

Case study

GLOBAL BROADCASTING & CABLE COMPANY

Deployment of 24x7 robots automated 95% of the customer chat process and reduced AHT by 40%.

Industry

Cable & Telecom

Process automated

Customer Chat

The Client

The organization is the world's largest broadcasting and cable company (by revenue), as well as the largest home Internet Service Provider. It also produces feature films and television programs. The firm addresses the needs and queries of its customers through a technical support function offered via an Internet-based chat channel. A large pool of human support executives is required to service this huge customer base and manage the one-on-one chat process, right from issue identification & customer account checks to resolution & customer satisfaction surveys.

The eClerx Partnership

With a deep understanding of local business rules applicable across the entire end-customer footprint, eClerx supports this client through world-class solutions for faster issue resolution, cost-effective customer service and revenue generation through transitional sales.



The Problem

During a chat, every support agent needs to access multiple windows to find relevant customer information. This multi-window 'toggling' takes between 3 to 5 minutes, during which time the customer is kept waiting. In the short term, this impacts every agent's Average Handling Time (AHT) and delays resolutions for all 50K chat queries received every month. More importantly, in the long term, it negatively affects customer experiences and loyalty.



The Solution

Roboworx introduced automation to the human/workflow mechanism of the chat process. The robot processes tickets in bulk before (human) working hours. It extracts data from the client tool and integrates it into the internal workflow application.

Then it pushes relevant information to the workflow application, thereby giving agents a comprehensive view of the customer's information for each ticket assigned to them.



The Result

This manual-to-automation approach improved the fulfillment process and eliminated productivity bottlenecks. Since the agent already has relevant customer information available to them, they don't have to waste time switching between windows. This improves their AHT. And because customers are not kept waiting for a solution to their problem, their satisfaction is enhanced and the organization enjoys a better relationship with them.

Other benefits

- Readily available pre-processed information in one window
- Streamlined chat process, simplified user experience
- Agents can focus on delighting customer instead of wasting time on processing transactions



95%

Chat processes automated



40%

AHT improvement



24x7

 availability

Enhanced capacity

Other benefits

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