

simpel



Customer story

# Innovative customer service.

Innovative customer service made simple with DigitalCX solutions.

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# 1. Customised information always to hand

Since 2007, a leading pure-play SIM-only telecom provider in the Netherlands has attracted and retained the loyalty of hundreds of thousands of customers. An important element of their success as a budget provider is their paradoxical value-added proposition: their mobile phone contracts are much cheaper than those offered by competitors, but their product and services are highly appreciated. In terms of their services, the company aims to continue raising the bar. To do this, it uses the internal Operator knowledge bank and the DigitalCX chatbot. Consequently, they are able to completely tailor their customer service and communication to the needs of the individual customer.



The primary focus of this company is on their customers, as reflected by their ongoing efforts to provide constant quality and their emphasis on the human factor in searching for solutions. The company also aims to ensure that even complicated matters are kept as simple and accessible as possible to everyone. In light of the company's rapid growth and positive reviews, as reported by the Radar consumer programme, they're really managing to achieve their goals in terms of their services and communication platform.

'Our service is a key element of our product,' says the Director of E-commerce & Customer Service. 'This means, for example, that we are proactive in approaching clients when we can offer them a specific benefit. However, it also means that we take the extra step by evaluating and responding to individual customer questions and not simply by using a predetermined script. We listen to our customers and think things through together with them.'

## 2. Digital customer service

SIM-only contracts are marketed only online and not via phone shops. 'We are a completely digital brand and our customers can manage most things online,' explains the Support and Readiness Manager. 'Of course, we also have a customer contact centre to assist our customers if they need help.'

In order to further improve their digital service to customers whilst reducing the number of incoming calls to the customer contact centre, two main priorities are defined: providing improved information via their online channel as well as setting up a high-quality internal knowledge bank. With this in mind, they launched an app. Via this app, customers can obtain insight into their phone usage whenever and wherever they wish and manage almost everything relating to their contract. An improved search engine was also integrated into the company website.



### 3. Chatbot

But equally important in this context was the company's decision to completely transform their previously static website into a website with dynamic content and a digital chatbot for dealing with customer questions. 'We were keen to have a chatbot on our website to be able to reply to our customers online as effectively as possible,' explains the Director of E-commerce & Customer Service.

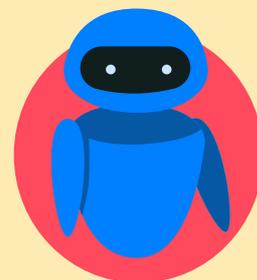
After a thorough survey of the market, a decision was made to contact DigitalCX, the leading specialist in conversational e-commerce solutions.

'In view of their track record and the enormous possibilities offered by their conversation platform, it quickly became clear that DigitalCX was the partner we were looking for in relation to the chatbot. The fact that we could integrate the chatbot with the internal Operator knowledge bank was another reason for us to choose DigitalCX'.

The company was able to roll out the chatbot within eight weeks. Support and Readiness Manager: 'Thanks to DigitalCX's advanced conversation platform, we configured the chatbot quickly and easily. The platform also made it easy for us to integrate our in-house look & feel. Most of the time was therefore spent organising and transferring the existing information database.'

The Director of E-commerce & Customer Service makes it clear that this was not the end of the story. 'Of course, the chatbot still needed to be integrated with our other systems. It's only after the chatbot actually goes live that you find out how customers actually use it, what questions they ask and whether our answers are helping them. That's a question of "practice makes perfect" or "learning by doing", adjusting the chatbot to optimise its effectiveness. But in this phase too, we were able to rely on the people at DigitalCX, who were always ready and willing to help us with their knowledge and experience.'

Incidentally, making such adjustments is an ongoing point of attention. 'You continually need to monitor what questions customers are asking and whether the chatbot is giving them the right information. Take a situation when phone contracts are changing or when the media is focusing attention on consumer rights and obligations when it comes to cancelling phone contracts. If you fail to supply the chatbot with the right answers in a timely fashion, you soon see a rise in the number of customers contacting the contact centre. However, if you do respond effectively and in time, it really does result in a higher Net Promoter Score. In addition, the DigitalCX chatbot provides us with very detailed and therefore valuable information about customer concerns or about what they are or aren't happy about.'



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## 4. Internal Operator knowledge bank

After the chatbot went live, the company got together with the specialists at DigitalCX to work on the internal knowledge bank. Support and Readiness Manager: ‘With the internal knowledge bank, we wanted to create a single source of information which would be easy to manage and maintain, so that we could offer our customers an omnichannel experience.’

The knowledge bank developed by DigitalCX gives customer service employees much better support thanks to the improved search functionality. Support and Readiness Manager: ‘With our previous information system, our employees needed detailed knowledge of our products and services to navigate through the maze of information. This led to a certain bias in terms of the answers they gave. The new knowledge management system is much more intuitive. It also has word recognition functionality, which enables us to ensure that employees must always enter the customer’s question in the customer’s own words. This forces us to always focus on the customer’s question and respond accordingly.’

To ensure that the information provided via all channels is consistent and correct, the online environment has access to the internal knowledge bank. The chatbot thus uses the information contained in the knowledge bank. The customer service employees also have access to additional information besides the website and chatbot. Director of E-commerce & Customer Service: ‘Most of the feedback we’ve received from our customer service employees is positive. New employees now start work with more confidence, while employees who have been with us longer also tell us that their work has been made easier and that they can provide customers with better information more quickly. They no longer have to use a fixed script but can respond more specifically and flexibly to the information needs of the customer. Furthermore, they can provide appropriate answers in cases where exceptions have to be made.’

## 5. Optimum interaction

It’s this interaction between the chatbot and the call centre employee that the director is most proud of. ‘The chatbot answers most customer questions in a manner that causes the customer to say, “That’s really helped me”. As such, we have managed to significantly reduce the frequency with which customers need to contact the contact centre. And if the customer does need to contact a customer service employee, then the chatbot has already zoomed in on the customer’s question and the employee can help the customer more quickly and effectively thanks to the knowledge bank. This omnichannel experience, in which consistent and correct information is provided via each channel, is reflected in a higher NPS. And it’s this result that we’re really happy with.’





## 6. Results

- Consistent and clear information provided, resulting in an excellent customer experience across all channels.
- Improved NPS scores thanks to DigitalCX being integrated into overall package of innovations
- Contact with customer service centre considerably reduced.
- More appreciation and improved service by customer service agents
- Real-time insight into customer needs and wishes

The company has further ambitions. Director of E-commerce & Customer Service: 'We're now looking at how we can provide personalised answers and contextual dialogues. That would enable the chatbot to give a better and more personalised answer based on a customer profile. We also aim to translate technically complicated procedures into simple dialogues. Obviously we aim to do this in close collaboration with DigitalCX. They have quickly become a highly valued partner for us and they are also a very future-looking company. I am convinced that together we will be able to further improve our customer services and communication in the coming years.



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