

CLIENT STORY



The stunning iPhone 12. 5G ready

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# The Value of Predicting Customer Queries Before They Arise

Tesco Mobile is a mobile network which operates in the United Kingdom. Jointly owned by Telefonica and Tesco, the supermarket chain was the first supermarket to enter the mobile telecommunications marketplace and has made a name for itself when it comes to value and customer service.

With over 5 million customers, Tesco Mobile prides itself on their award-winning mobile network, customer-centric ethos, and ensuring that their customers get the best value for their money.

**The Tesco Mobile brand is well aligned to realise business success using customer experience.**

**Their team has set clear goals to:**

- **Build Deeper Relationships**
- **Inspire Brand Loyalty**
- **Build Brand Reputation**
- **Ensure Value and Growth**



2,500+ Employees



Over 5 Million Customers



## Focusing On Customer Experience To Ensure Business Success

Working with InMoment as their experience vendor, Tesco Mobile continues to put their customers first in everything they do and in every business decision they make. Their CX goals are aligned to their overall brand goals by offering customers innovative technology at an excellent value, and being guided by their customer needs, not by the industry itself.

Tesco Mobile understands that their customers' experiences can have a real impact on their business success. By offering competitive pricing against larger telecom companies and even more discounts on plans if you're a Tesco Clubcard member, Tesco Mobile have been able to grow customer loyalty towards their brand. Tesco Mobile ensures customers get the right deal, the sales members don't work on commission so there is no possibility of a missell or upsell of products or services unnecessarily.

Next up for Tesco Mobile's customer-centric agenda was to take their feedback experience one step further. Their goal was to predict what their customers need help with and suggest helpful information in real-time, without their customers having to go out of their way to find the answers to their questions. To do this, the team began using the Rapid Resolution Engine in the XI Platform.

## Reading Customer Minds With InMoment's Rapid Resolution Engine

In order to make their customer service experience more intuitive and streamlined, Tesco Mobile wanted a solution that removed the need for a customer to call in with a query on basic topics such as updating their payment details, checking the delivery status on their new phone, or understanding when their new contract will begin. This would improve the resolution time and reduce the effort for the customer, whilst also reducing inbound queries needing to be fielded.

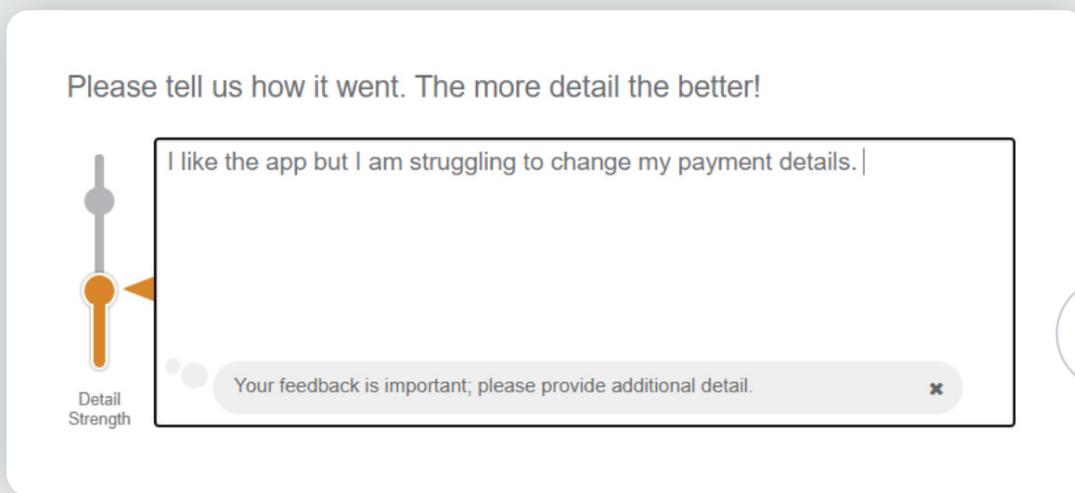
They identified seven key areas of opportunity to target in order to reduce unnecessary inbound calls, and to give customers self-serve access to frequently asked questions in real-time. Tesco Mobile wanted to reduce the burden of their customers who were looking to seek further information on their day-to-day queries. InMoment helped Tesco Mobile implement a predictive, automated close-loop tool called Rapid Resolution Engine.

Tesco Mobile added Rapid Resolution Engine across five of their different surveys which run across different customer journey points including, shops, app, phone support and sales and online. This tool helps Tesco Mobile proactively solve customer issues directly within the survey without

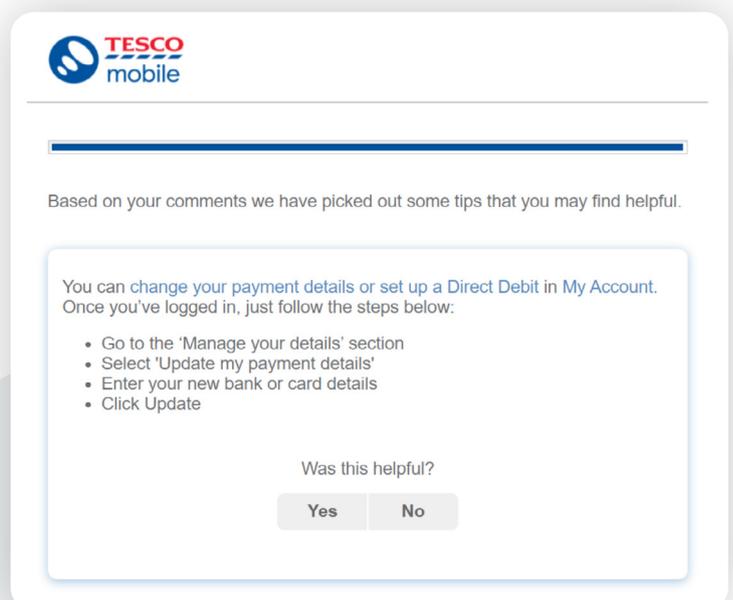
customers having to wait for follow-up actions. This gives customers instant access to further information on topics they raised when leaving feedback.

During the feedback collection process, InMoment's award winning Active Listening™ technology prompts Tesco Mobile customers to leave more detailed stories about their experience with the brand within their unstructured feedback comments.

Through Active Listening™, the customer is prompted to leave details explaining their experience in detail, at the same time, the Rapid Resolution Engine works behind the scenes to identify words and phrases associated with common customer issues. The topics and words are then automatically picked up and customers are directed in real-time to useful links based on their topics. There is a dedicated FAQ web page where content is linked for further information to answer customer queries without them having to escalate their query to the contact centre.



To analyse if the information was useful to the customer, the customer then has an opportunity to answer "Was this helpful" (yes or no). By asking this question, Tesco Mobile is able to actively analyse whether the automatically triggered content was helpful and can compare the further information to their verbatim feedback, improving and optimising the content that is being offered.



## Rapid Results

The Tesco Mobile team has saved significant time in resolving customer issues and has become more efficient.

The InMoment technology and platform is able to do all the heavy lifting for them, allowing the organisation to be able to automatically predict customer challenges and provide a self-serve solution before the customer has even reached out.

## Return On Investment



Return on investment has been shown within 2 months of implementation.



Tesco Mobile is triggering on average 1300 automatic responses through Rapid Resolution Engine per month, directing customers to useful and relevant information based on their feedback.



Savings have been made by reducing hundreds of customer calls per week.

Tesco Mobile have seen significant reduction in inbound calls made to their contact centre, freeing up time and resources for employees to answer and help more complex queries.

The faster response rates for self-help has seen customer satisfaction increase. It has simplified the experience for

customers seeking more information, guidance, and helpful resources. It has also allowed for better customer support content to be updated on the Tesco Mobile website.

Tesco Mobile genuinely cares about all of their customers, and takes steps to ensure that all customer feedback is taken on board and processes enhancements are made to continuously improve experiences.

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**“We approached InMoment with the challenge to improve our customer experience by resolving customer queries before they need to contact us, giving them self-serve options, and also reducing call contact. We worked closely with the team to identify the right way to approach this and which areas we should focus on. There were 7 topics that we felt we could provide helpful advice in the survey, and we worked with InMoment to create the capability. A key part of the process for us was to understand if customers were finding the tips useful and how we could further improve and InMoment have continued to support us with this. We are really pleased with the benefits we have seen for our customers and our contact channels.”**

REBECCA SMITH, CUSTOMER EXPERIENCE STRATEGY  
AND PLANNING LEAD

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*If you'd like to discuss your unique requirements and our experience in your industry, we'd be delighted to assist.*

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