

Telcos Transform Support Outcomes with Intelligent Search

50%
Reduction in
task time on
website

In the hypercompetitive world of telecommunications - where companies battle day in and out for subscribers - the quality and effectiveness of a company's customer support plays a critical role in ultimately determining winners and losers. Naturally, telecom support organizations are always looking to improve key metrics, like call deflection, MTTR, NPS and CSAT.

While improvements can be made in all areas of support, focusing on getting the right answer into the hands of the customer or agent to ultimately resolve the problem is paramount. Intelligent search solutions make this possible.

Simply, intelligent search solutions can unify disparate sources of information across an organization regardless of the format or where the information is kept. The more powerful intelligent search solutions leverage AI technology and techniques. For example, Attivio uses natural language processing to allow users to enter natural language questions and also employs machine learning relevancy models to ensure the system learns individual user behavior and continues to present users with better solutions over time.

Let's look at how two leading telco providers put intelligent search to use in their organizations:

Fueling self-service resolutions with intelligent answers

A multi-billion dollar US-based communications solutions provider offers its customers a public facing self-service website to solve a range of problems, from simple to complex. The site, which receives +500,000 searches each month, was recently upgraded to Attivio's platform from Google's Search Appliance, with the goal of delivering intelligent answers and insights to visitors, rather than a list of links.

Powered by the new Attivio experience, users are now able to enter natural-language questions (such as "How do I reset my handset?") and receive the most relevant answer back, regardless of where that answer resides. Unified search results and machine learning models ensure the best answer is presented in response to the query. This eliminates the need for a user to hunt and peck through a list of federated results.

Since implementing Attivio on their self-service portal, this company has reported that task time on the site has been reduced by 50%.

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Improving agents' search experience leads to savings

Another telecommunications provider noticed a large discrepancy between support agent sessions tagged as “optimal” versus those tagged as “non-optimal” search behavior. Non-optimal search behavior lasted 24 seconds and cost the company \$0.54 per session. It was clear to leadership that by improving the experience for their agents, and ultimately the end-user clients, they would save a lot of money.

Furthermore, the company's content repository (which contains the answers agents need) contained +30,000 items, yet 75% of this information was rarely used by agents. To make better use of the existing content by making the information contained searchable, this company opted to replace their existing Google Search Appliance with Attivio's platform.

Using Attivio, their goal is to reduce non-optimal search time by 30%, or 8 seconds per session. If achieved, the company expects to save more than \$2 million a year.

Better Support is Within Reach

Forrester found that in support scenarios, customers most value companies that respect their time during engagements. Resolving customer problems quickly and accurately, whether directly through self-service or via an agent engagement, helps companies deliver on this expectation. Yet, 3most organizations still struggle to resolve customer problems in a timely manner because the correct answers reside in different silos and aren't immediately available when the support rep or customer needs it most.

By employing intelligent search and insights, large organizations can unify all their data and make it searchable and actionable; transforming their support experience for the better.

About Attivio

Attivio is the leading cognitive search & insight platform company. Our mission is to put search at the core of every enterprise. By easily integrating every data source into one always-learning platform, Attivio enables Fortune 500 enterprises to answer the most complex questions, by providing immediate insight across all of their information. Our AI-powered solutions drive innovation, improve operational efficiencies, and transform business outcomes at scale, and feature industry-leading capabilities including natural language processing, machine learning, analytics, and knowledge graphing.

For more information, please visit www.attivio.com.