

The background of the entire page is a photograph of a telecommunications tower. The tower is a complex metal lattice structure with several large, circular satellite dishes or parabolic antennas attached to it. The sky is a vibrant mix of pink, orange, and purple, suggesting a sunset or sunrise. The clouds are soft and wispy, catching the low light of the sun.

**How a leading
UK-based telecom
company achieved
chat channel
transformation**

Client description

- **Client** — Leading UK based Telecom Company
- **Industry type** — Telecom
- **Products or Services** — Mobile Telephony, Internet Services
- **Geography** — United Kingdom
- **Annual revenue** — £1,658 million (2018)

Challenge

The UK-based telecom company was not seeing (Return on Investment) ROI from click to chat channel. They were an early adopter of the channel and there were key challenges, such as lack of a clear chat success criteria and measurement mechanism. Additionally, the Average Speed of Answer (ASA) was low leading to 30%+ abandonment.

Their high Average Handling Time (AHT) of 12 minutes was affecting user experience due to delay in resolutions. This was one of the major factors contributing to the low Net Promoter Score (NPS) of 2.9.

Solution

Our approach to improve customer experience involved transitioned and stabilized operations – low risk lift and shift. We provided,

We delivered:

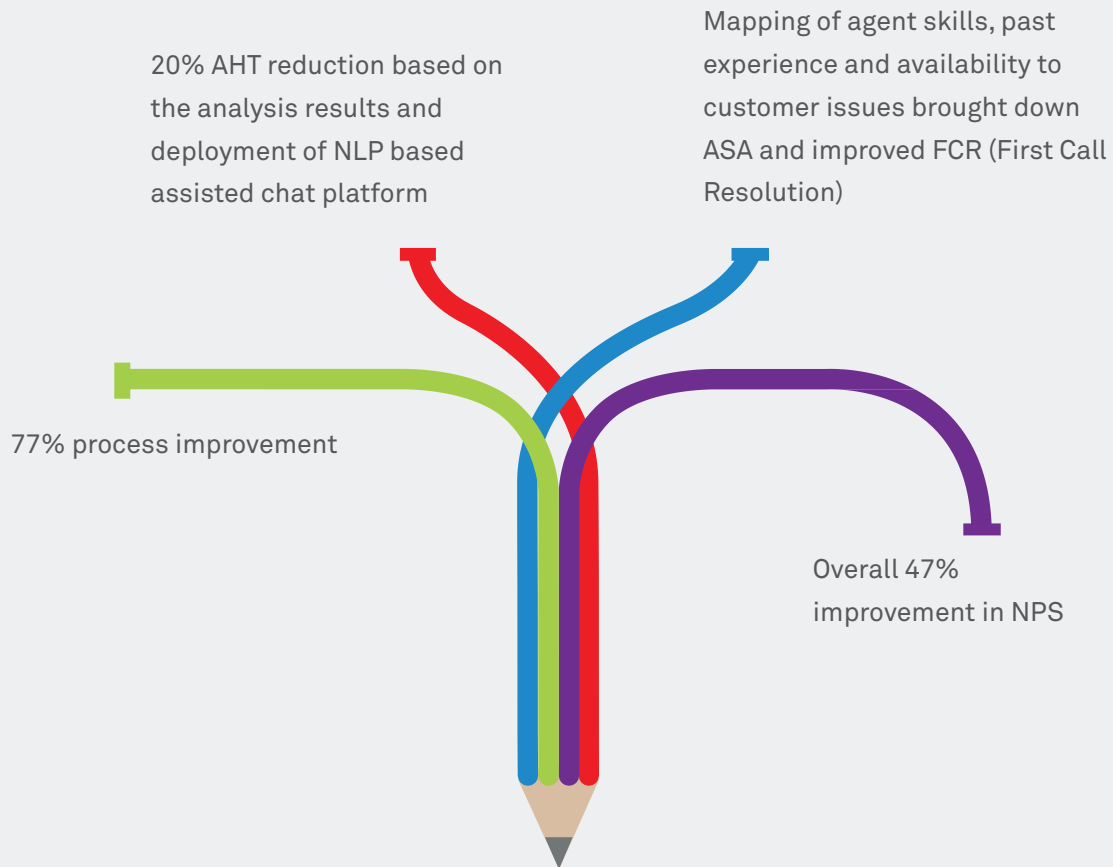
- Recommendation of new chat platform with advanced features

Wipro delivered 20% reduction in AHT (Average Handle Time) and caused an overall 47% improvement in Net Promoter Score (NPS) through voice to chat deflection

- Migration from click to chat to dynamic chat with proactive invite management
- We performed chat transcript analysis to identify reasons for high AHT and (Customer Satisfaction) CSAT and introduced pre-chat form and exit survey
- Deployed skill, issue and availability-based chat to bring down the ASA drastically and improve First Call Resolution (FCR)
- Deployed assisted chat – Natural Language Processing (NLP)-based chat to cut down AHT
- Deployed virtual agent to handle routine queries that were high in volume, but low in value promoting self service

Business impact

Using Wipro solution, the client achieved substantial improvement in NPS.
Specific areas of improvement included:



“The client achieved process improvement and enhanced customer experience, leveraging chat analytics and transformation.”

Suresh Nair
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