

Setting up a Social Media Command Centre for a Philippines based Telecom Company

Who is the ?

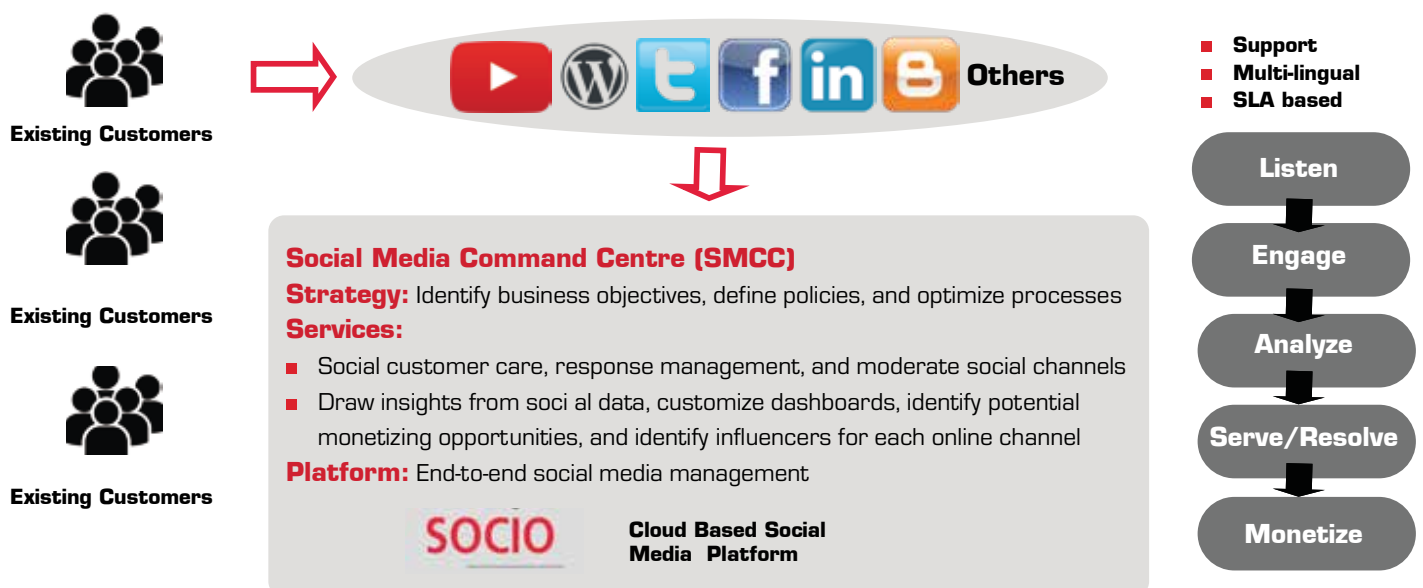
Our client is a regional telecom company in Philippines.

What were the client challenges?

- Increase the customer engagement of its 65.1 million subscribers
- Reduce their overall support cost
- Reduce manual workaround processes
- Implement real time query solution

What solution was provided?

Banking on the avenues social media can bring on-board, we catered to their needs by implementing our unique in-house Social Media Command Centre - SOCIO.



Social Media Strategy | Trained Agents | Trained Analysts | SMCC Operations | Roadmap

Analytics

Engagement

Campaign

Lead
Generation

Crisis
Management

By deploying SOCIO, a holistic solution as provided which allowed the client to cater to its audience through multi-channels largely involving the social media:

Solution No. 1 Social CRM

Complication

The Filipino demographics clearly showed that 30% of its population i.e. >28 Million were Facebook users. Making Social Media essential for engagement. Also, by shifting customer support to Social Media, over all support cost could be optimized.

Tech Mahindra Solution

- Tech M voice chosen to provide voice as well as non-voice support
- Identified the right product from a range of COTS
- Seamless transition from complex 2-product environment
- Implemented efficiency-improving mechanisms like Intelligent SR Routing and Closed Feedback loop

Results

- 100K support transactions monthly on official SM channels (FB, Twitter)
- Maintaining 1-hour TAT at ~100% SLA through an optimized team

Solution No. 2 Email Management System

Complication

Client's back office team relied on different management systems for email based order management, after sales and re-contracting which had functional and volume limitations. This had constrained the telco to establish manual workaround processes resulting in inefficiencies and delays in fulfilling customer's service requests.

Tech Mahindra Solution

TechM created a universal Email Management System (EMS) owned and administered by the telco itself to enable:

- Auto Workflow Allocation
- Automatically assign mails / tickets to users based on Geography / Line of Business / Queue / Skills / Priority etc.
- Customized template for response
- Performance Monitoring & Reporting – SLA Calculation
- Role Based Access & Auto Response Mail

Results

- Invalid email reduced from 68% to 18%
- AHT reduced from 12:47 minutes to 06:32 minutes
- Volume reduced from 5159 to 1291

Solution No. 3

Concurrent Chat



Complication

Client's back office team relied on different management systems for email based order management, after sales and re-contracting which had functional and volume limitations. This had constrained the telco to establish manual workaround processes resulting in inefficiencies and delays in fulfilling customer's service requests.

Tech Mahindra Solution

- New one-to-one chat experience
- Handling multiple customer queries, thus optimizing the floor time of agents
- Enhanced CX resulting in better Net Promoter Score (NPS) and Customer Satisfaction (CSAT)

Results

- Improve CX due to real time engagement
- Elimination of customers hopping from SNS channel to other i.e. Hotline/Email
- Reduction of volume due to elimination of duplicate queries and agents responses
- Improve productivity by eliminating msg gaps between customers & agents
- Operational efficiency improvement due to reduction of system lag
- Faster & end-to-end resolution of query

Thus with SOCIO, TechM was able to create a unified work process that ran across multiple channels offering a widened horizon to the client for customer engagement and interaction.

About Tech Mahindra Business Process Services

Tech Mahindra Business Process Services is the BPO or BPM arm of Tech Mahindra – a USD 4.9 Billion company with 121,840+ professionals across 90 countries, helping over 935 global customers. Entering a new era of transformations, Tech Mahindra Business Process Services has re-focused energies towards 'Creating memorable digital experiences everyday for customers.

We are part of the USD 21 Billion Mahindra Group that employs more than 200,000 people across 100 countries. The Mahindra Group operates in key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

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