

Leading Telecommunications Provider Implements Virtual Agent for the Web

Results:

- 400K interactions per month
- 60% Deflection Rate
- Saving \$500K per month in support costs, while generating cross-selling revenue

About

One of the largest providers of cable and Internet services in the United States is also a recognized leader in global communications technology. The Internet Service Provider (ISP) provides High-Speed Internet, Digital Cable, and Digital Voice services. With almost 50 million customers across various product offerings, the well known brand has become synonymous with “communication.”

Dilemma

When a customer had a tech support or customer service issue he or she would contact the call center. With close to 50 million customers, and conservative industry estimates for call center cost-per-contact at about \$7, the ISP was spending millions of dollars in support.

The demand for self-service solutions is growing. As the population becomes more and more technologically savvy, consumers are seeking easy and intuitive ways to get support on their own terms.

How could the leading provider of Internet, cable, and voice differentiate themselves from the competition, drive down support costs, and increase sales all while maintaining a high level of support and service excellence?

Solution

In June 2007, the ISP began its partnership with noHold. The telecommunications giant was looking for an application that could serve a technical support function for High-Speed Internet, Digital Cable, and Digital Voice, as well as provide customer service for account and billing information.

noHold’s flagship product, InstantSupport™, is an expert Virtual Agent system that allows end-users to interact with it as if it were a real person. The technology involves a Natural Language Processor and Inference Engine to give the customer a human-like interaction.



Most recently, the ISP has decided to incorporate one of noHold's newest features for InstantSupport, Confederated Knowledge™. This new feature allows noHold's customer to choose multiple partners to which their Virtual Agent may connect. By strategically choosing partners, the Telco giant ensures that their customers can always get the best level of support, even for third-party products.



The ISP has decided to partner with well known modem, router, and security software companies, whom also have Virtual Agents. The partnerships allow the Telco company's customers to ask the Virtual Agent questions about specific modem, router, and security software products. With this feature the ISP strengthens customer loyalty by going above-and-beyond the call of duty and supporting third-party products.

Results

The Telco company requested a Virtual Agent that could help with technical issues as well as customer service issues. noHold was able to create a turn-key Virtual Agent for the company in about 160 hours per line of business. The Virtual Agent is accessible by customers on the home page as well as throughout the website.

Implementation did not require the whole support organization. With one manager and one Knowledge Base Specialist from noHold's side, the ISP was able to offer a click and go solution to its customers. Quick turn around and easy content management makes keeping the Virtual Agent up-to-date a low time and effort task. With noHold's Metrics™ component, the Telco provider is able to see the questions its customers are asking and make bottom-line driven changes to the Virtual Agent.

Metrics have shown an average of 1 million sessions per month. Before InstantSupport, these customers would either contact the call center or be required to sift through information available on the website. Now, information related to tech support issues and customer service issues is easily accessible on the customers' terms.

According to noHold's Metrics, InstantSupport is saving the Internet Service Provider hundreds-of-thousands of dollars in support costs.

Besides saving money, InstantSupport is able to increase the bottom-line. Customer support situations offer unique opportunities to cross-sell product upgrades or services. noHold has been able to increase conversion rates three-fold in three weeks by offering cross-selling technology through the Virtual Agent. Additionally, noHold was able to increase Solution Effectiveness for answers with multi-media animation. Answers with animation were voted twice as high compared to answers without animation

Conclusion

The Telco's continued business with noHold translates into significant support cost savings and increased sales revenue. The noHold Virtual Agent is a differentiator for its customer. It is positioned as a service to assist with tech support issues and customer service. A happy customer is a loyal customer when he or she feels like the company they are doing business with is investing in their well being – and that's exactly what this Internet Service Provider is doing.

**The figure below demonstrates an increase in click-through activity over a few weeks. The increase can be attributed to the ability for SalesAdvisor™ to provide education, advise, and cross-selling opportunities to website visitors. With SalesAdvisor live, click-throughs increased, resulting in an increase in orders.

