



UK Telco Transforms Digital Customer Service with eGain Knowledge and AI

First Contact Resolution
improved to 85%

NPS **improved by 20%**

Agent training time reduced
by **43% (from 14 to 8 days)**

COMPANY

This highly awarded telco is one of the UK's leading digital communications company. It delivers mobile and fixed communications services, and is also one of the pioneering operators of 4G services in Europe. With approximately 30 million connections across its mobile, fixed, and wholesale networks, it reaches most UK households.

CHALLENGE

The telco's customer service operations, involving more than 10,000 advisors, are spread across the UK and India. Not surprisingly then, the performance was inconsistent, varying between one region and another, from one agent to the next. The telco's Head of Customer Technology & Innovation (CT&I), Customer Service says, "We had huge variance on customer satisfaction, we had huge variance on handle time of calls, we had huge variance on answers given to customers. We had a little bit of a problem because customers were calling us back to check if what we had said was correct. And, because of the variance, you could ring in three times and get three different results."

Additionally, the company was dealing with the aftermath of a major merger that had left it with four knowledge tools. Cumulatively, the knowledge

bases had 20,000 articles, but the information was inconsistent. The Head of CT&I noted that knowledge from these systems was being used correctly only 10% of the time by advisors. They were marking contact reasons manually on tick sheets resulting in errors in classification of call types. And the knowledge tools, mostly search-based, were unable to guide advisors to the correct answer and diagnosis. As the Head of CT&I said, "On the ground we can't afford to get it wrong. We had a real problem with getting it wrong, and we absolutely wanted to crack that problem."

The business took a strategic decision—to make a fundamental change from "search" where advisors had to use their best sense, to "guide" where the system would guide the advisor through compliance-ready steps to an answer or diagnosis. This would ensure that every advisor could deliver great customer service, regardless of training, experience, geography, or touchpoint. The goal? Customer service transformation.

SOLUTION

The telco chose **eGain Knowledge™** in the eGain Cloud for the customer service transformation. eGain's domain expertise, digital-first approach to engagement, and promise of continued collaboration

with its team of experts made eGain a compelling choice. The AI-powered guided help capability—the fundamental change required by the telco—in eGain’s knowledge solution was central to the transformation strategy.

For the company, the new Guided Help knowledge system became its own “Albert” (Einstein), operational across and helping staff in the contact centers and retail stores. With it, every customer interaction was guided, and in it all device and customer information was stored. eGain converted 20,000 articles into 10 Guided Help case bases, and trained 10,000 advisors. Every customer interaction, by phone or in store, is automatically classified enabling deep dive analytics by management. eGain Knowledge was integrated with the telco’s CRM system to allow the latter to automatically save session information. Knowledge authoring was formalized and made accountable, regulatory information and tips were recorded, and a 24-hour feedback loop was created to track and use agent suggestions.

RESULTS

Broadly, the implementation resulted in better customer service, higher customer satisfaction, and increased agent productivity:

- ▶ First Contact Resolution improved to 85%.
- ▶ Net Promoter Score (NPS) improved by 20 points and there were fewer customer complaints.
- ▶ Agent training time was reduced by 43% (from 14 to 8 days), and speed-to-competency of agents improved by 50%.

Agents reported higher confidence with anytime knowledge. They knew that if they followed the Guided Help, they would succeed. “You could prove it statistically time and time again,” said the Head of Customer Technology and Innovation, “people long term, new starters, that were following Guided Help had significantly better performance metrics than those who didn’t follow it correctly.”

The Management team finds the call reason data analytics invaluable for optimizing processes that will reduce Propensity to Contact (PTC), and improve other customer service metrics. Having your own desktop edition of Einstein is one transformative way of delivering great customer experience!

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