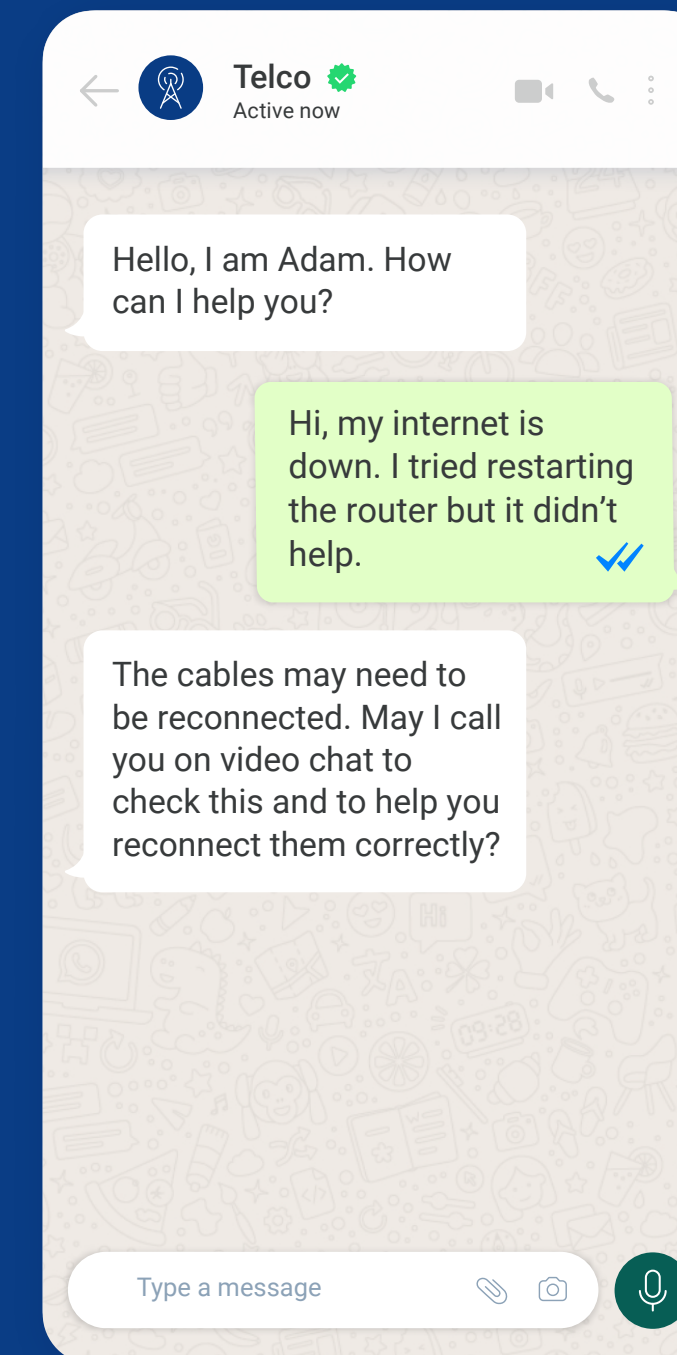
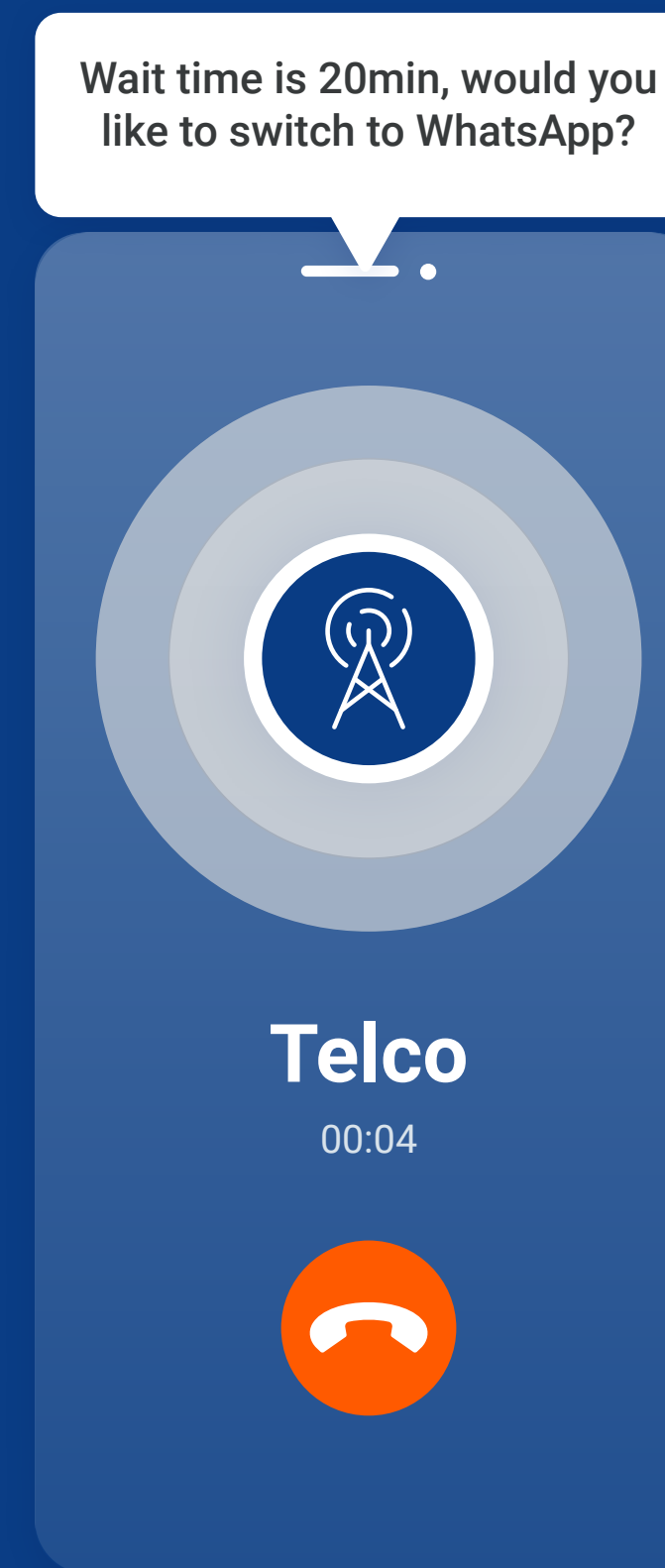


Thereby, indicating that the need for the hour is a holistic customer experience solution that helps telcos understand their customer data, orchestrate personalized customer journeys, automate support, helps agents resolve customer issues with availability of conversation history and seamless cross-channel and chatbot to agent transfer – for which an omnichannel communication solution is essential.

The need for omnichannel communications

Telcos have been at the forefront of digital transformation and have been talking about omnichannel customer experience even before the pandemic started. However, now it's time to walk the talk, as the pandemic accelerated digital adoption among customers. And now it's time to meet customers on the terms, conditions, and channels that they want.

Omnichannel customer experience includes multiple customer touchpoints across various channels, with a single goal of forming consistent, friction-free interactions. This allows customers to move back and forth from one experience to another on any device and platform.



COVID-19 has changed the way 60% of customers interact with their telco operator

I do more actions online such as tariff package changes, online phone orders, service activations

26%

I will continue to relay of digital channels to make purchases, renew subscriptions or contact support post the pandemic

22%

I expect to complete actions or interact via digital channels

22%

My primary channel of communication has moved from in-person to digital

21%

I avoid coming to the store

15%

I prefer in-person contact and will visit the branch when the pandemic ends

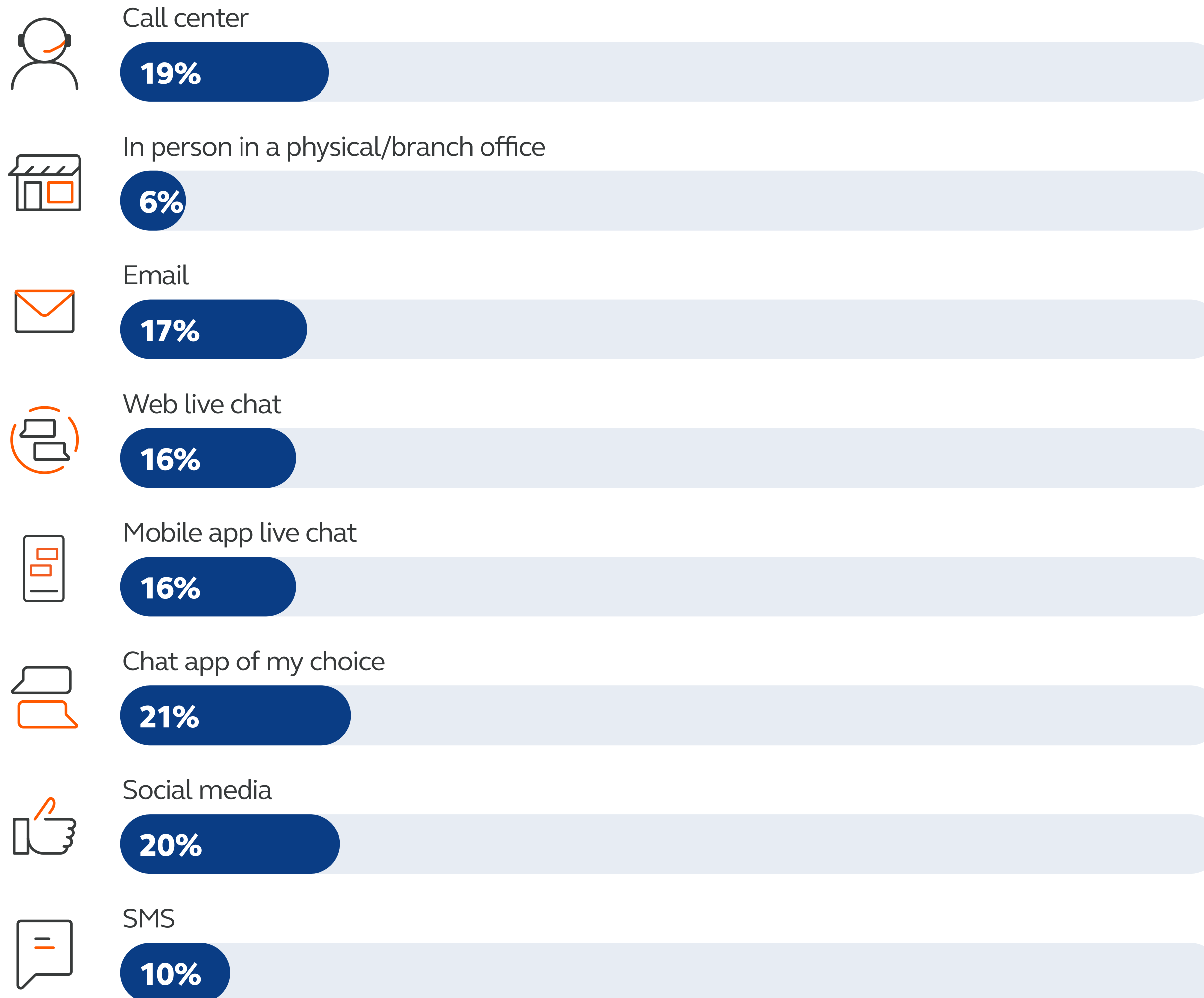
14%

I interact with my telco provider the same way before and after the pandemic

40%

With more and more customers adopting digital channels as a means of communication, omnichannel customer experience is something they expect.

The usage of digital channels has increased by 16%-21%



Since the start of the pandemic usage of all communication channels have increased while in person communication (not surprisingly) has decreased.

This reality presents telco leaders with the perfect opportunity to shake up the established landscape. Especially since their strongest sales bastion – physical stores were hampered by the pandemic, now leaving digital channels to fill in the gaps. Telcos can stride ahead by taking the learnings from the pandemic to offer exceptional omnichannel customer experiences in the digital world.

These customer experiences would help in driving higher Average Revenue Per User (ARPU), Net promoter score (NPS), and retention.

Customer actions when telcos communicate via preferred channel

- Recommend telco provider to a friend: **74%**
- Include my entire family to the package: **65%**
- Buy other services from the provider: **68%**
- Become their customer for the first time: **61%**
- Switch from another telco operator: **60%**

But just offering communication channels is not enough. It is important to know what customers want as well.

What customers want

As a telco if you're looking into omnichannel experiences, it's important for it to be customer centric. And for that it is important to know what your customers are looking for.

According to our telco customer survey, the wants vary across demographics. So, for increased lifetime value it is important to satisfy first-time customers, right from their first SIM card and decrease churn.

Channels customers would like to use

	18-29	30-39	40-49	50-59	60-65
Phone	46%	50%	51%	54%	54%
Mobile app live chat	36%	37%	32%	28%	21%
Web live chat	32%	33%	31%	32%	27%
Email	12%	13%	12%	15%	16%
Chat app of choice (WhatsApp, Messenger, Viber)	46%	44%	42%	30%	27%
Social media	33%	28%	20%	16%	9%
In-person	25%	27%	26%	32%	30%
SMS	27%	24%	19%	22%	13%

While call centers still play a role in the telco customer support ecosystem, we can see a shift to more digital channels:

- Chat apps are growing in popularity with 46% and 44% asking for WhatsApp, Messenger, and Viber in the 18-29 and 30-39 age groups respectively.
 - Live chat is essential for your website and mobile app – with an average of 31% across all age groups looking for it.
 - Email, in-person, and SMS are the least preferred channels – showing an accelerated shift to digital channels and voice.
-

The need for rich and personalized messaging

However, when it comes to receiving promotional messages, customers have different wants, with:

- Email is still popular but is prone to being ignored due to lack of personalization and easily being deleted, it's still most popular with all age groups followed by SMS
- Social media is increasing in popularity among the 18-29 and 39-39 age groups with 27% and 26% asking for it respectively

- **The increase in social media popularity opens up the avenue to take SMS to the next level with RCS, Apple Messages for Business and Google Business Messaging for more rich native experiences**

- Push notifications (20%) and chat apps (23%) are popular in the 18-29 age group
- There is no clear channel preference indicating all channels are important but cohesive and personalized messaging is essential

Promotional channels customers prefer

	18-29	30-39	40-49	50-59	60-65
Phone	13%	15%	15%	13%	12%
Mobile app live chat	20%	16%	13%	12%	8%
Web live chat	11%	12%	10%	7%	5%
Email	53%	58%	62%	70%	72%
Chat app of choice (WhatsApp, Messenger, Viber)	23%	25%	21%	16%	12%
Social media	27%	26%	17%	12%	7%
In-person	13%	10%	11%	12%	10%
SMS	34%	33%	32%	23%	25%
MMS	5%	5%	6%	4%	3%

Convenience is the reason why 60% of customers are moving towards digital channels

Convenience

60%

Speed

56%

Record of conversation history

43%

Conversing with telcos like friends

34%

Freedom to pause and restart conversations

25%

Ability to use different devices

35%

I don't like talking to agents

14%



Imagine new connections, where more engaging experiences will be available on digital, personalized and omnichannel environments. That's what our collaboration with Infobip is all about.

Elena Innocenti

Marketing Manager Digital Solutions

One thing is clear from our survey though - for customers a good experience is one that gives the right message:



To do the above telcos need to transform two things for an omnichannel experience:

- their contact center,
- and customer engagement solution.

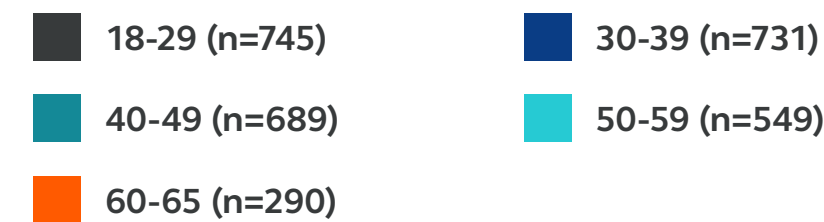
Why you need a digitally transformed contact center

We've already established that poor service is one of the main reasons for customer churn – making contact centers the heart of the telco CX. However, the traditional call centers with voice, email customer support and web forms no longer make the cut. The experience needs to be de-siloed and elevated further.

Even though call centers are more frequently used by customers aged 50-65, chat apps, mobile apps and social media are more frequently used by 18-39-year-olds.

However, when it comes to channels being requested:

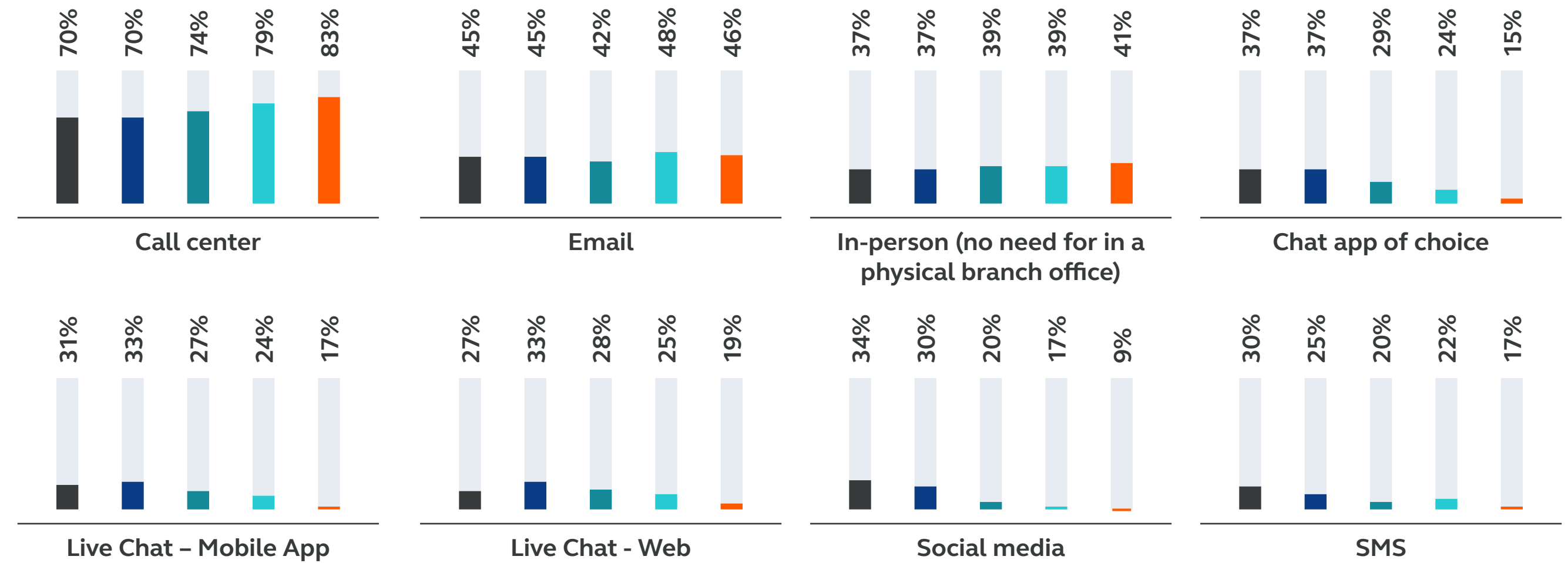
- Call centers are the least popular
- SMS is being asked for because it indicates urgency and gets read. And here lies the opportunity for telcos to move from text-only to richer messaging with RCS
- Chat apps are more popular among younger customers



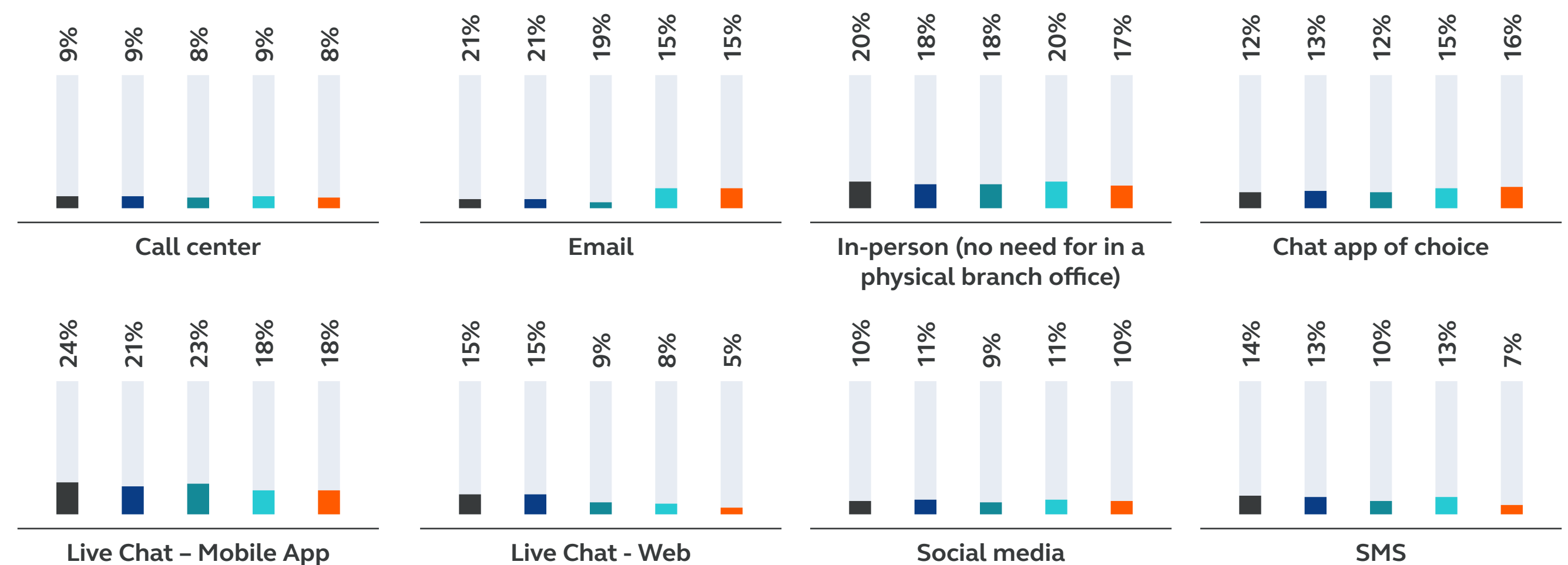
The reason for the increased request of digital channels has a lot to do with the most important elements of the customer-telco relationships.

- Quick resolution of customer issues or queries - **70%**
- Short waiting / hold time - **67%**
- Being able to message on the preferred channel - **60%**

Support channels customers use



Channels requested by customers



Important elements of telco-client interactions

The operator resolves my questions or issues very quickly



Short waiting time (waiting on hold) while contacting customer support



I can contact my telecom operator via the communication channel I prefer



I can contact my operator at any time, even outside working hours



Efficient self-service, I can get the information I need and perform simple actions or changes without contacting my provider



I don't need to repeat my query when I'm frustrated between agents



I can reach customer service by messaging, rather than talking to an agent



■ Not important at all ■ Somewhat important ■ Very important / Critical

Attribute	What customers want	Level of importance
Customer support availability	24/7 for all customers	1
	24/7 support for premium customers only	2
Customer support options	Call Center + Web live chat + Mobile app live chat + Chat app + social media	1
	Call center + Operator's mobile app + social media	2
	Call center + Web live chat	3

Based on what customers want in terms of channel preference and reasons of contacting, contact center transformation is key to superior customer experience. And the most important attributes are being available for customers 24/7 and omnichannel abilities.

Investing in a contact center that leverages automation, AI and omnichannel capabilities is the engine for transformation to redefine the telcos CX.

Our digital-first cloud contact center Conversations focuses

on the value customer service and support can bring by empowering telcos not to only enable omnichannel interactions and provide conversation history but also predict customers' intent.

This also has a direct impact on agent productivity. And why is that important? There are many challenges a contact center agent has to face including having to use at least 7 to 9 different apps, for each channel causing confusion for both - agents and customers.

The complexity of the agent user interface prolongs average handling time for each request, creates difficulties in getting the right data with ease, results in high average call duration, and causes long waiting times. And this results in high operational costs along with an extremely negative customer satisfaction score. So, a true omnichannel cloud contact center that can be easily integrated via a web or API to your existing infrastructure leads to increased productivity. And happy agents equal to happy customers.

Why personalization is key to promotions

Successful customer engagement is key to more upselling and cross-selling, having a direct link to the telcos ARPU and other revenue-related KPS's. Personalizing that customer engagement is key to delighting existing

customers helping telcos convert interactions to engagement moments.

However, only one in five of our surveyed customer state that promotional messages are personalized while 28% say they are too generic.

The key takeaway being:

- Customers feel telco promotions are too generic
 - They receive messages at the wrong time
 - The offer doesn't meet their needs
-

How relevant do customers find telcos promotions

I find them generic

28%

I usually delete promotional content

27%

They're interesting but sent at the wrong time

21%

They're not suitable for my needs

20%

Meet all my requirements

19%

I track them and buy new devices / services when on offer

16%

I use additional services because of a relevant promotional offer

15%

I switched my provider due to a promotional offer

14%

Other

1%

Despite the generic messaging 15% of customers are still buying additional services. Indicating that the customers appetite for subscribing to more services exist, all they need is a personalized nudge. Therefore, if a telco provider provides an omnichannel CX with personalized messages sent at the right time, on the right channel – the chances of upsell would be greater. And according to our survey:

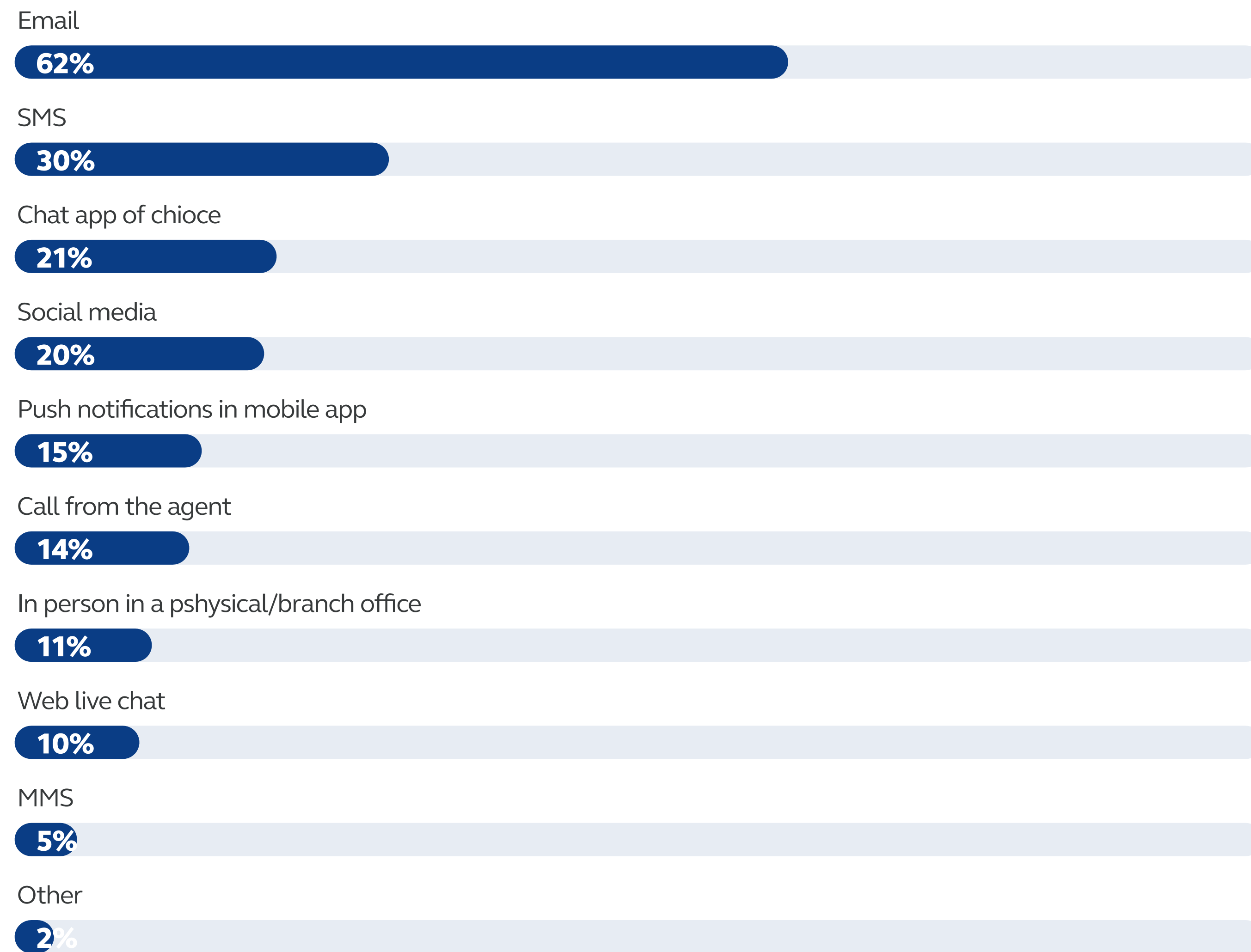
- **46%** customers say personalized promotional messages could influence them to upgrade their existing service
- **45%** customers say promotional messages that fit their needs could influence them to buy additional services
- **39%** customers say that personalized promotions from a competitor telco could influence them to switch

The right channel is key to delivering a successful customer engagement strategy. **And for an omnichannel experience you need three ingredients: a customer data platform for the right insights, a**

customer engagement solution to orchestrate personalized journeys and a mix of rich media channels such as RCS, WhatsApp, Google Business Messaging and Apple Business Chat with the all-important failover channels such as SMS and Email.

- **62%** say they would like to receive promotional messages from their telco via email but more because they are easier to ignore or be deleted. So richer messaging experiences is key bring us to the next point.
- When broken down by age group younger customers (18-39) are more open to receiving promotional messages via social media (**27%**)
- They also more frequently request to receive promotional messages via SMS (**34%**) compared to those aged 50-65 (**23%**).

Customers preferred channels for receiving promotional offers



However, when asked which channel they would prefer receiving personalized:

- Push notifications, chat apps and SMS saw a substantial preference increase in the 18- to 39-year-old age group
- Email, chat apps, SMS and MMS are increasing in preference for 40–49-year-olds

Once we have established the channels, it's important to know the right message and timing. According to our Customer Engagement survey, the three things customers want to see from brand communications:

- **52%** say discounts and sales details
- **35%** look for information when a new product or service becomes available
- **31%** expect notifications on transactions and payments
- **49%** would like brands to message them with relevant messages at least once a week

	18-29		30-39		40-49		50-59		60-65		Average
Call from the agent	13%	-1%	15%	+1%	15%	+1%	13%	-1%	12%	-2%	14%
Push notifications in mobile app	20%	+5%	16%	+2%	13%	-2%	12%	-3%	8%	-7%	15%
Web live chat	11%	+1%	12%	+3%	10%		7%	-3%	5%	-5%	10%
Email	53%	-8%	58%	-3%	62%	+1%	70%	+8%	72%	+10%	62%
Chat app of my choice (WhatsApp, Messenger, Viber, etc.)	23%	+3%	25%	+4%	21%	+1%	16%	-5%	12%	-9%	21%
Social media	27%	+7%	26%	+6%	17%	-3%	12%	-8%	7%	-13%	20%
In person in a physical/branch office	13%	+2%	10%	-1%	11%	-1%	12%	+1%	10%	-1%	11%
SMS	34%	+4%	33%	+2%	32%	+2%	23%	-7%	25%	-5%	30%
MMS	5%		5%		6%	+1%	4%	-1%	3%	-2%	5%

■ Comparison to average



Working with Infobip has been amazing. Now our technical teams can focus solely on business-critical issues, rather than having to develop and maintain all aspects of our customer communication solutions – that’s what Infobip does. COVID-19 may have partially closed our traditional sales channels, but Moments, Conversations and WhatsApp Business allowed us to become the business we are today.

Edwin Ortega
Martech Manager

An omnichannel customer engagement solution like Moments can open doors to a journey that is data-driven and drives higher conversion rates.

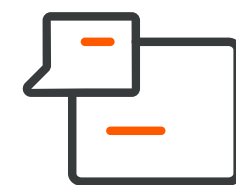
[Check out](#) how we helped Telekom Deutschland increase their campaign performance with RCS Business Messaging.

Taking the customer from awareness all the way to conversion – we empowered Telekom Deutschland to create an end-to-end customer engagement journey with:



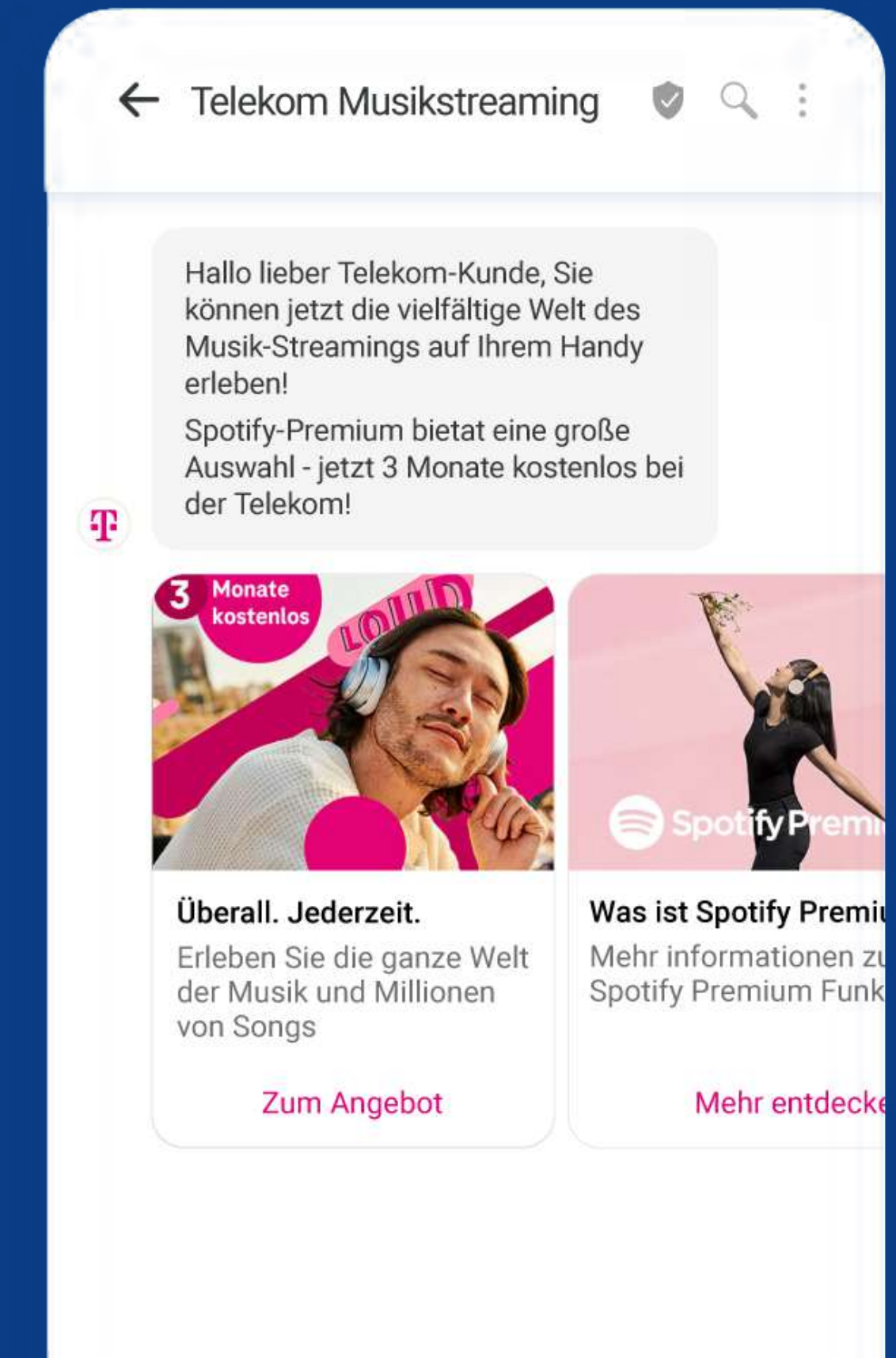
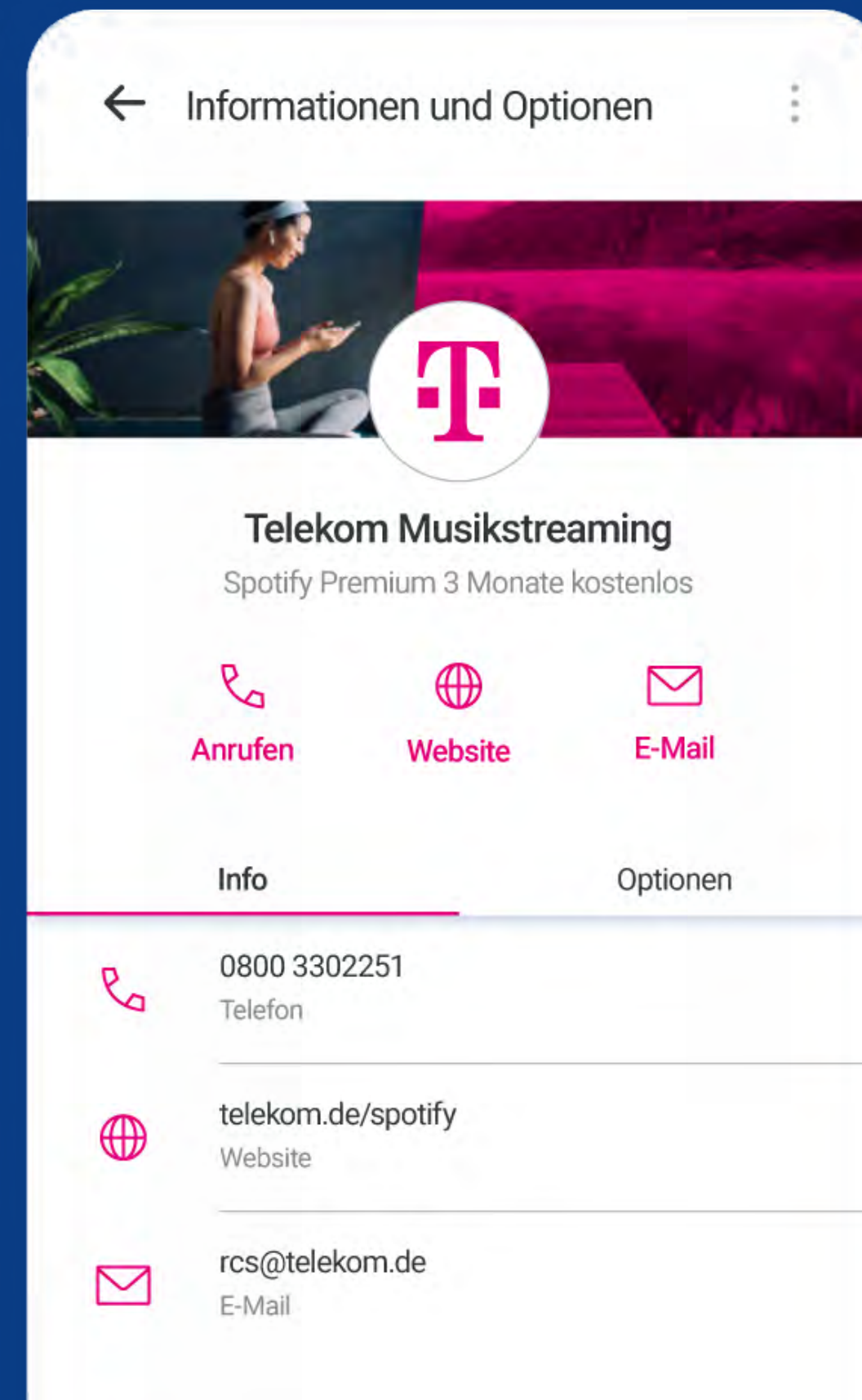
Moments:

Our omnichannel customer engagement solution helped setup the flows, automate the campaign, and send the message at the right time



Conversations:

Our digital-first contact center allowed customers to effortlessly contact an agent from the RCS message to know more and activate their Spotify premium membership



From the get-go of the RCS campaign, customers were sent an eye-catching message straight into their default messaging app via Moments. Conversations helped unexpected questions being directed to the right agent. On the backend, Telekom Deutschland agents were empowered with a single view of the customer's interaction with the message, enabling them to fast-track the conversion.

Channels to scale the telco CX

18-29 (n=745)
 30-39 (n=731)
 40-49 (n=689)
 50-59 (n=549)
 60-65 (n=290)

After covering the need for orchestration and support solutions, it's time to power up the telco CX with the right channels, and that's where CPaaS solutions come in. The CPaaS space has undergone a major transition from one-way SMS communication to 2-way interactions involving a mix of messaging channels like WhatsApp, Messenger, Viber, Instagram and so on.

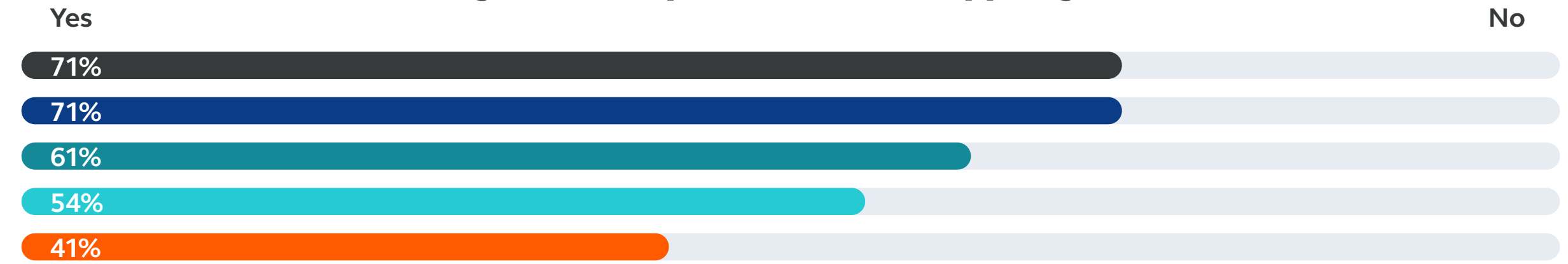
But in order to scale your CX, you need to know the right channels to integrate into your customer communication flow.

Currently, customers have been somewhat satisfied with their channel interactions:

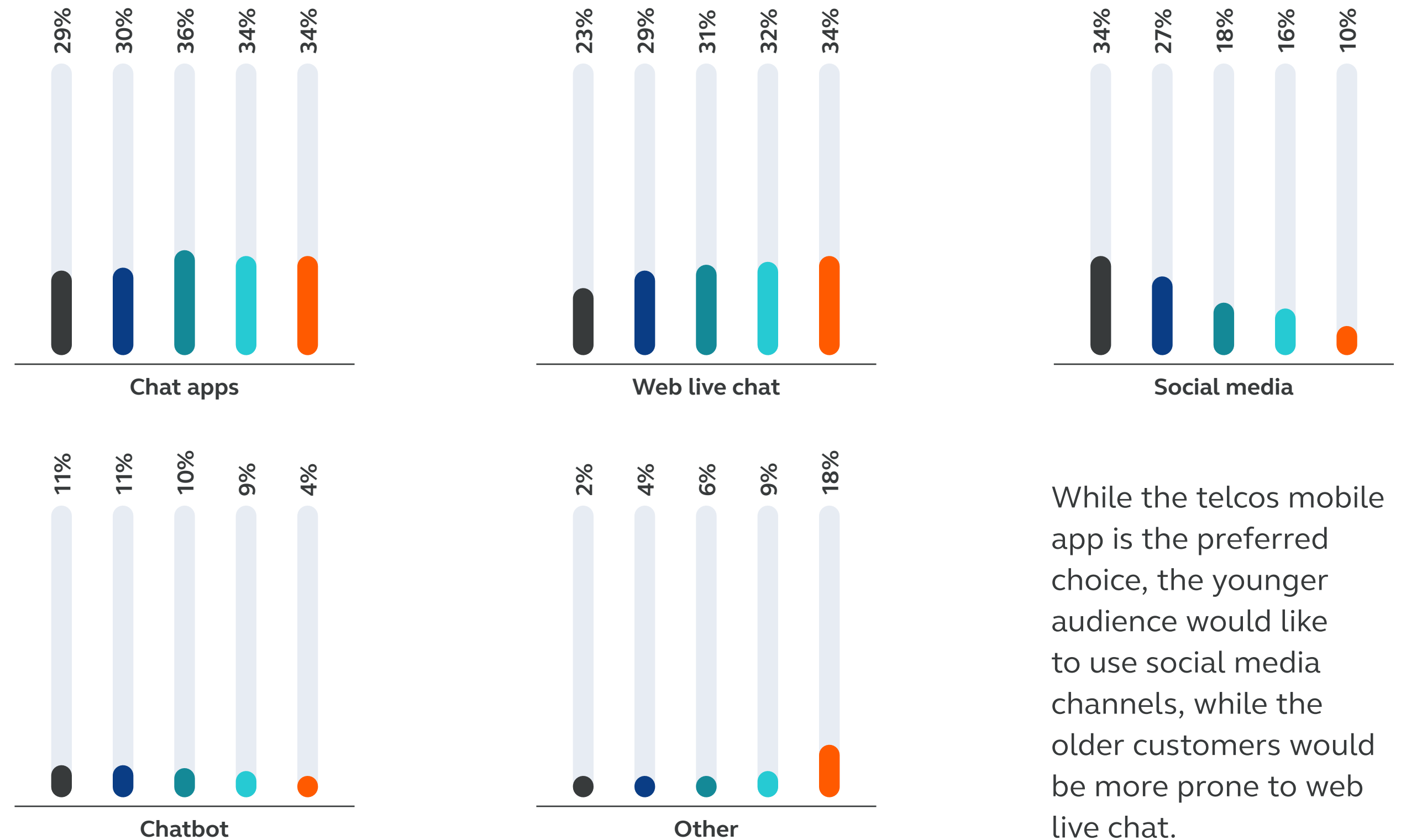
- **32%** for chat apps
- **35%** for social media
- **38%** for email
- **37%** for SMS

However, there is a chance to move the needle from somewhat satisfied to completely. **More than two thirds of younger customers are using the telcos mobile app and one third is interested in social media as an alternative.**

Using telecom operator's mobile app - Age cross



Interest in other communication channels when interacting with telecom operator - Age cross



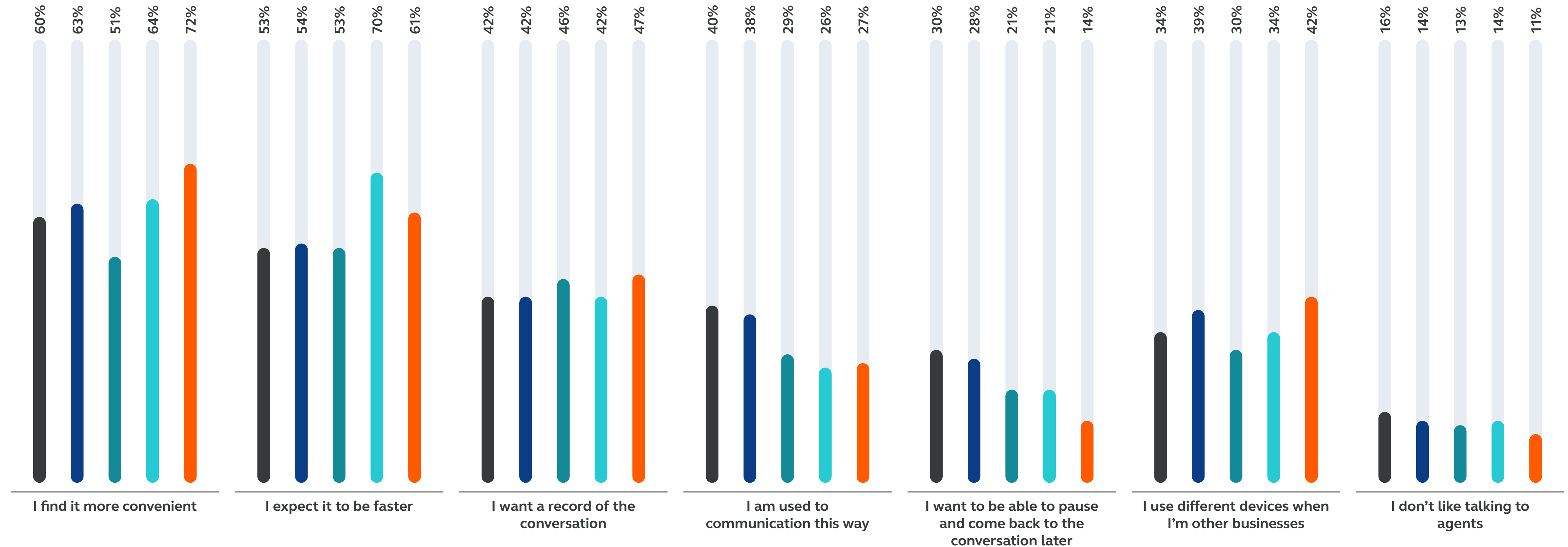
While the telcos mobile app is the preferred choice, the younger audience would like to use social media channels, while the older customers would be more prone to web live chat.

Reasons for preferring modern channels are relatively similar across all age groups.

- Customers aged 60-65 prefer digital channels because they are more convenient, while younger customers are more familiar with them
- A higher share of customers aged 50-65 expect digital channels to be faster

Reasons for chatting via chat & messaging apps or social media - Age cross

18-29 (n=745) 30-39 (n=731) 40-49 (n=689) 50-59 (n=549) 60-65 (n=290)









Here's a comprehensive list to give your CX a boost.

Native channels

Native channels require very little or no setup at all. In fact SMS and RCS are deeply ingrained within the telco eco-system requiring a customer engagement solution to orchestrate the journey. They are fast and reliable – and are usually the first channels businesses use to start communicating with customers. Over time, native channels have evolved to enable rich media messaging with images, videos,

GIFs, and more – and this can be done by integrating them into an omnichannel communications platform. That's where we come in – telco-owned channels plus our channel portfolio on and seamless integration with our customer engagement hub, chatbot building platform and contact center solution. Empowering you to manage all the inbound and outbound customer interactions from one place.

The most common channels are:

-  [SMS](#)
-  [MMS](#)
-  [RCS](#)
-  [Voice](#)
-  [Video](#)
-  [Email](#)



Infobip worked alongside Telekom Deutschland through the implementation process to ensure the creation of a rich media marketing campaign to convert many of our customers into Spotify Premium users. The team at Infobip brought together the understanding of the campaign objectives and technology expertise, allowing us to efficiently communicate via RCS Business Messaging, the same way we would interact with friends.

Thomas Welzel

Senior Proposition Manager
Messaging, Deutsche Telekom

Chat apps and social media

Our research also shows that [49% of millennials prefer to use WhatsApp and chat apps](#) to communicate with businesses. Adding these channels to your portfolio will help your clients connect with their customers in a familiar, trusted, and secure way. Chat apps and social media messaging enable rich, real-time communication that increases engagement, click-through rates, and brand loyalty. Here are a few of the most popular channels:



[WhatsApp Business](#)



[Viber for Business](#)



[Messenger](#)



[Instagram](#)



[Google's Business Messages](#)



[Apple Messages for Business](#)



[LINE](#)



[Telegram](#)



Using Infobip as our WhatsApp Business Solution Provider to help us integrate the WhatsApp Business API made the process easy. Introducing self-service options over the chat app helped us reduce our tax certificate call costs by 32% and gave us a Net Promoter Score of 80/100. Our customers are very satisfied with the simplified processes. We are currently exploring the option of integrating a chatbot in the future.

Saad Iqbal

Head of Automation



There has been amazing growth in near me now searches, so by enabling messaging via Google's Business Messages directly within Maps, Search and Website entry points, telcos can create dynamic, asynchronous conversations that drive customer satisfaction results.

John Shirley

Partnerships Development Principal at Google

Web and app messaging

According to Google, [63% of shopping occasions begin online](#). That's why it's important to give your clients a way to connect with customers when they're shopping their website or exploring their app. Being available at each touchpoint is crucial to guiding customers through their purchasing journey and helping them reach check out. Here are a few channels that help introduce timely communication through websites and apps:



[Live Chat](#)



[Web Push](#)



[Mobile App Messaging](#)

Go beyond messaging

Although offering a variety of communication channels is a good first step, businesses can only really improve their customer experience once they **make these channels work together**. That's why offering omnichannel solutions that help your clients continue conversations from one channel to another, send proactive notifications, and provide support based on previous behavior is key.



Infobip is positioned in the Leaders category in the 2021 IDC MarketScape for the worldwide CPaaS market.

The key differentiator being our broad portfolio, global scale, and footprint. Our platform is segmented into three main segments offering a full suite of APIs, including voice, SMS, RCS, email, chat apps, and OTT messaging services.

Elevating the telco CX with chatbots

46% of customers say it takes telcos up to 10 minutes to reply to a query. However, in today's fast-paced times, customers expect instant responses. This is where AI-powered chatbots come into the picture – to help telcos elevate their customer experience.

- Customers are more prone to use the telco's chatbot to get some information about their account or to resolve or report an issue, while they are less prone to purchase.
- Most frequently mentioned activities are checking a technical or network issue (48%), getting information about service status (44%), lodging a fault (41%) and resolving billing issues (38%).

Chatbots help telcos move in an accelerated speed towards a simplified customer service, making manual tasks more efficient. According to McKinsey, operators such as BT and MASMOVIL have embraced a radical, future-back redesign of their service operations, enabling them and others to drive down costs while improving cycle times, reducing call volume, and increasing NPS by 20 points.

Telecom customers will converse with chatbots at any stage of the customer journey.

And through the journey our chatbots ensure customer assistance and satisfaction.

After our CX consultants and implementation experts having built chatbots for telecoms with over 70 million subscribers, we've identified the top use cases through the journey.

[Read our guide to Building the Perfect Telecom Chatbot.](#)

Our chatbot building platform Answers, builds AI-driven chatbots that understand the customer's intent providing always-on support and turning your support channel into a conversational experience.

Actions customers want to perform via a telco chatbot

Checking a technical or network issue

48%

Getting information about service status

44%

Lodging a fault

41%

Resolving a billing issue

38%

Paying a bill

33%

Subscription renewal

27%

Locating a nearby branch/physical store

27%

Adding new service to your plan

27%

Checking loyalty points

27%

Verify your identity before talking to an agent

26%

Prepaid service recharge / top-up

25%

Purchasing new devices

18%

None of the above

10%

Telco CX through the customer journey

SaaS - Customer Engagement Solutions



MOMENTS
Customer engagement solution



CONVERSATIONS
Cloud Contact Center



ANSWERS
Chatbot Building Platform

BUY >>

Automated ordering option 24x7
(e.g. number porting)

↓

Raise conversion rates
Lower acquisition costs

ACTIVATE >>

Simplify service activation
(e.g. number registration)

↓

Speed up time to first usage

USE >>

Self-service via conversational UI
(e.g. top-ups)

↓

Improved customer experience

SUPPORT >>

Decrease inbound call volumes, hold queue times, manage CC peaks (e.g. call deflection)

↓

Improved agent productivity

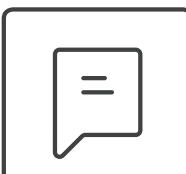
GROW

Complete purchase within messaging app 24x7
(e.g. value-add offers)

↓

Additional revenue streams


CPaaS - Programmable Communications



SMS



MMS



EMAIL



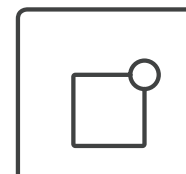
RCS



VOICE




VIDEO



MOBILE APP MESSAGING

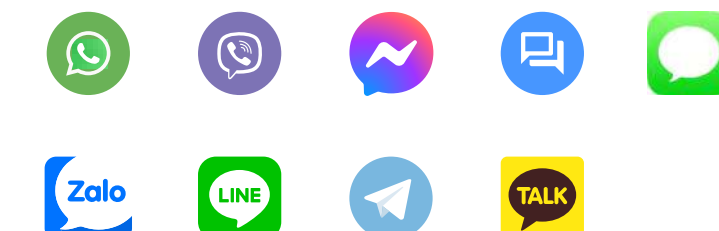


WEB PUSH NOTIFICATIONS




LIVE CHAT

CHAT APPS



SOCIAL MEDIA



The right telecom solution for a differentiated CX

Our chatbot building platform, channel portfolio, analytics and contact center solution empowers the telecom ecosystem for scalability, and faster CX delivery. Working together, we empower telecoms to transform their CX to attract customers and keep them coming back for more:

Intelligent customer engagement

Enable telecoms to understand their customers, interact digitally and predict their needs and intent.

Unlock revenue growth

Add digital channels and AI-assisted chatbots to enable conversational commerce by using data and personalization to upsell and cross-sell.

Omnichannel customer journey

Provide the right support at the right moment of the customer journey on their preferred communications channel.

Customer lifetime value

Track customer behaviour and communication preferences to improve engagement by integrating marketing, loyalty, support and sales insights in one customer view.

Start boosting your telecoms CX today!

CONTACT US