

A man in a blue shirt and jeans stands on the right, gesturing towards a whiteboard on an easel. He is addressing a group of five people seated at a table on the left. The room has large windows and brick walls. The scene is brightly lit, suggesting a modern office or meeting space.

inmoment

# CX in the Telecom Industry

Delivering a service that lives up to the brand  
values of the company

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# The State of the Telecom Industry

As consumers' digital demands increase, telecom companies must reimagine their business models to better address the expectation of high-informed customers when they purchase internet, mobile, or television services.

*Despite being around for a few decades, the internet is still one of the telecom industry's fastest growing services.* Internet access has grown a staggering 1114% between the year 2000 and 2019.<sup>1</sup> Streaming services such as Netflix also benefit from similar growth patterns, with Netflix boasting more than 139 million subscribers, when they had just under 80 million subscriptions in 2015.<sup>2</sup> However, while telecoms' trademark services have enjoyed an exponential increase in demand, telecoms themselves seldom receive their due credit for providing these highly popular services.







While consumers may be more forgiving if their favorite clothing retailers are out of a certain item, they hold telecoms to a higher standard. Often, these demands for perfection are based on factors well outside of a telecom business' control, but consumers nonetheless hold them accountable for its quality and availability.

Here are a few pointers businesses in the telecom industry can focus on to make customers more sympathetic and understanding as well as reduce churn and increase customer loyalty.

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**“Forrester’s 2018 Customer Experience Index results continue to show that companies are struggling to create and sustain a human connection with their customers.”**

FORRESTER<sup>3</sup>

# Be Aware of Critical Points in the Customer Journey and Be Proactive

According to a study<sup>4</sup> done by InMoment, satisfaction levels and the customers' likelihood to recommend for an internet, mobile, or television service universally decreases for the first time at the one year milestone. Delving deeper into the data, it was found that respondents indicated a significant dip in satisfaction over staff ability and efficiency, as well as helpfulness. Respondents report similar frustrations with bill payment at the one-year anniversary in terms of understanding a bill and the ease of paying it.

Knowing that customer relationships take a hit at the one-year mark, telecom providers should preemptively engage customers leading up to this milestone. Rather than letting customers grow frustrated and then trying to mend relationships, telecoms can educate consumers early on potential areas of concern. With ample customer data at their disposal, telecoms can create personalized education methods to make sure the customer understands how to do a specific task.

The one-year anniversary is a crucial time period for telecoms to monitor and improve relationships with consumers. While there are factors that are outside of a provider's control, there's a great deal telecoms can do to keep customers happy and engaged long term.

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**“Customer Experience scores are worse in telecom than any other industry, according to research by Temkin and Forrester. In addition, ASCI reports that telecom customer experience is getting worse.”**

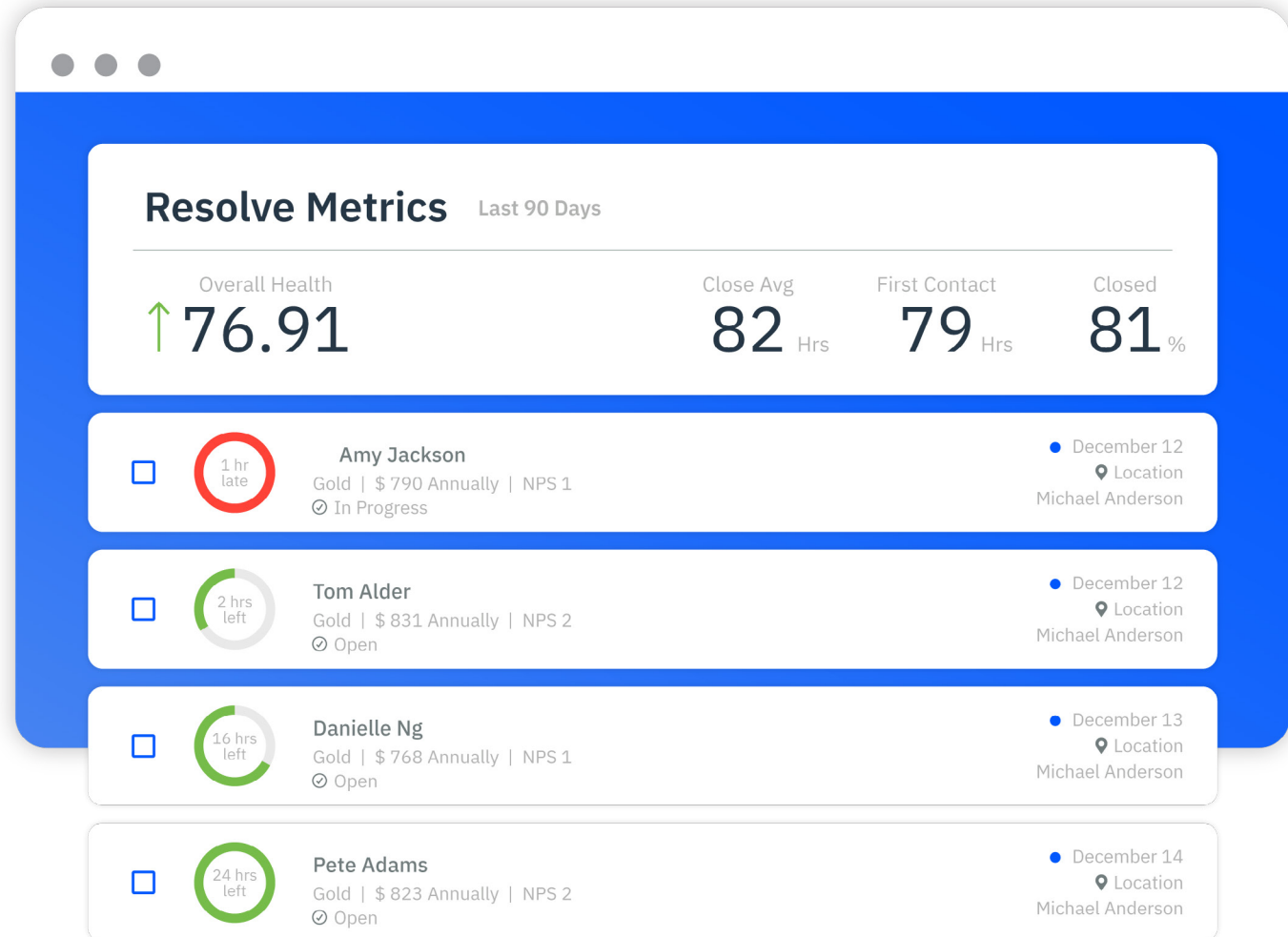
CENTRIAM<sup>5</sup>

## [PRO TIP]

*To increase your efforts in being proactive, make sure you're using a solution that allows you to get updated in real-time on any issues that may happen, listen to customers, and respond to individual experiences.*

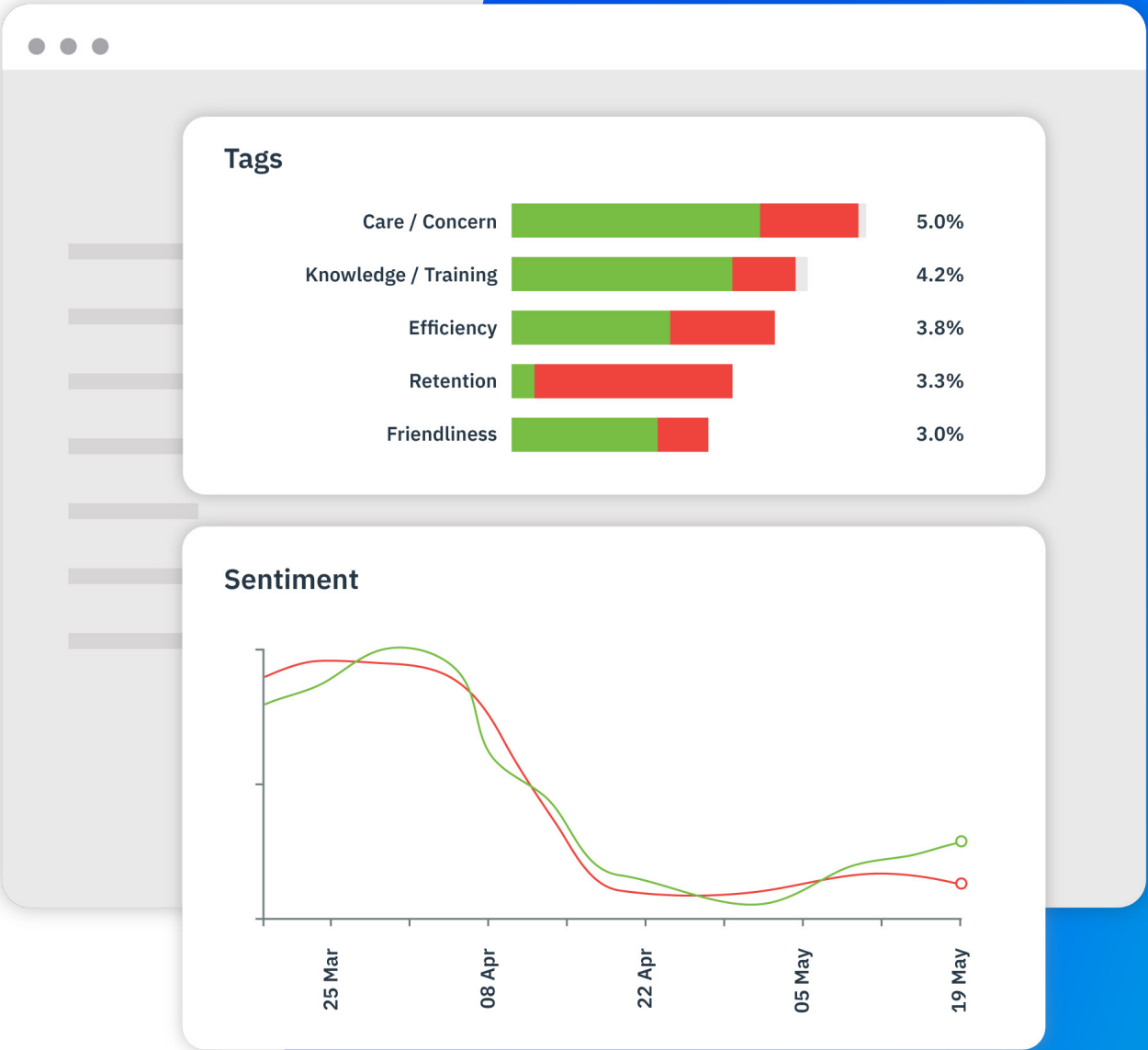
## CASE MANAGEMENT

Get alerts about potential customer issues in real-time and reduce customer churn. Also look for a solution that helps you understand larger trends, and quickly see root cause through the eyes of your employees.

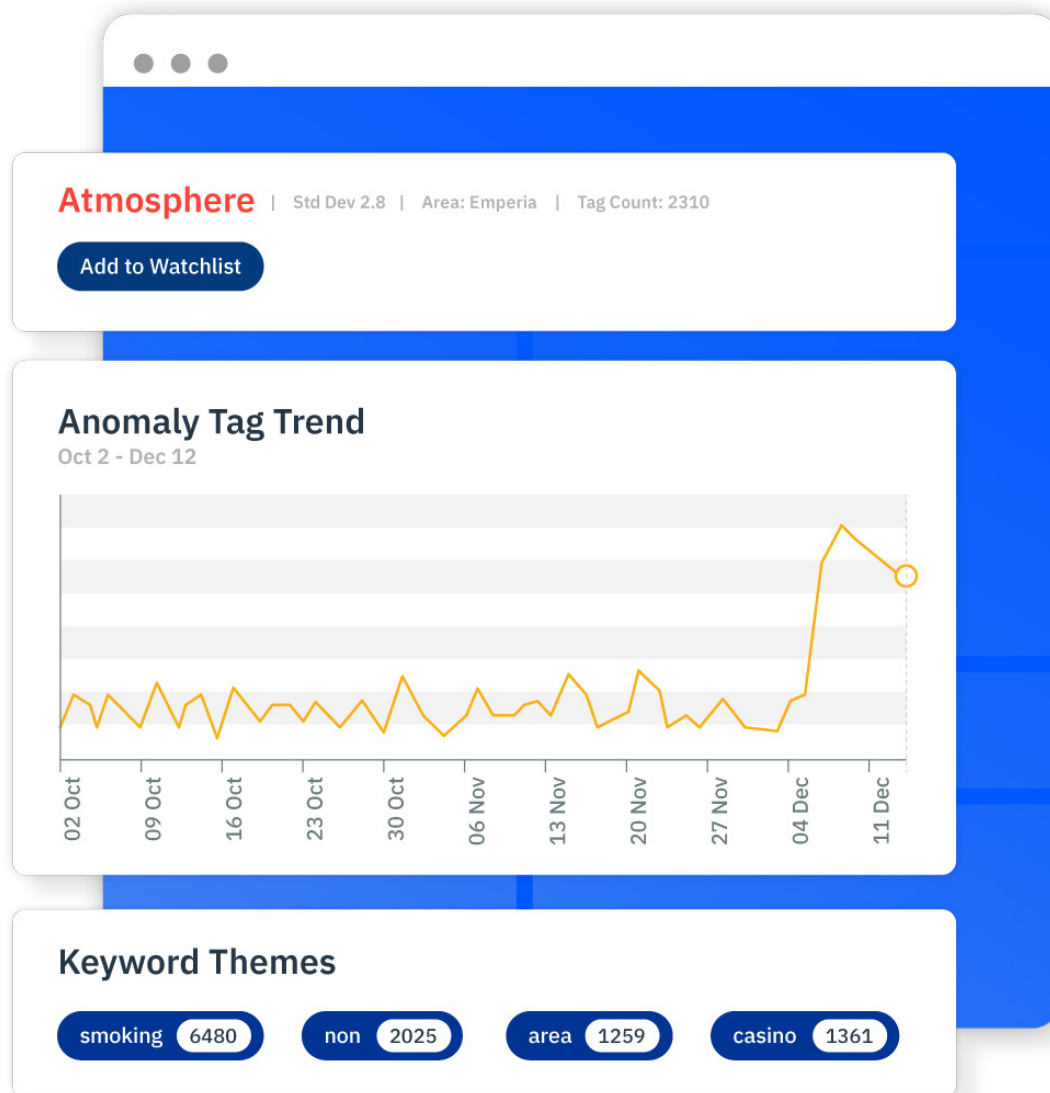


## SEARCHING ALL YOUR DATA EASILY

Search through all comments, including web surveys, social comments and reviews for anything specific, be it about a product, employee or a competitor.

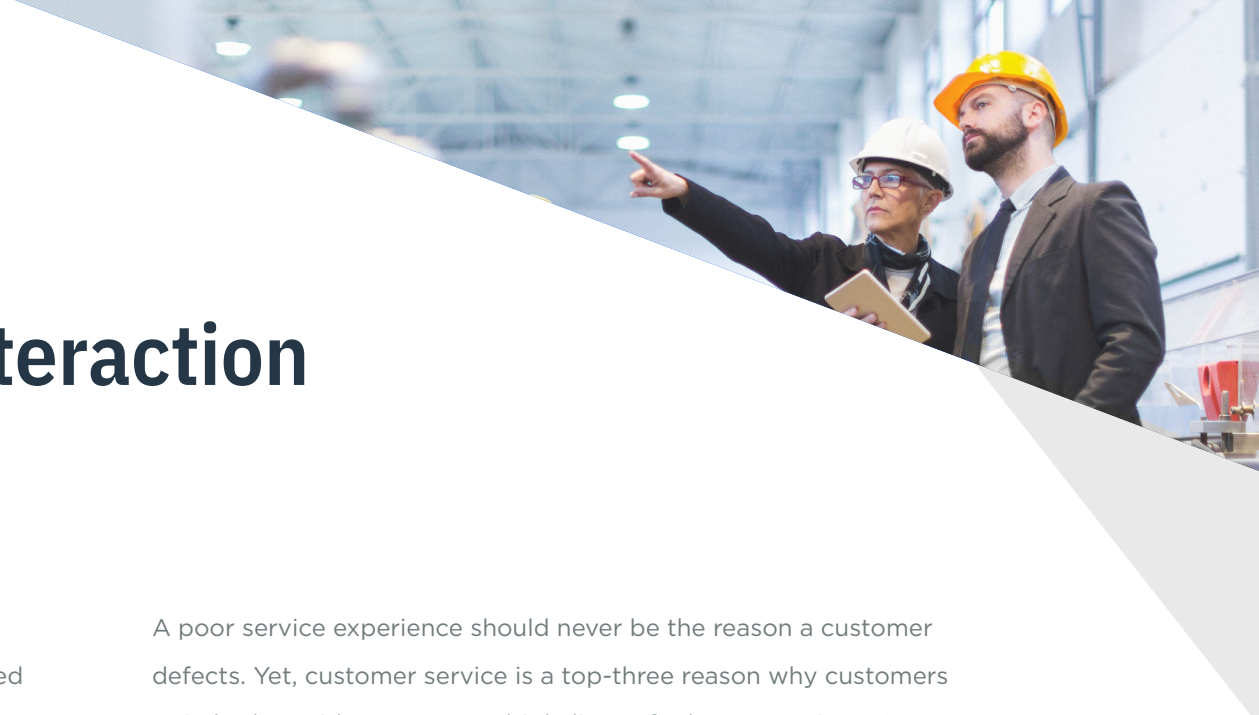






## ANOMALY DETECTION

A solution that automatically detects, surfaces, and prioritizes anomalies in your customer experience data frees up more time for you to focus on other strategic business objectives. Your analysts can use this solution to better direct their efforts in understanding the context of an issue, including where and when it's occurring and how it's impacting your main CX metrics.



# Maximizing Human Interaction With the Customer

Interestingly, some companies are abandoning parts of the digital trend. T-Mobile has largely done away with IVR and other automated customer service technologies in favor of a more personalized approach to customer service that includes a team of local customer service agents who provide individualized support.<sup>6</sup>

No matter how advanced technologies get, telecoms cannot forget the value of human assistance. Every customer resolution strategy should blend automated, self-service solutions like chatbots with the possibility of intervention by a human representative. To provide the most seamless experience possible, all contact channels should be integrated and share information to prevent a customer from needing to restart the resolution process if he or she switches from one mode to another.

A poor service experience should never be the reason a customer defects. Yet, customer service is a top-three reason why customers switched providers across multiple lines of telecom services. Customer-facing staff are absolutely critical to the providers' ability to both solve problems quickly and well, and forge authentic relationships.

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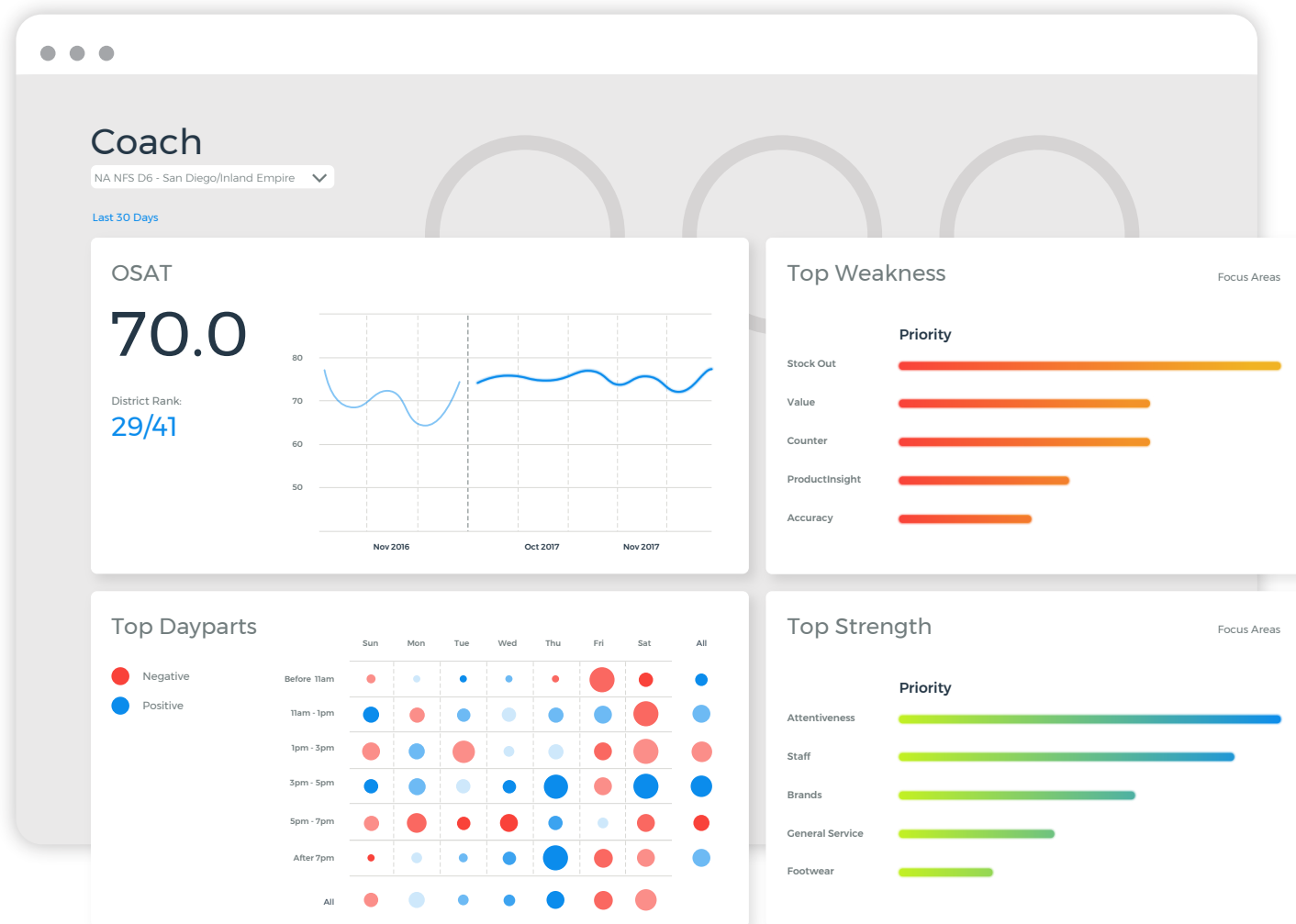
**“Although AI and automated chatbot usage have increased and can add efficient to the brand-customer equation, deploying these technologies at the wrong times can increase frustration.”**

INMOMENT<sup>7</sup>

## [PRO TIP]

*To maximize human interactions with the customer, look to arm your front-line employees with the data they need so they know the right way to engage the customer.*





## COACHING

Apply advanced data science to both structured and unstructured data to deliver the top five strengths and opportunities ranked by impact for each specific location. With just a glance, managers will know which key elements of the customer experience needs improvement.

## EMPLOYEE ENGAGEMENT

Engaged employees are more effective and, in turn, positively impact and provide a unique perspective on the customer experience. Choose a vendor who can seamlessly integrate employee data into the customer experience.

### Close Case

Did you contact the customer:  
☒ Yes ☐ No

Were you able to resolve the case:  
☒ Yes ☐ No

After resolving the case, what is the mood of the customer?

Negative Positive

1 2 3 4 5

What was the problem?

Inaccurate Billing

What is your mood in relation to this case?

Frustrated Empowered

1 2 3 4 5

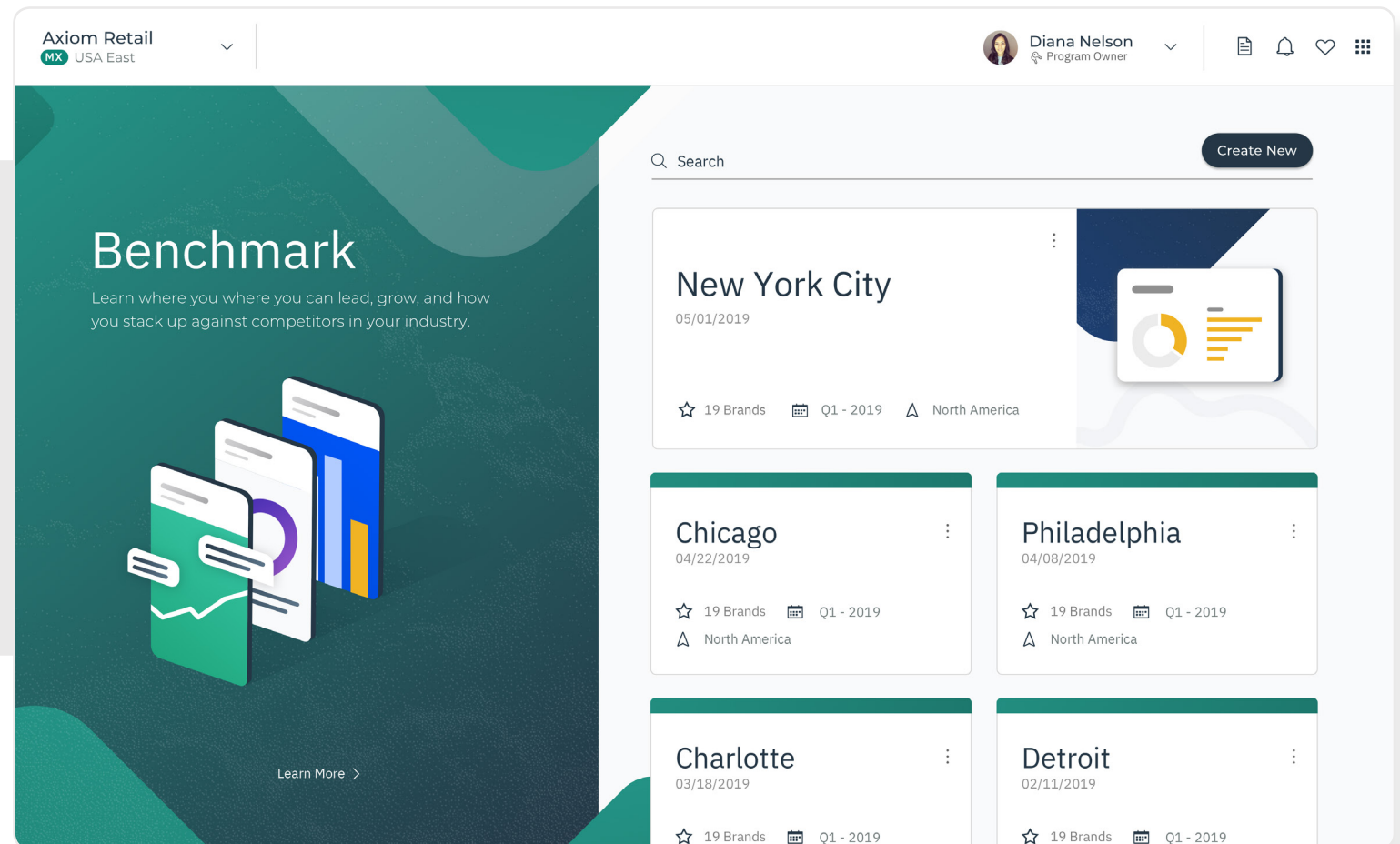
Describe root cause of case and your recommendations: *(Optional)*

This issue keeps coming up with customers. There seems to be a problem with some of our sales items ringing up in the system.

Update Cancel

## BENCHMARKING

Understanding how you stack up against the competition by choosing a solution that allows you to capture unstructured data from review sites, social media, and surveys to show where you rank against your competitors. Use this information to train your employees and turn weaknesses into strengths.





# Giving Customers Various Means to Engage With You

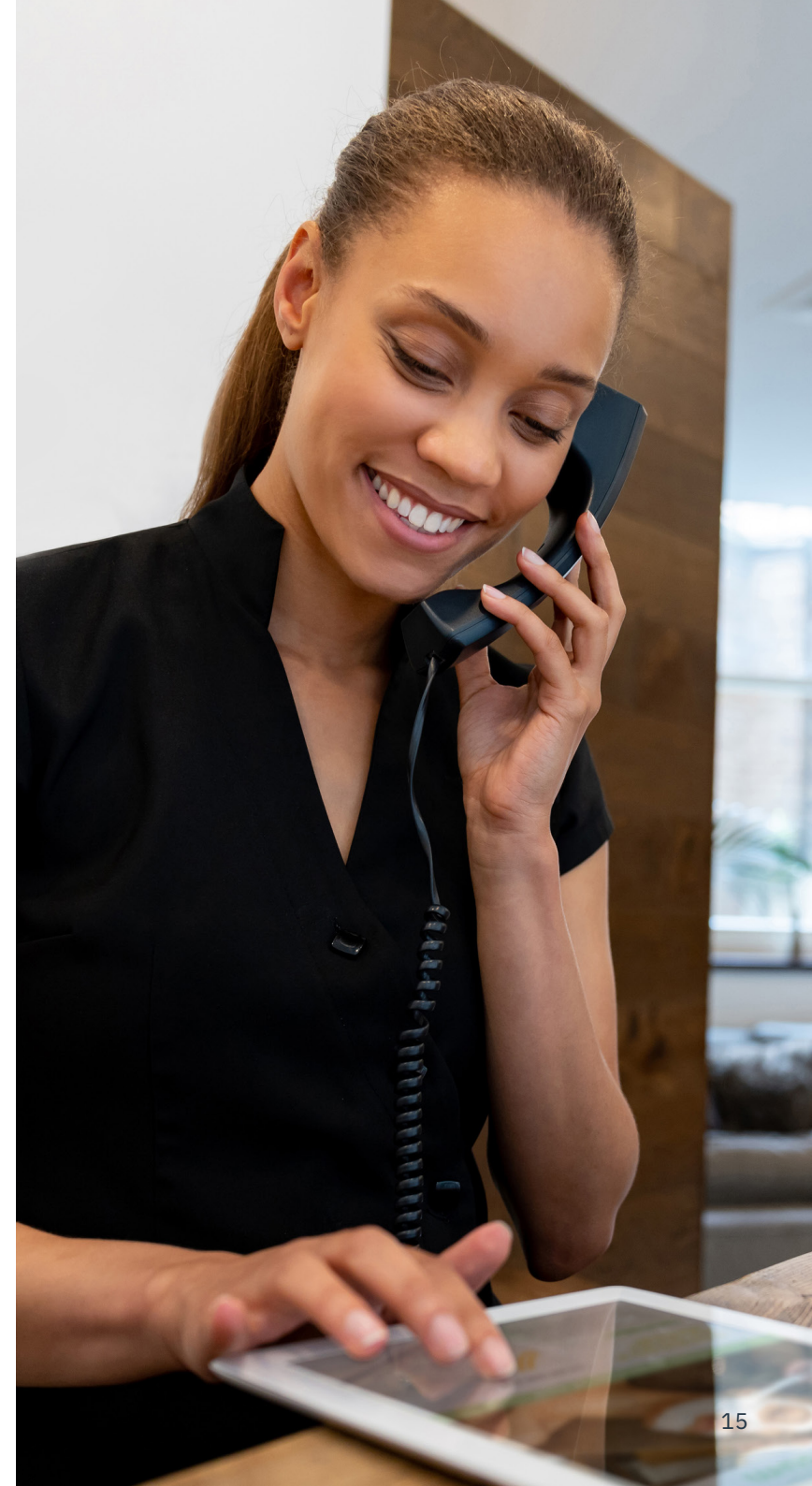
Customers' needs can look very different, and so should the avenues available to them for resolution. Customers should be able to mix and match contact channels to address an issue in the way that feels most agreeable and productive to them.

Comcast has tapped into this trend with their omnichannel CX approach. Customers can interact with the company via their preferred channel, and the data and next best action will be consistent across all of those channels. If a customer needs to be transitioned from one channel to another, the company strives to make that transition as painless as possible, ensuring that the new interaction does not require the customer to start from the beginning.<sup>8</sup>

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**“An effective omnichannel journey doesn’t just mean having a channel strategy. A successful omnichannel strategy eliminates the friction between channels so customers can start a transaction on one channel and end it on another.”**

SMARTCX<sup>9</sup>



## [PRO TIP]

*To ensure that you receive any concern that your customers might have, make sure you're using a solution that allows you to listen to customers and to show them that you're listening.*

How likely are you to recommend us to your friends and family?

Highly Unlikely      Highly Likely

1 2 3 4 5 6 7 8 **9** 10

<      >

## MULTI-TOUCHPOINT SUPPORT

Your customers' perception of you is based on more interaction points than ever: your mobile app, in-store and online experience, advertising, social media, and more. Choose a vendor who can request feedback from guests at every touchpoint along the journey.



## Customer Feedback

Our Highlights



## MULTIMEDIA FEEDBACK

Giving customers opportunities to engage with your brand in a variety of fun and interactive ways - through voice, video, and image - leads to more meaningful conversations and more detailed stories. This rich data then allows you to understand exactly what you're doing well and what needs improvement.

## Mobile Services

What was your primary reason for visiting today?

Choose from list



Were to able to easily accomplish this task?

Yes

No

How likely is it that you would recommend Mobile Services to a friend or colleague?

Not at All Likely

Extremely Likely

0 1 2 3 4 5 6 7 8 9 10

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## DIGITAL INTEGRATION

Guests are more digital than ever. Find creative ways to connect with them by integrating your feedback surveys into your app, kiosks, or any online programs you may have.



## CASE STUDY

# How One of America's Largest Cable and Home Internet Provider Created Opportunity to Recover \$23 Million in Annual Revenue

With the use of content streaming devices on the rise and a myriad of low-cost subscription services to choose from such as Netflix, many are leaving traditional cable providers in droves. For home cable and internet providers, giving customers a reason to stay connected—through differentiated offerings and exceptional customer service—is more important than ever. That's why one of the largest providers in the country turned to the InMoment platform to focus their efforts on personalization and their customers' satisfaction.

In an attempt to limit customer churn, the company partnered with InMoment to identify at-risk customers and immediately reach out to understand the issue and retain their business. The company

utilized InMoment's customer listening technology within several of its regional customer care centers to enable immediate feedback following each interaction.

Using real-time alerting, managers are notified of customer callback requests immediately. Three percent of all respondents requested a callback, totaling 1,000 customer recovery opportunities each month, or 12,000 a year. Using this information in a formula created by economics specialist and Pulitzer Prize-winning reporter, David Cay Johnston, the company found that there was an opportunity to recover \$23 million in annual revenue.



## BY THE NUMBERS

**3%**  
OF SURVEYS

contained a  
callback request

**12,000**  
DEFECTORS

each year have the  
potential of being rescued

**\$23M**  
ANNUAL REVENUE

**\$23 million** in potential  
annual revenue



# Putting the Customer at the Center

Consumers may be willing to give telecoms their business; however they're much less eager to grant them their loyalty, trust and praise. It's an uphill battle for most providers, but telecoms can make life easier for themselves by focusing their CX efforts on understanding the influence emotions and interactions have on their relationship with the customer. The next step is to turn those powerful insights into improvements that put the customer at the center of all decision making. It's the telecoms' job to continuously develop strategies that meet consumers' ever-changing demands because in this industry, disgruntled customers are just one phone call away from the competition.

# InMoment: A Pioneer in CX Solutions for Telecom Companies

At InMoment, we have 15+ years of experience guiding some of America's largest telecom companies to experience success. With our platform, we can create a personalized experience for an industry not known for its customer service by:

## **PREDICTING BEHAVIOR**

Understand your customers and their habits today, so that you can gain a more accurate view of how they may behave in the future.

## **RESOLVING COMPLAINTS QUICKLY**

Understand feedback, address the root cause, and take the necessary actions to reduce customer churn, saving you both time and revenue.

## **COACHING EMPLOYEES**

Give your frontline employees the feedback they need to deliver positive customer experiences as they will be the ones interacting with the customer.

## **PROVIDING A HOLISTIC VIEW**

Use data from researching the market and combining that with customer data to get a holistic view of the customer journey and understand the trends that impact your business.

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**“At InMoment, we partner with our clients to adopt a customer-centric approach to every corner of their business. The Voice of Customer program is essential in understanding exactly how our clients are executing on their promises to their customers. At InMoment, we’ve set our bar very high because we want our clients to achieve their objectives and reap bottom line business benefits as well.”**

ANDREW JOINER, CEO INMOMENT



# RESOURCES

1. <https://www.internetworldstats.com/stats.htm>
2. <https://www.hollywoodreporter.com/news/netflix-grows-subscriber-base-139-million-worldwide-1176934>
3. <https://go.forrester.com/blogs/customer-experience-lacks-connection/>
4. <http://info.inmoment.com/rs/463-JAW-587/images/CX%20in%20the%20Telecom%20Industry%20Report%20%28July%202017%29.pdf>
5. <https://www.centriam.com/how-to-get-started-with-cx-in-telecom/>
6. <http://customerthink.com/five-strategies-to-improve-customer-experience-in-telecoms/>
7. <https://www.inmoment.com/blog/3-ways-telecoms-and-other-businesses-can-improve-their-customer-experiences/>
8. <http://customerthink.com/five-strategies-to-improve-customer-experience-in-telecoms/>
9. <https://smartercx.com/4-ways-omnichannel-customer-experience-will-change-in-2019/>



## ABOUT INMOMENT

InMoment™ is the leader in Experience Intelligence (XI), transforming metrics into meaning to drive high-value business decisions and relationships with both customers and employees. The company's cloud-native XI Platform is engineered with data science at the core, and specifically architected to harness intelligence from across the entire experience ecosystem to deliver clear business value. The platform features three clouds that all work seamlessly together to give companies a comprehensive understanding of the most important factors impacting their bottom lines, including: Customer Experience (CX) Cloud, Employee Experience (EX) Cloud, and Market Experience (MX) Cloud. InMoment's approach of providing strategic technical, best practice and thought leadership support ensures that our nearly 500 brands across 95 countries realize maximum business impact.

For more information, visit [www.inmoment.com](http://www.inmoment.com).

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