



# **Answer 90% of all customer questions within 3 steps**

A whitepaper by

**OpenCloudBSS**

## What would it mean to you if you could answer any question in maximum 4 clicks?

“73% of companies with above-average customer experience perform better financially than their competitors.”

“Companies that earn \$1 billion a year will see an average gain of \$700 million within three years of investing in customer experience.”

Forbes has listed 50 stats that prove the value of investing in customer experience, read the article [here](#)

How does this reflect in your company? How much time do your agents lose trying to find the correct customer information?

Switching between different applications that all contain a part of the full picture and in some cases provide inconsistent information.

Sometimes call centre agents must work in 15 different applications to serve their customers. The time lost, and mistakes made because of this have a big impact on the overall customer experience and operational spend of operators.

In this white paper we will investigate the issues that customers experience while interacting with a Telco and explain how we believe this could and should be done better

Everything we describe in this white paper should of course not only apply to customers interacting with an agent but to any channel a customer chooses for his interaction. This being a self-service page, mobile app, social messaging, IVR, chat or any other option you provide to your customer.

We will look into 3 different areas from finding the right customer and his information, handling requests to provide or update information and finish with how to handle more complicated queries, complaints or larger, customer impacting issues efficiently.

96% of customers say customer service is important in their choice of loyalty to a brand.



### Customer 360 View

Comprehensive 360-degree view of the Customer, its subscriptions and all relevant information.



### Service activities

Service activities like Change SIM or Change Offer are available to support a Customer.



### Case & Problem

Trouble Tickets can be used to track and manage Customer issues.

## Comprehensive Customer 360 view

It all starts with being able to find the right customer and then to find all relevant information about this customer.

### 3 step approach

- 1) Find customer
- 2) Confirm identity
- 3) Answer question

Although this sounds relatively easy and straight forward, reality is that for many customer care agents this is unfortunately not the case.

Main customer data is in CRM, account information is in Billing, contract information in yet another system and the services the customer has stored yet again somewhere else. Due to sync issues and implemented workarounds the data is inconsistent which sometimes makes it impossible for agents to know what the real status of a customer is.

And this is only covering the standard customer data. When we look at data generated by Customer Data Platforms and Campaign Management solutions it gets even more complex.

This should be done differently.

Agents, and customers in their own online environment, should have a clear Customer 360 view where they can find the most relevant information on a single page.

Information displayed in widgets that can be presented in a different order if required. Or easily be added and removed, depending on the customer type or access profile of the agent.

These widgets should be capable of retrieving data from 3<sup>rd</sup> party systems as Campaign Management to display information as Next Best Offer and Next Best Action in context of other customer information.

Widgets with action buttons to allow the customer and agent to make changes directly from the place they see the information.

**Summary information**

Name	John Doe	Churn risk	Low	Unbilled usage (€)	80,89
Address	Gedimino pr. 5	Customer level	Gold	Credit Limit (€)	100,00
Postcode	01103			Invoice day	12
City	Vilnius				

**Subscriber information**

Mobile 0912345678 13-12-2021 Active	Mobile 0986532177 13-12-2021 Active	Mobile 0987654321 27-01-2021 Active	Mobile 0933765463 24-09-2021 Suspend	Broadband john@ocb.com 12-08-2022 Active
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**Current offer**

**Power Plan 200**  
€ 31,50 /month  
✓ 25GB  
✓ 400 minutes  
✓ 400 texts

**Next best offer**  
**Power Plan 300**  
€ 37,50 /month  
✓ 50GB  
✓ 700 minutes  
✓ 700 texts

**Next best subscriber action**  
Change to next best plan size  
change offer

**Orders**

Order ID	Order type	Order date	Status	Status change date	Subscriber ID	Agent	Channel
+ 21010701	Account change	07-01-2021	Closed	07-01-2021	0912345678	Tim	Care
+ 20121289	Address change	11-12-2020	Closed	12-12-2020	john@ocb.com	Tim	Care
- 20120802	Change offer	02-08-2020	Cancelled	02-08-2020	0986532177	Claire	Telesales
- 20120802-01	Offer change	02-08-2020	Cancelled	02-08-2020	0986532177	Claire	Telesales
- 20120802-02	Shipping	02-08-2020	Cancelled	02-08-2020	0986532177	Claire	Telesales

**Contact logs**

Date	Reason	Agent	Channel
07-01-2021	Account > Renew credit card	Tim	Care
04-01-2021	Invoice > Out of allowance	Tim	Care
12-12-2020	Customer > Address change	Tim	Care
02-08-2020	Contract > Change offer	Claire	Telesales
24-07-2020	Invoice > Payment	Claire	Telesales

**Invoices**

ID	Date	Amount (€)	Status
2021000392	07-01-2021	80,89	Open
2020985453	07-12-2020	91,12	✓
2020913421	07-11-2020	80,89	✓
2020823987	07-10-2020	99,44	✓
2020799821	07-09-2020	80,89	✓

**Trouble Ticket**

ID	Reason	Status	Days open
21010701	Invoice > Incorrect amount	New	1
21010699	Payment > Credit Card details	Assigned	3
21010612	Contract > Change offer	Assigned	3

**Notifications**

Date	Channel	Topic
07-01-2021	SMS	Account change
12-12-2020	SMS	Address change
01-12-2020	SMS	Happy Birthday
07-06-2020	Email	Your offer is changed
17-03-2020	Email	Welcome to OCB

## Service activities

Answering any question within 4 clicks is of course a great start, but then the next question is how to handle any requests to change customer, account or subscription data.

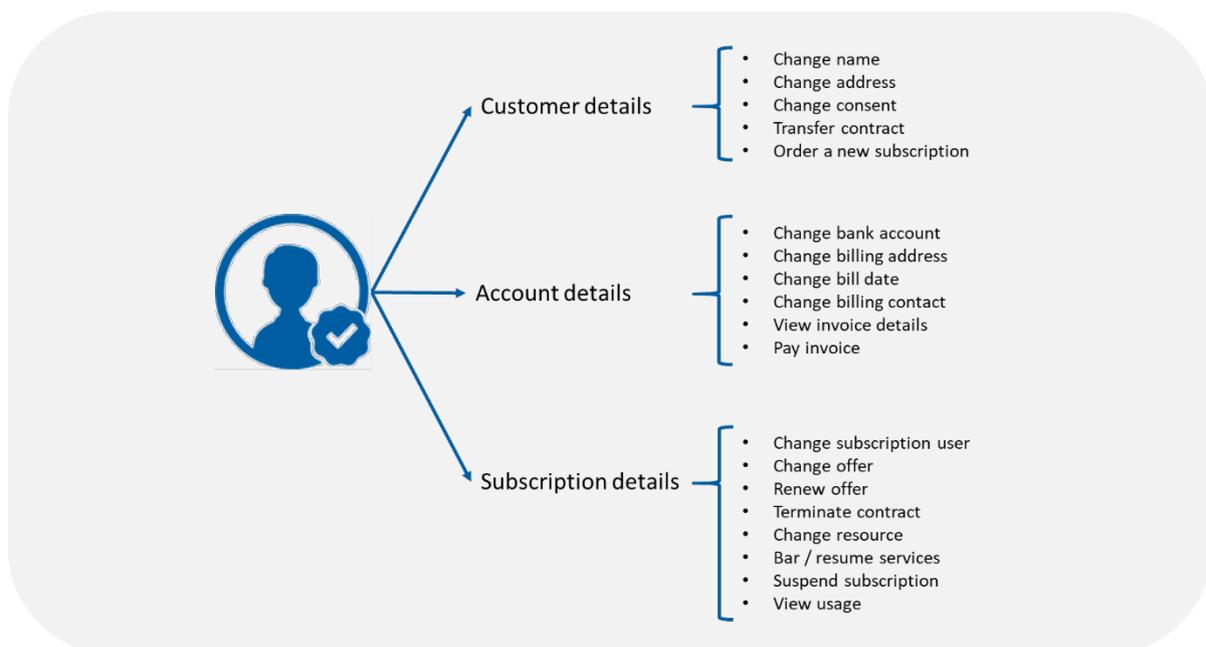
How easy is it for your customers to change their customer details, change their subscription or simply pay an outstanding invoice?

There are many CRM systems that are good in displaying information but lack the capabilities and processes to easily make changes. Many, generic, CRM systems lack the capabilities to (easily) change an offer, order a new sim card, change a number, move house for fixed line customers or even just pay an outstanding invoice.

In these cases, agents must leave their informative overview and access another application to capture the change.

To provide a great customer service it is crucial that the system used to display the single dashboard with customer information is also capable to capture any required change.

The picture on this page shows just a short summary of key activities CRM systems must support to make life for customers and agents easier.



Being able to execute change directly from the customer 360 screen does not only save time, it also ensures that the agent can see all contextual information that is relevant to understand before the change is made.

For example, any open invoices that might stop a change offer from happening.

It also allows the customer and agent to see any recommendations as Next Best Offer and Next best Action in context and directly act upon it.

## Case & Problem management

Now we can easily access all customer data and make changes where required directly.

But what to do with issues that cannot be addressed directly (case), or impact multiple customers at the same time (problem)? How to streamline this and communicate clearly with your customers?

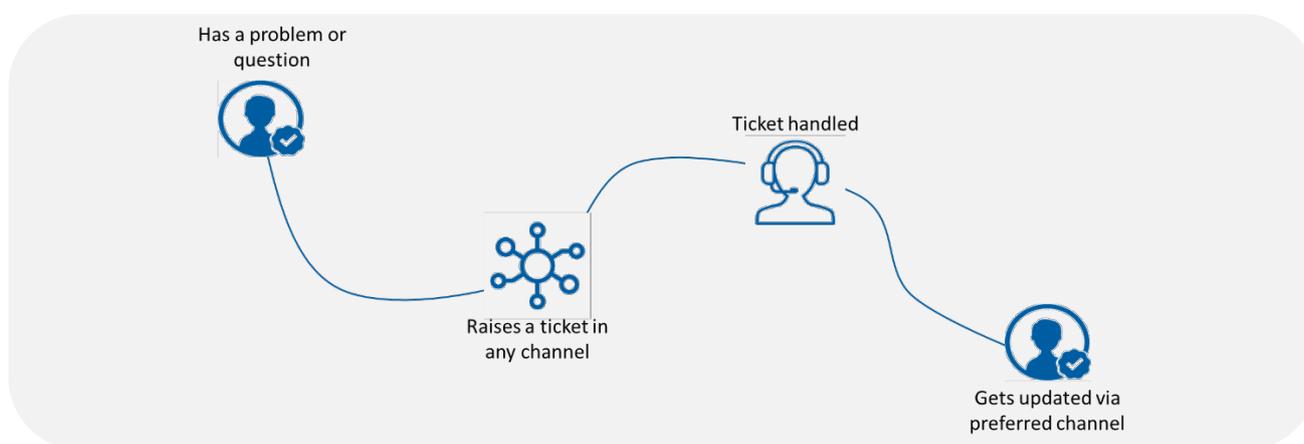
Manage many individual tickets as one, using problem management

Do you recognise the issue of having multiple ticketing tools in your organisation? Having to go through all of them to find the status of an issue when a customer asks for it.

Many ticketing tools have a thousand options where Telco's only need and use a few specific ones. All options available in the tool, but never used make the tool less user friendly and more time consuming.

Telco's require a ticketing tool specially for Telco operators. One that provides agents with just those functions they need to raise and handle all common problems of Telco customers in a simple, yet powerful user interface.

It must allow customers to create a case in any channel and provide them with updates on progress via their preferred method. All cases from all channels should end up in a single queue. This way both the customer as the agent always have a clear view on all tickets related to a single customer.



The question then is how to handle an incident that impacts multiple customers, and as result has created many individual tickets?

That is where the concept of problems comes in. It should be possible for agents to create a problem that can act as an overarching ticket for all individual cases. Once cases are connected to a problem, agents should only have to update the problem to inform all involved customers individually. This saves time and ensures that all customers that created a case are informed in a personal way.

Do you want to answer 90% of all questions in 3 steps?

If you are looking for ways to manage your customers more efficiently, let us know and we are happy to help!

In a few sessions we:

- 1) Discuss the challenges you currently face in managing your customers
- 2) Show you how we have solved these challenges for some of our customers
- 3) Provide you with a plan that shows how you could manage your customers better

No commitments required!

Looking forward to helping you and your company to manage your customers more efficiently.

Let's get started

