Giant Communications Service Provider Transforms Digital Customer Service With eGain Chat and Messaging

**CHALLENGE**

Seeing its customer base go digital, a leading multi-play Communications Service Provider (CSP) embarked on a transformation journey to digitalize its customer service operation. Its agents had also informed the company that they needed better connected tools—there were times when agents had to use 14 tools and multiple windows when serving a customer. The CSP aimed to provide 24x7x365 customer service at scale through digital touchpoints, and where possible, deflect phone calls to digital channels.

**SOLUTION**

When big-iron legacy systems failed and point products created disconnected customer experiences, the CSP went with eGain for its comprehensive omnichannel customer engagement offering and open architecture. Moreover, the CSP opted for the eGain AlwaysOn™ cloud zero-downtime option, running Microsoft Windows and SQL workloads on Amazon EC2 instances. The global presence of AWS infrastructure with multiple availability zones in each region made it the best solution to support the CSP’s globally distributed contact center operation.

Integration with the legacy environment was also critical. The organization needed a partner that could connect the different solutions in their ecosystem, and “eGain,” said the VP of customer and employee tools, became “an important part of how we connect those dots.”

- The solution has already been deployed to 4,000 agents located in three continents.
- The contact centers are using eGain to provide customer service through chat, SMS, and email, and processing over 12 million, and growing, customer contacts per year.
- For faster service, the service organization also sends a link for SMS-based customer service to smartphone callers on hold at the IVR. This is a win-win for both the customer and the business—less wait time for the customer and reduced cost for the business.
- The eGain / Microsoft Windows / AWS stack ensures that there is no latency in system performance across globally dispersed contact centers.
- The solution’s out-of-the-box capabilities and available APIs have saved the CSP from expensive customizations.

**CASE STUDY**

**TELECOM SECTOR**

**EMAIL, CHAT, SMS, FOR AMAZON**

**CLOUD**

NPS improved by **30 points**

We have (...) already seen benefits and we are **super bullish on what’s to come**
When IVR customers were offered a digital option, they chose to go digital 35% of the time. Customer satisfaction has gone up by 30 NPS (Net Promoter Score) points.

Agent NPS, too, is better than before. Agent productivity, as measured by ART (Average Response Time), AHT (Average Handle Time), and FCR (First-Contact Resolution), have improved since agents have a 360-degree view of customer context and are able to quickly find answers in eGain’s knowledge base.

The VP said, “We have (…) already seen benefits and we are super bullish on what’s to come.” The CSP is planning to add eGain’s virtual assistant and social customer service capabilities to take digital experiences to the next level.