

Customer Engagement Analytics Is Improving Business Today

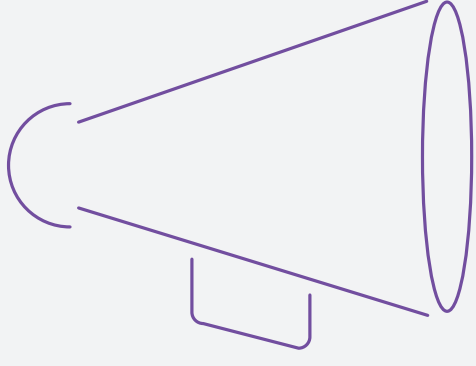
Snapshot: Global Telecom Company

50+ Million
U.S. Customers



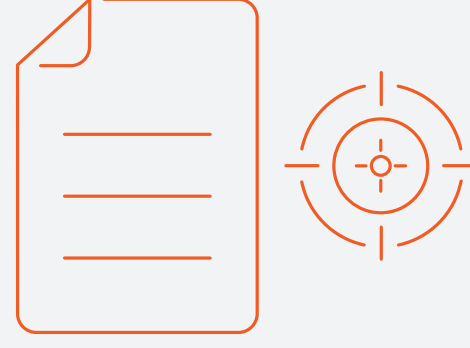
Implemented CEA platform
to reduce customer
contacts, agent-to-agent
transfers, customer credits

Identified common trends
in customer journeys,
why many were calling,
where excessive
customer credits were
occurring



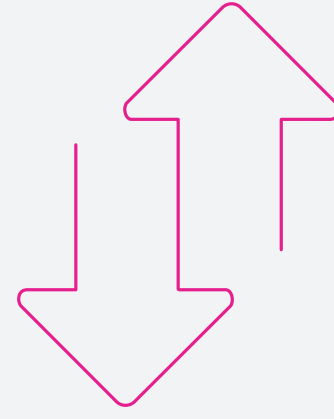
Opportunity to expand
web-based marketing,
sales, self-service
options found

Targeted coaching program
to mitigate calls with high
average handle times
implemented



10% of billing
calls moved to self-service
channels, resulting in
\$7 Million ROI

In-house transfers
reduced by 5%, resulting
in \$3 million ROI



Value-added services
credits reduced by 5%,
resulting in \$2 million ROI

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Snapshot: Global Telecom Company



540

million customer service
calls annually



Implemented CEA
platform to reduce customer
interactions requiring a call
service agent



Identified IVR bottlenecks,
key self-service chokepoints

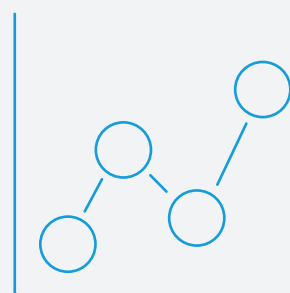


Overhauled IVR system,
CEA gives agents detailed
assessments of individual
customer journeys



1/4

reduction in customer
case operating expenses



15

point gain in CSAT



10%

improvement in IVR
containment



1/3

reduction in care
calls per customer

