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REAL-TIME CX

Transforming the Customer Journey Through AI + Data-Driven Insights

Discover how a Leading Telco leveraged Alterian's Real-Time CX Platform to revolutionize their customer journeys

The Background

A leading Telco was struggling to stay competitive in the fast-paced and evolving telco market. A lack of strategic insights and disconnected channels and systems left them with limited visibility of their customer journeys and the broader market landscape.

They had no way to identify critical issues, confidently make strategic decisions, or implement effective solutions to ensure the best outcomes. That's where Alterian's Real-Time CX Platform came in, serving as the missing piece of the puzzle and the catalyst for driving change and transforming the Telco's customer journey outcomes.

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The Challenge

Despite being a prominent player in the industry, the Telco provider was facing declining conversion rates and low Lifetime Value (LTV) on its mobile phone offers. Additionally, increasing call volumes were driving up operational costs and placing extreme pressure on internal resources. They needed to identify the factors contributing to these issues and implement effective strategies to solve them and optimize their broader customer experience performance. However, several obstacles stood in their way:

Limited Customer Journey Visibility or Insight

The Telco had no awareness of how their customers were behaving or what they wanted. Not having this critical data meant they could not deliver relevant or personalized offerings or make effective decisions that would enhance conversions, customer satisfaction and loyalty.

No Visibility of Industry Positioning

The Telco had no real understanding of its competitive positioning, market share, industry trends, or competitor strategies. This lack of benchmarking data and clear metrics meant they were unaware of growth opportunities and critical issues and made them vulnerable in the already highly competitive market.

Comparison Challenges

With no clear understanding of how their services and customer experiences compared to those of their competitors, the Telco was unable to accurately identify unique value propositions or differentiate themselves in the market. They lacked insights into how competitors engaged their customers, the success of various service packages, or competitive pricing strategies. This was a significant blind spot, one that meant they were unable to confidently make strategic decisions to improve performance or adapt their services to attract and retain customers.

Disconnected Channels and Lack of Cross-Channel Insights

The absence of a unified view of customer interactions across different channels exacerbated the problems and prevented the Telco from properly understanding its customers and effectively meeting their needs. Additionally, disconnected channels and siloed data resulted in disjointed and clunky customer journeys and made it extremely difficult for them to personalize customer interactions in relevant and valuable ways.

KEY BUSINESS CHALLENGES

- Decreased conversions rates
- High call center volumes and increasing costs
- No way to see customer journeys
- No understanding of position in market
- Limited customer behavioral insights
- Siloed data and disconnected systems

The Solution

The Telco recognized it needed real-time visibility and insights to identify issues, and intelligent technology to be able to act on these insights to optimize the customer experience at scale. Alterian's Real-Time CX Platform proved to be the ideal solution, enabling them to achieve their goals with speed and precision.

Journey Insight™

Journey Insight™ delivers a comprehensive view of the market landscape, revealing critical insights about known and unknown competitors and their market share. For the Telco, this meant understanding its market position, uncovering key trends, and identifying opportunities. It also highlighted the influence other channels, such as search engines, comparison sites, and social media platforms, were having on customer journeys and conversions.

Journey Analytics & Journey Discovery

With Journey Analytics, the Telco finally gained real-time visibility of customer activity from end to end via custom dashboards, with comprehensive visualizations capturing millions of unique customer interactions across hundreds of journeys. Alterian's AI-powered Journey Discovery enabled the Telco to quickly identify diverse customer behaviors and specific cross-channel journeys, providing the insights needed to optimize performance, resolve friction points, and improve conversions.
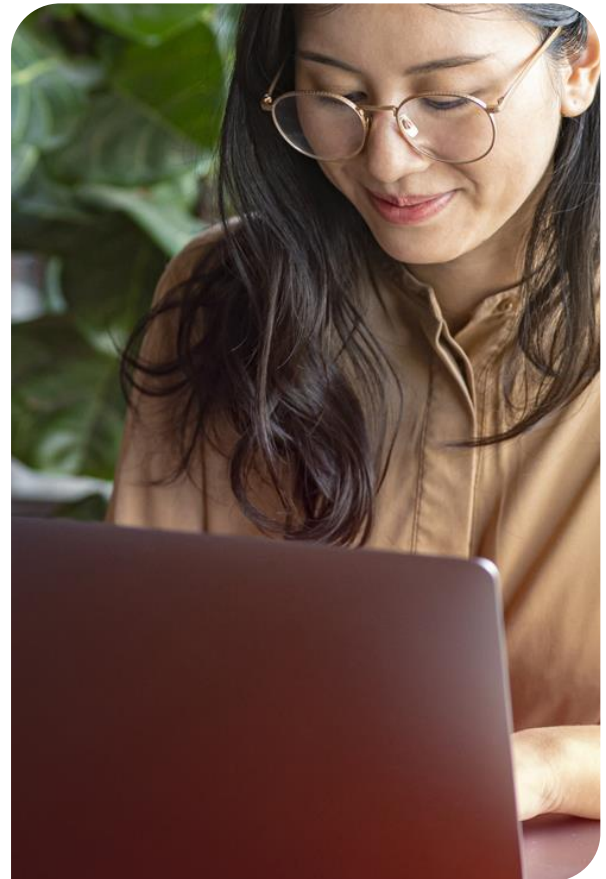
KEY JOURNEY INSIGHTS

21.6%
total market share

**26.2%**
share of event activity

8.8%
competitor crossover

34
extra companies discovered in Telco vertical's online journeys

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Journey Orchestration

Journey Orchestration empowered the Telco to act on the insights they now had and deliver hyper-relevant interactions, messages, and next-best actions tailored to individual needs in real-time. By integrating its channels and systems and leveraging real-time insights, the Telco was finally able to offer the level of individualization necessary to boost customer engagement, reduce call center reliance, and maximize conversions.
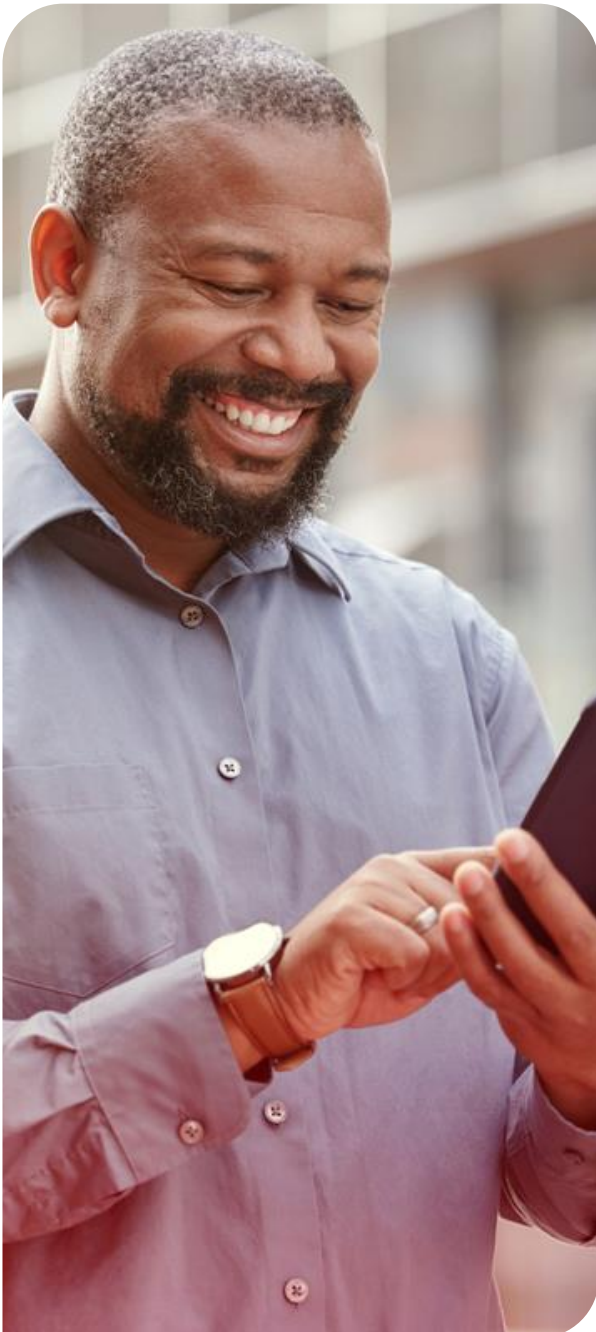
Understanding online customer journeys

Journey Insight™ quickly delivered valuable insights, enabling the Telco to understand true customer behaviors and improve experiences.

Integration with call center operations

Real-time journey data integration with call center operations enhanced efficiency and provided more personalized customer support.

Identifying journey friction points

Addressing friction points that caused increased call volumes and lower conversion rates led to lower costs and improved journey performance.

Personalizing customer experiences

Personalized web and mobile experiences encouraged direct online actions, reducing reliance on call center support.

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The Results

Adopting data-driven and AI-powered technology brought significant improvements to the Telco. With Alterian's Real-Time CX Platform, the business could, for the first time, identify points of friction across every journey and quickly adjust communication channels, methods, and messaging to resolve them. They also gained insights into competitor performance and strategies, allowing them to adapt their initiatives and gain a competitive advantage.

WITHIN MONTHS OF INTEGRATING REAL-TIME CX INTO THEIR CX STRATEGIES, THE TELCO SAW:

14%   increase in phone upgrades

22%   increase in self-service

$553K   saving in call center costs

Improved Customer Experience

Enhanced personalization and efficiency improved experiences for both website users and call center calls.
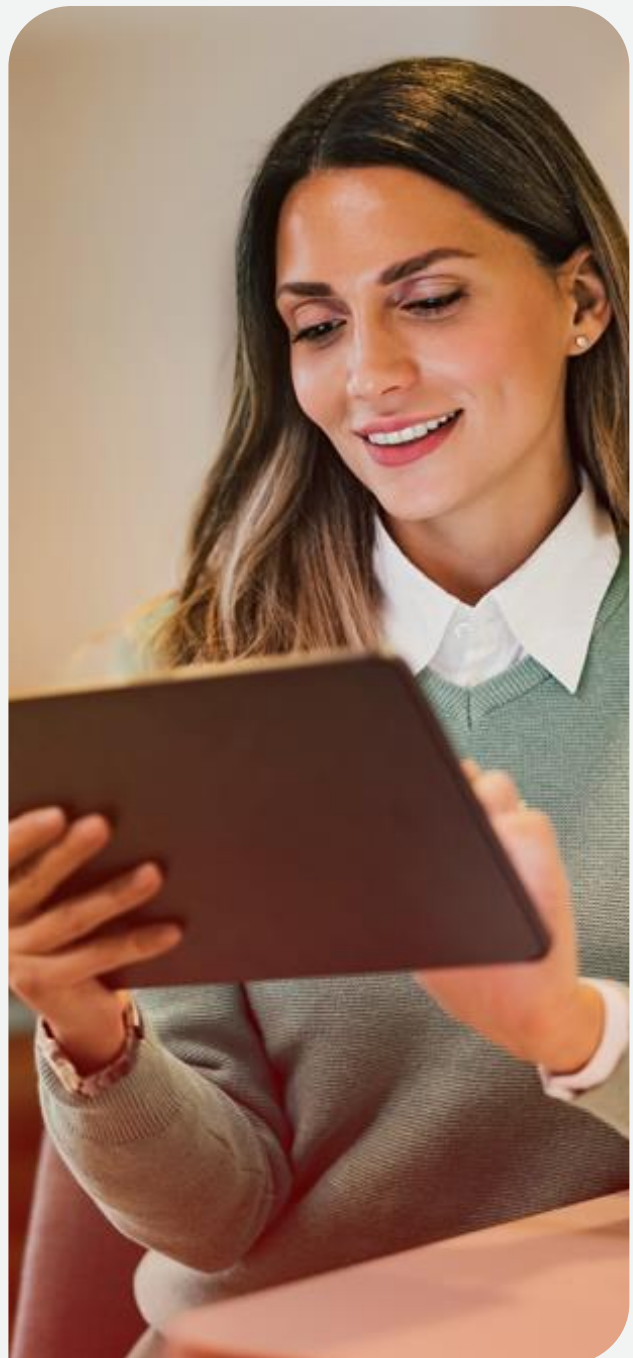
Increased Conversion Rates

There was a noticeable increase in Lifetime Value (LTV) and mobile upgrade offer conversions.

Reduced Call Center Costs

Substantial cost savings were achieved by reducing call volumes and improving operations.

Looking to the future

With a solid foundation in place, the Telco is now poised for ongoing optimization and innovation. Future strategies are set to focus on deeper customer journey insights and enhanced personalization, leveraging the capabilities of the Real-Time CX Platform to maintain and accelerate their competitive edge.

Are you ready to transform your customer experiences using the power of AI and data?

Get in touch with our team to learn how Alterian's Real-Time CX Platform can revolutionize your customer journeys.

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